



## MID-WEST FASTENER ASSOCIATION

P.O. Box 5  
Lake Zurich  
Illinois 60047  
800-753-8338  
847-438-8338  
Fax: 847-438-7580  
mwfa@ameritech.net

### 2012 BOARD OF DIRECTORS

**PRESIDENT**  
MATT DELAWDER

**VICE PRESIDENT**  
RICH CAVOTO

**TREASURER**  
PAULA EVITTS

**SECRETARY**  
GLEN BRIN

**DIRECTORS**  
BRIAN CHRISTIANSON  
CLIFF HAUGER  
BOB O'BRIEN  
BECKY RUSSO  
WAYNE WISHNEW

**ALTERNATE  
BOARD MEMBERS**  
DAVID GAWLIK  
RICH PEASE  
BILL VODICKA

**EXECUTIVE DIRECTOR**  
NANCY RICH

February 6, 2012

To: MWFA Members and Fastener Industry

From: Matt Delawder, President

The MWFA is moving up to Milwaukee on March 15<sup>th</sup> for a day full of activities. All of which will benefit you (in one way or another). Two years ago we did a tour of the Miller Brewery, last year we toured the Harley Davidson Museum and this year we will tour the Great Lakes Distillery!

Schedule: 2:00 p.m.-3:45 p.m.-Social Media Seminar  
4:00 p.m.-5:30 p.m.-Great Lakes Distillery Tour  
(Meet on location)  
6:00 p.m.-7:00 p.m.-Cocktail Hour  
7:00 p.m. Dinner followed by Speaker

Our afternoon Social Media Seminar will be conducted by Dennis Dean and Greg Bennett of Dean Group Media. They will touch on many areas of social media and how your business can and should be using it to gain market share including:

- What is Social Media
- Old vs. New Marketing
- Marketing Spend Trends
- Why Video? Effective Use of Videos
- Does it Pay?
- Top 10 Social Media Mavens
- Case Studies-Wall Flowers Don't Dance
- Where to Start, Guidelines, Strategies,
- Social Networks vs. Social Media
- Social Media and Search Engine Optimizations

Promptly at 4:00pm our seminar and dinner guests are invited to a tour of the Great Lakes Distillery (Just a walk from the Iron Horse Hotel) including tastes!

Our dinner speaker will be Dr. Samuel L. Zelinka, Materials Research Engineer at the USDA Forest Products Laboratory. He will discuss how the voluntary changes to wood preservative formulations for non commercial uses resulted in increased attention from trade associations representing the forest products, fastener, and constructions industries about corrosion of fasteners (especially deck screws) in treated wood. Anecdotal stories and scientific studies have shown that in many cases, these new preservative treatments are more corrosive to the nails, screws, and joist hangers that hold wooden structures together. This presentation will summarize the results of fastener corrosion research at the USDA Forest Products Laboratory (part of the Forest Service) where several new test methods have recently been developed to understand fastener corrosion. The talk will answer practical questions such as "why and how corrosive are the new preservatives" or "how might this increased corrosion affect the structural capacity of my structure" and "WHY ARE THE HEADS ARE POPPING OFF!?"

**This information is important as your products may end up in treated wood whether you know it or not. It's best to have more information, for your customers, than not enough. See next page for registration form.**

**Addresses for the March 15<sup>th</sup> –Milwaukee WI Events**

---

**Seminar and Dinner Meeting:**

Iron Horse Hotel (Seminar & Dinner Meeting)  
500 West Florida St.-Milwaukee, WI 414-374-4766

**Room rates available for \$149 (cut off date 2-22-12, rate available after that date depends on availability)**

**Tour Location:**

Lake Side Distillery  
616 West Virginia St.-Milwaukee, WI

Fees: \*Social Medial Seminar \$45/Members \$60/Non-Members  
Distillery Tour Only \$10/Members \$15/Non-Members  
\*Dinner Meeting \$55/Members \$65/Non-Members

At the Door: Additional \$10 Fee \*Fee includes Distillery Tour

---

Return this form (with payment), for the March 15th meeting by mail or fax to 847-438-7580. Please return by March 8<sup>th</sup>. E-mail reservations may be sent to [mwfa@ameritech.net](mailto:mwfa@ameritech.net) (registration form can be downloaded at [www.mwfa.net](http://www.mwfa.net))

---

**MWFA Events-March 15, 2012**

COMPANY \_\_\_\_\_

Number of Attendees for: Social Media Seminar \_\_\_\_\_

Distillery Tour \_\_\_\_\_ Number of Attendees for Dinner \_\_\_\_\_

Attendee Names (please circle events attending S=Seminar, T=Tour, D=Dinner)

S T D \_\_\_\_\_ S T D \_\_\_\_\_

S T D \_\_\_\_\_ S T D \_\_\_\_\_

Payment Enclosed \_\_\_\_\_ Invoice Us \_\_\_\_\_ Bill Credit Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Amt. Enclosed \_\_\_\_\_

Reservations must be placed prior to March 8<sup>th</sup> in order to place accurate reservations with the restaurant.  
Mail form to: MWFA P.O. Box 5 Lake Zurich IL 60047 or fax to 847-438-7580

**Reservations placed, but not filled will be invoiced-we are billed for guarantee given to restaurant.**

***Mid-West Fastener Association P. O. Box 5  
Lake Zurich IL 60047  
847-438-8338 Fax 847-438-7580***