

FOR IMMEDIATE RELEASE
July 2, 2010

Contact: Bill Chambers
bill.chambers@smma.org

SMMA Announces 2010 Fall Technical Conference Theme, “Combining Industrial and Academic Research to Advance Motor Technology”

SMMA – The Motor & Motion Association has chosen “Combining Industrial and Academic Research to Advance Motor Technology” as the theme of their 2010 Fall Technical Conference. The event is scheduled November 9-11, 2010 at the Sheraton Westport Hotel in St. Louis, Mo. Co-chairing the Conference are David E. Beth, vice president of engineering, Emerson Tool Company, and John Calico, senior research engineer, Moog Components Group.

The SMMA 2010 Fall Technical Conference begins Tuesday, November 9, 2010 with an evening reception including table top exhibits. Scheduled throughout the Conference, exhibits by motor industry suppliers are open for attendees during Conference continental breakfasts and refreshment breaks. The Conference is in session all day Wednesday, November 10, 2010 concluding with a dinner. Presentations continue Thursday morning, November 11, 2010 with adjournment at 12:00 pm.

A presentation and a break-out session are scheduled during the SMMA 2010 Fall Technical Conference for the EMERF (Electric Motor Education & Research Foundation) Pre-Competitive Electric Motor Research Consortium. This group of twenty-three SMMA member companies is committed to revolutionizing traditional motor systems through the utilization of advanced material technology, motor architecture, and manufacturing processes to enable cost effective, green solutions. EMERF is a 501(c)(3) foundation founded by SMMA in 1995.

The SMMA Motor & Motion College will offer the following courses on Tuesday, November 9, 2010 prior to the start of the SMMA 2010 Fall Technical Conference:

- Fundamentals of Electric Motor Design – an all day course taught by William H. Yeadon, PE, president, Yeadon Energy Systems Inc.
- Permanent Magnet Fundamentals – a half day course, Tuesday morning, taught by Stanley R. Trout, PhD, PE, owner, Spontaneous Materials.
- Basics of Motion Control – a half day course, Tuesday afternoon, taught by Keith W. Klontz, PhD, PE, president, Advanced MotorTech LLC.

Separate registration is required to attend SMMA Motor & Motion College courses.

The Permanent Magnet Division (PMD) of SMMA – The Motor & Motion Association will also meet prior to the start of the Conference, on Tuesday afternoon, November 9, 2010.

SMMA – The Motor & Motion Association is a manufacturing trade association, founded in 1975, comprised of motors and drives manufacturers and their suppliers. The mission of SMMA is to serve as the principal voice of the industry and to provide a forum to develop, collect and disseminate technical and management knowledge. To obtain additional information about the SMMA 2010 Fall Technical Conference or SMMA, visit www.smma.org, send an email to Bill Chambers at bill.chambers@smma.org or call SMMA at 508.979.5935.

#####

**P.O. Box P182
South Dartmouth, MA 02748
508.979.5935 fax 508.979.5845
www.smma.org**