



Have you ever noticed that when the economy takes a nose dive, you tend to look for inexpensive ways to improve the environment around you? You start to reprioritize your spending by delaying instant gratification purchases in favor of long-term investments and savings. As a result, your business looks a little nicer because you would rather put a new coat of paint in your warehouse and spruce up your office than waste your dwindling bottom line on unnecessary expenditures. And this is a good thing because, quite simply, you are "getting your house in order".

I have noticed this trend with our members as well. The stress of the economy has made the short-term bleak for them. But instead of hunkering down and waiting it out, many are preparing themselves for a brighter future. In fact, IFPS is seeing that companies are training and certifying their employees so that when the industry does turn around, their employees are equipped to hit the ground running right along with the businesses. And individuals in the industry are educating and training themselves so that when raises and bonuses – or even new employment opportunities – start to free up, they are in a position to be considered for one. Talk about getting your house in order!

And here is the good news: IFPS has recognized this trend and has set about answering the needs of our members. There will be no increase for any of our services in 2009. In fact, we are reducing the cost for individuals that hold multiple certifications, and discounting the on-line training courses – so not only do you save money on travel, you also save money on the training course itself. We are also looking into cost saving affinity programs that will also help you to put your house in order!

Despite the increase that IFPS has seen in certification, training and new members, the Society as a whole recognizes the benefits of getting their own house in order while this economy is in a slow-down. In the coming months, you will start to see a more consistent brand and message from the Society. In fact, we are in the process of updating the IFPS website to address the ever-evolving needs of the internet community as well as our increasingly internet-savvy membership – not only will there be a new "look" to the site, its navigation will be reworked and the content will be

revamped. We are also working to streamline our certification and membership processes internally at Headquarters and are researching online testing capabilities. Our test scoring methods have also recently gone through restructuring so that we can easily recognize trends in the testing results and address those trends during our continuous test review process. Speaking of the test review process, the IFPS Certification Committee has embarked on what will be a continual review of the existing IFPS certifications for the purpose of maintaining integrity and relevancy. And let us not forget the new IFPS certifications that are in the pipeline – the Electronic Controls Specialist certification and the Mechatronics Certification. Very simply, IFPS is working to solidify itself as the leader in certification and training for the fluid power industry. We want to secure our future with you!

So while this economy has certainly impacted this industry and the IFPS, the Society is seeing a lot of new paint and spruced-up businesses (and is doing a bit of housekeeping of its own)! As with recessions in the past, the fluid power industry will come out on the other side of this economy with well-certified and well-trained employees – its homes (or rather businesses) will have been put in order so that they will be able to see the future clearly and be able to serve its customers more effectively.

So, if you are an individual in the fluid power industry and you want to put your "house" in order, call the IFPS at (800) 308-6005 or visit us at www.ifps.org. We want to partner with you so that you are competitive and strong when this economy turns around.

Publisher

Innovative Designs & Publishing, Inc.
3245 Freemansburg Avenue, Palmer, PA 18045-7118
Tel: 800-730-5904 or 610-923-0380
Fax: 610-923-0390 | Email: AskUs@ifps.org
www.FluidPowerJournal.com

ASSOCIATE PUBLISHER **Marc Mitchell**
ART DIRECTOR **Quynh Vo**
EDITOR **Kristine Coblitz**
VP OPERATIONS **Lisa Prass**
ACCOUNT EXECUTIVES **Caley Bittner, Bob McKinney**
ACCOUNTING **Donna Bachman, Debbie Clune**
OPERATIONS ASSISTANT **Tammy DeLong**
CIRCULATION MANAGER **Andrea Karges**

International Fluid Power Society

1930 East Marilton Pike, Suite A-2, Cherry Hill, NJ 08003-2141
Tel: 800-308-6005 or 856-424-8998
Fax: 856-424-9248 | Email: AskUs@ifps.org
www.ifps.org

2009 Board of Directors

Robert Yund, CFPS, CFPiHT, CFPCC, CFPAI | Hennepin Technical College
IMMEDIATE PAST PRESIDENT
Elizabeth Rehfs, CFPE, CFPS | Crafting Solutions, Inc.
FIRST VICE PRESIDENT
Rickey L. Rodeffer, CFPMT, CFPS, CFPMH, CFPAI | The Boeing Company
VICE PRESIDENT MEMBERSHIP & CHAPTER SUPPORT
Leo Henry, CFPMHM, CFPCC, CFPAI | Altec Industries, Inc.
VICE PRESIDENT CERTIFICATION
Wayne C. Farley, CFPMHM, CFPMHT, CFPCC, CFPAI
American Electric Power
VICE PRESIDENT EDUCATION
Jon Jensen, CFPSS, CFPAI | SMC Corporation of America
VICE PRESIDENT MARKETING AND PUBLIC RELATIONS
Mark Perry, CFPHS | Fitzsimmons Hydraulics
TREASURER
Patrick J. Maluso, CFPMHM, CFPS, CFPAI | Western Hydrostatics, Inc.

Directors-at-Large

Mike Lang, CFPHS | Parker Hannifin Corporation
James F. Simpson, CFPS, CFPMM, CFPAI | SMC Corporation of America
George L. Bufink, CFPMHM, CFPCC, CFPAI | American Electric Power
Robert E. Evans, CFPS | Trackmobile, Inc.
Scott M. Nagro, CPFS | HydraForce Inc.
Dennis Crouch, CFPCC, CFPHS, CFPiHT, CFPAI | General Motors (*retired)
Mike Anderson, CFPS | Motion Industries
Thomas E. Blansett, CFPS | Eaton Corporation
Justin Sergeant, CFPS | Open Loop Energy, Inc.
Bismarck (Bill) Castaneda, CFPHS | Automation Tech, Inc.
Jeremiah Johnson, CFPHS | Caterpillar, Inc.,
Doug Daniels, CFPHS, CFPAI | Mohawk College

Honorary Directors

Robert L. Firth, Consultant
Raymond F. Hanley, CFPE/AI-Emeritus | Consultant

IFPS Staff

Donna Pollander, Executive Director
Sue Tesauro, Certification Manager
Adele Kayser, Communications Coordinator
Sue Dyson, Membership Coordinator
Connie Graham, Certification Coordinator
Diane McMahon, Certification Coordinator
Beth Borodziuk, Administrative Assistant
Nick Pollander, Certification Assistant
Megan Whithouse, Bookkeeper

Fluid Power Journal (ISSN# 1073-7898) is the official publication of the International Fluid Power Society published bi-monthly with four supplemental issues, including a Systems Integrator Directory, Off Highway Suppliers Directory, Tech Directory, and Manufacturers Directory, by Innovative Designs & Publishing, Inc., 3245 Freemansburg Avenue, Palmer, PA 18045-7118. All Rights Reserved. Reproduction in whole or in part of any material in this publication is acceptable with credit. Publishers assume no liability for any information published. We reserve the right to accept or reject all advertising material and will not guarantee the return or safety of unsolicited art, photographs or manuscripts. POSTMASTER: Please send Address Corrections to Fluid Power Journal, PO Box 2548, Orlando, FL 32802-9830