

## Director's Message



Savvy business owners are always on the lookout for new business opportunities. Thermography can be a particularly good fit for companies seeking to expand their services and generate new revenue.

The past few years have seen tremendous growth in the use of

## Upcoming Courses

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

#### [Thermographer<sup>®</sup>](#)

- Mar 18 – 22 Melbourne
- Apr 29 – May 3 Philadelphia
- Apr 29 – May 3 Trinidad
- June 3 – 7 Philadelphia
- Jun 17 – 21 Melbourne
- Jun 17 – 21 Kuala Lumpur

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

#### [Thermographer<sup>®</sup>](#)

- Apr 15 – 19 Melbourne
- May 6 – 10 Trinidad
- Jun 10 – 14 Philadelphia

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

thermography for building inspections, condition-based monitoring and predictive maintenance. Greater public awareness and lower equipment costs have induced many firms to add thermography to their services.

The income potential for thermographers is significant. Depending upon services offered and rate structure, a single thermographer is capable of generating \$250,000 per year in revenue. This potential can be influenced by a number of factors including one's choice of infrared imaging equipment. Prior to purchasing equipment, one should keep the following in mind:

- Determine your firm's capabilities with respect to expertise and manpower.
- Conduct a marketing study to determine what services you will offer. In particular, look for services that will repeat annually and/or provide the greatest revenue with the least amount of sales effort.
- Entry level equipment can limit one's capabilities and revenue potential. Try to anticipate your equipment needs for at least three years and purchase accordingly.

Despite claims to the contrary, thermography is not a 'point and shoot' technology. In addition to thorough knowledge of the systems or structures being inspected, thermographers should be trained in infrared theory, heat transfer concepts, equipment operation and selection, current industry standards, and report generation. For those lacking experience, training should be completed prior to purchasing equipment.

[Thermographer®](#)

- Jun 17 – 19 Philadelphia

[Full 2013 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!

[Maintenance and Reliability](#)

[Technology Summit \(MARTS\)](#)

Apr 30 – May 3, 2013

Rosemont, IL

[Ultrasound World IX](#)

May 6 – 9, 2013

Clearwater Beach, FL

[United Infrared Conference](#)

Jun 3 – 6, 2013

San Diego, CA

[SMRP Conference](#)

Oct 14 – 16, 2013

Indianapolis, IN

[IR/INFO Conference](#)

Jan 19 – 22, 2014

New Orleans, LA

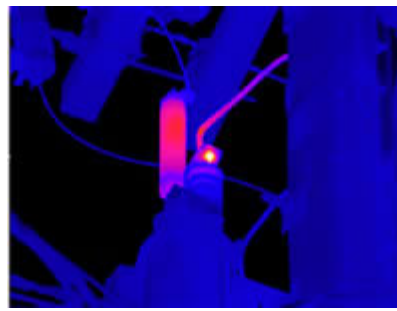
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## Applications Courses Provide Focused Training

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## Links of Interest

In addition to our Level I, II, and III thermography courses, Infrasppection Institute offers a number of applications courses focused on specific areas of thermal imaging.



Topics include: infrared inspections of electrical systems, mechanical systems, building envelopes, and pest detection.

Typically 16 hours in length, each application course covers infrared theory, heat transfer concepts, equipment operation and selection, inspection techniques and procedures, standards compliance, image analysis, and report generation. Course completion may be applied to training requirements for thermographer certification.

Infrasppection Institute applications courses are a cost effective alternative to week-long classes and are perfect as refresher courses.

Applications courses are available monthly in several locations worldwide as well as through our [Distance Learning Program](#).

[More Information](#)

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

[Maintenance & Reliability Topics](#)

[NACBI](#)

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

[Follow Infrasppection on Twitter](#)

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## Special Discount for June 2013 Level II

### Attendees



Infrasppection Institute is pleased to announce a special offer available exclusively to our Newsletter subscribers.

Attend our June 2013 Level II Certified Infrared Thermographer® training course

and receive a 50% discount on your course tuition!

Here's how it works: Companies that register two or more people may take 50% off of the tuition fee for a second person that they register for the same class. To take advantage of this offer, simply mention this Newsletter at the time of registration.

Special offer applies to Mount Laurel (Philadelphia area) courses only and may not be combined with any other discounts.

[More Information](#)

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## Did You Know?

Our content-based website IRINFO.ORG contains a wealth of information on thermography and related technologies? IRINFO.ORG contains hundreds of useful Tips and dozens of technical articles that can be accessed for FREE!

Other features include directories of equipment manufacturers, infrared thermographers, and our private list server, IRINFO Group. Content is updated weekly and can be delivered automatically to your website via an RSS feed.

Visit [IRINFO.ORG](http://IRINFO.ORG) today and see what you've been missing!

[More Information](#)

