

Editorial

The turn of the century will be a challenge for all industry. A new emphasis on the conservation of materials will bring higher demand for thermal spray coatings to enhance wear and corrosion characteristics of many different substrates. Demand for low cost, high production coatings will overtake the present industry notion that coatings are meant for low production items or repairs.

ASM's Thermal Spray Society is today and will be tomorrow's standard bearer for the education of engineers in this new and evolving technology. Likewise, the International Thermal Spray Association (ITSA), a trade association with over fifty companies, providing services to industry and thermal spray materials and equipment, is now and will be the force that will commercialize these ideas.

ITSA, formed in 1945 as the Metallizing Service Contractors, and in 1989 renaming itself to emphasize the international content of the group, is now positioning itself for the turn of the century. A new challenge is facing all in industry today. How ITSA meets this challenge will determine how successful the organization will be in the twenty first century.

The long history and success of ITSA was through volunteers like Jack Ritchie, Robert Mahood, Sid Dent, Fred Gartner, Les Erb, and numerous other volunteers of the member companies. In today's business climate there is more demand for time in running the business that we owe our livelihoods to and this decreases the effectiveness of good intentions. Therefore, in order for functions of ITSA to remain effective and to provide a value to the member, a request was made and agreed to by ASM/TSS to provide membership services to the ITSA organization. This is the first step in bringing the group into a more responsive mode for its members and for the industry it serves. Such services that will be provided will include new member activities, updates of membership directories, trade show promotions, planning for the semi-annual meetings, and the polling of the membership to make sure that the needs of the members are being met.

In addition to a closer working relationship with ASM/TSS, ITSA is developing a web site, <http://www.sprayITSA.com>. The web site will promote thermal spray applications to the world. In today's global market place, we must use every possible means to promote the use of thermal spray coatings and keep the news regarding thermal spray activities available to all. The web site will also provide an end user with information regarding member job shops, member manufacturers/suppliers of equipment, and member Universities that can be contacted directly or through e-mail addresses to help solve their thermal spray problems. The electronic age is here to stay and ITSA is positioning itself to be ready for the next century.

ITSA is at an exciting time in history! Never has technology taken so many leaps in such a short time. As an organization, ITSA is helping to transfer this technology to industry. Continuous improvement must be the corner stone for industry and the International Thermal Spray Association. Working hand in hand will make the 21st Century a better place to live.



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