

## Director's Message



Build it and they will come. This romantic notion worked for Kevin Costner in the film, Field of Dreams; however, real life and business are rarely that simple. Once you have built your infrared inspection business, there are

time-tested ways to help ensure that customers will come.

## Upcoming Courses

### [Level I Certified Infrared Thermographer®](#)

- Mar 9 – 13 Honolulu
- Mar 16 – 20 Seattle
- Mar 23 – 27 Kuala Lumpur
- Apr 13 – 17 Seattle
- Apr 20 – 24 Honolulu
- Apr 27 – May 1 Philadelphia
- May 11 – 15 Seattle
- May 25 – 29 Melbourne
- Jun 1 – 5 Philadelphia

### [Level II Certified Infrared Thermographer®](#)

- Mar 2 – 6 Philadelphia

Getting prospects to come to your business involves more than setting up shop and hanging out a shingle. In order to thrive, you have to let prospects know that you are open for business and that you are ready to respond to their needs. The following are some of the most effective ways to get your message out to potential customers.

First and foremost, have a professional artist design a color brochure that fully describes your capabilities and strengths along with the benefits that customers can expect from your services. You will also want to engage a professional to design a website that mirrors your advertising brochure. Whenever possible, choose a domain name that is easy to remember and contains your company name. Be certain to update your website periodically.

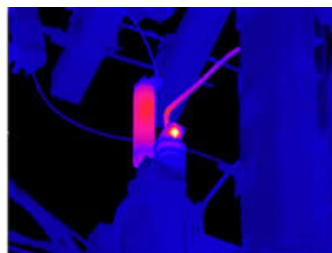
Upon publishing your website, it is imperative to let others know about your services. Networking with other professionals can bring you work through their business activities. Architects, engineers, contractors, and consultants can be excellent strategic partners. Once you have established a relationship, you reap the benefit of their sales efforts at no cost.

Once you have identified business prospects within your region, hit the bricks and do some old fashioned selling. In this day of internet selling, email and instant messaging, putting a human face on your company can be worth its weight in gold.

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## New Short Course on Now Available Online

Following the recent publication of the 2015 edition of NFPA 70E, Infraspection Institute have updated our **SuccessIRies 105 online short course, NFPA 70E – Are You in Compliance?**



- Apr 13 – 17 Melbourne
- Jun 8 – 12 Philadelphia

### [Level III Certified Infrared](#)

### [Thermographer®](#)

- Jun 15 – 17 Philadelphia

### [Full 2015 Schedule](#)

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## Upcoming Conferences

Infraspection Institute invites you to see us at the following upcoming conferences. Be sure to stop by and say Hello!

### [IR/INFO Conference](#)

Jan 17 – 20, 2016

Orlando, FL

### [Ultrasound World XI](#)

June 2 – 5, 2015

Clearwater, FL

### [UI Thermal Imaging Conference](#)

September 14 – 17, 2015

Las Vegas, NV

### [SMRP Conference](#)

October 12 – 15, 2015

Cincinnati, OH

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## Links of Interest

Part of Infrasppection Institute's distance learning program,

SuccessIRies 105 is intended for all thermographers performing infrared inspections of energized electrical equipment. This course is designed for in-house and contract thermographers as well as managers of infrared inspection programs. The new version of SuccessIRies 105 is a must-see for all thermographers seeking to comply with the latest edition of NFPA 70E.

SuccessIRies 105 is designed for beginners and experienced thermographers. Course is 47 minutes long and may be accessed 24/7 from a standard web browser or a smart device.

[More Information](#)

[IRINFO.ORG](http://IRINFO.ORG)

[Maintenance & Reliability Topics](#)

[NACBI](#)

[CITA.ORG](http://CITA.ORG)

[Temperatures.com](http://Temperatures.com)

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## Infrasppection Director Receives Award from ASTM



ASTM International recently presented Infrasppection Institute's Director, Jim Seffrin, with an ASTM Service Recognition Service Award for his 30 years' service to Committee E07 on Nondestructive Testing.

Following the award, Mr. Seffrin had this to say: "During the past 30 years, standards have been crucial in the advancement of infrared thermography and non-contact temperature measurement. It has been a privilege to work with fellow Society members who recognize the importance of applications and equipment usage standards. I look forward to working with Committee E07 to develop new standards as the science of thermography continues to evolve."

ASTM International is a nonprofit, international organization that develops and publishes voluntary consensus standards for a wide

range of materials, products, systems, and services. ASTM has more than 30,000 members, including over 1150 organizational members from more than 150 countries. ASTM publishes eight separate standards pertaining to the conduct of infrared inspections and the use of thermal imaging equipment.

[More Information](#)

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## **IRINFO.ORG Redesign**

### **Nearly Complete**

During the past several months, Infraspction Institute's content-based website IRINFO.ORG has undergone an extensive update and makeover. In addition to being redesigned using a WordPress format, the site has been reorganized to improve its functionality and incorporate new features.

Presently, IRINFO.ORG contains hundreds of useful Tips of the Week and dozens of technical articles pertaining to infrared thermography and related technologies – all of which can be accessed for FREE!

Other features include directories of equipment manufacturers, infrared thermographers, and our 5 Star Website Award. Content is updated weekly and can be delivered automatically to your website via an RSS feed. If you haven't experienced our new site features, we invite you to visit IRINFO.ORG and see what's hot!

# **IRINFO.ORG**

THE DEFINITIVE RESOURCE FOR IR THERMOGRAPHY

[More Information](#)

