



November 2009

Dear Prospective Associate Member:

If you are reading this letter, you most likely are wondering "What's in it for me" if my company were to become an Associate Member of the Aluminum Association. I have to admit I had the same thought when I was first approached by the Aluminum Association, but in a short period of time I came to realize the value this membership brings to me and my company and I would like to share some of those thoughts with you.

As an Associate Member since 2002, Houghton International (and I) have realized substantial value in being a part of this organization. This membership has allowed me to get a pulse on where the Aluminum Industry is currently as it relates to several important milestones and, more importantly, to understand where it is headed and how my company can support it going forward. In the past seven years, I have gained access to many of the high-level Aluminum Executives that lead this Industry and shape their companies' futures. Some I already knew, and I used this venue to help grow my existing relationships. Those I didn't know, I used this membership as an opportunity to expand my mind share with them and their company.

An Associate Membership status allows you to participate in numerous committees that are both product line and process selective. That participation expands your understanding of the key drivers each committee is faced with and allows you and your company the opportunity to provide both input and possible solutions to those drivers when appropriate.

Since 2002, my company has expanded in the Aluminum Process Chemicals area to the point that we are now one of the top suppliers of these products to the North American Aluminum Industry. I am convinced that my involvement in the Association has played a key role in our market growth over this time period.

If you already supply goods and/or services to the Aluminum Industry, this membership can help you secure your market share. If you are looking to expand into this Industry, I cannot think of a better way to begin your market entry than by getting involved in this Association as an Associate Member.

With that said, I would invite you to explore membership in the Aluminum Association to see if it can help you and your company as I believe it has helped mine.

Best Regards,

Jeff Lawrence
North American Sales Manager
Metals Division
Houghton International