



# RECORD

National Tooling & Machining Association



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The editorial content of the NTMA Record does not necessarily reflect the opinion of the National Tooling & Machining Association or its Chapter affiliates.

## Another Successful NTMA/PMA Purchasing Fair in the Books!

The NTMA/PMA Contract Manufacturing Purchasing Fairs offer major corporations and government agencies a chance to meet new suppliers. Thirty-one buyers/engineers from 22 companies participated in the Fair, held October 29 at the MGM Grand at Foxwoods in Mashantucket, Conn. Ninety-three small manufacturers from the U.S. and Canada spent the day talking with potential customers in an effort to diversify their customer base.



Both customer and supplier reaction to the Fair was excellent. NTMA member Mark DiLorenzo, President of Phoenix Manufacturing in Enfield, Conn., said he was encouraged by his meetings with

buyers from companies he talked to in his search for new customers for the hydraulic aerospace parts segment of his business.

Caroline LaRocco, President of Structural Protective Products, said her current overseas supplier recently raised pricing on her patented door hardware product. She was pleased to have at least two companies that thought they could meet or beat the price she is currently paying the overseas supplier. She would certainly like to see that work brought back to the U.S.



A social event was hosted on Thursday evening prior to the Fair by 4 NTMA Chapters in the New England area – Rhode Island & Southeastern Massachusetts, Boston, Western Massachusetts and Connecticut. More than 100 customers and suppliers turned out for an evening reception complete with gaming tables and lessons for the novice players.

John Hehnen, Sr., Purchasing Agent for ITW United Silicone, said of his first experience with a Purchasing Fair, "The meet and greet session on Thursday evening was the perfect opportunity to meet other procurement specialists that are currently sending work offshore, but looking for potential machining sources

(Continued on page 13)

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(Continued from page 1)

in the U.S. The Friday session, although intense, surpassed my expectations. I now have over 30 valuable machining contacts that would have taken me months to generate on my own."



In addition to the social and business aspects of the Purchasing Fair, suppliers also had the opportunity to attend a special marketing seminar on Thursday afternoon. Professional speaker Carl Henry helped attendees prep for the Fair with his "7 Secrets to Closing More Sales in 10 Minutes or Less."

Preparation and follow-up will be the keys to making the Purchasing Fair truly successful for those who attended. We'd like to thank Patrick Fetterman of Plex Systems for sponsoring the sales seminar. Plex offers a full line of ERP software for all types of manufacturing companies and can be found at [www.plex.com](http://www.plex.com).



During the luncheon on Friday, Harry Moser, Chairman Emeritus of Agie Charmilles, gave a short talk on his "Reshoring Initiative" and showed an example of his "Total Cost of Ownership" (TOC) software. He developed this software to show customers how much it really costs to send work

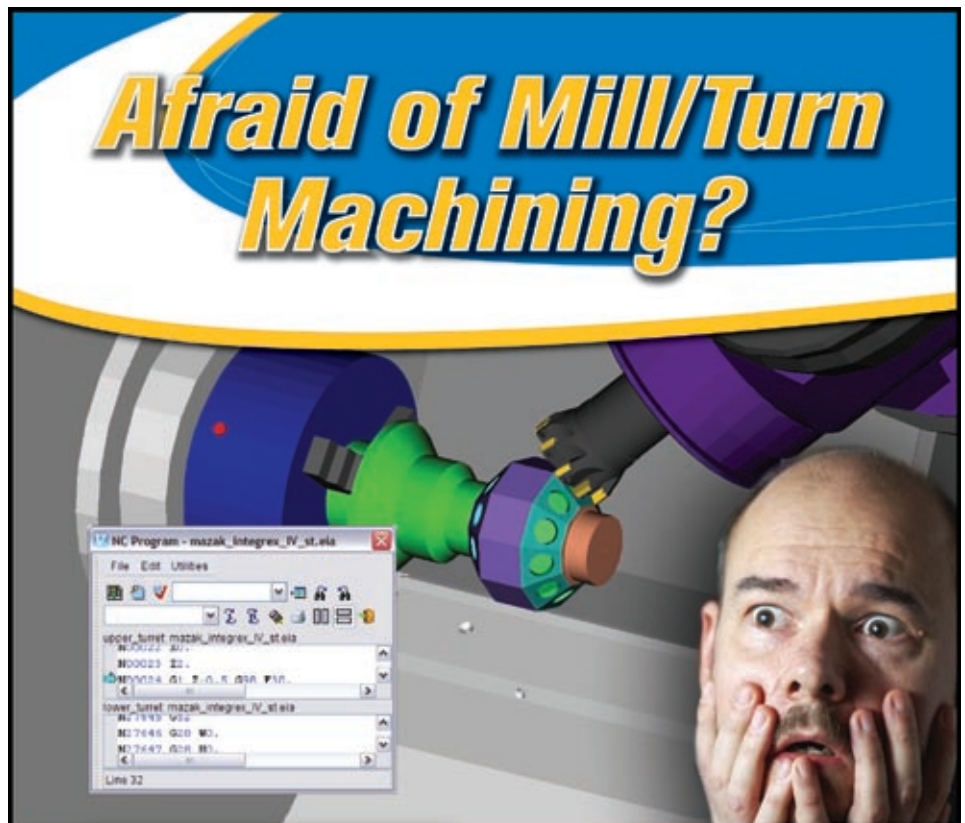
offshore. Many customers in the room raised their hands to say they'd think about bringing work back to the U.S. if it can be proven they would save money by doing so. Anyone can download the TOC software to use in discussions with customers at [www.resourcingmfg.com](http://www.resourcingmfg.com). Working together to educate all, we can help to bring more work back to the U.S.

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## Chairman's Corner

Grady Cope, NTMA Acting Chairman of the Board

### *The Times, They Are a-Changin'*

Bob Dylan's hit song really sums it up perfectly, and I think it goes without saying that the times are certainly changing. As the year comes to a close, I often find myself reflecting on our company's accomplishments in the past year and our future opportunities. I know that most of us finally began to see an improvement in our business conditions, and I know we are all looking forward to a continued resurgence in U.S. manufacturing. There also is a subtle hint of optimism in the air after the commanding swing that we witnessed in the November elections; allowing us more opportunities to advance our manufacturing agenda to our elected officials.

As for your NTMA, this past year has also been one of change and transformation.

In this last year we have been busy focusing on how to better serve the membership. We have created and staffed the MSI, a jointly owned Association Management Company that will enable more efficient back-office operations and is facilitating our move to Cleveland; a project that is expected to be completed at the end of the year.

We have had two successful purchasing fairs focusing on 'reshoring' – and yes, there are customers looking for good shops in the U.S. to meet their manufacturing needs. In fact, we are gaining more and more traction every day as the NTMA

continues to educate the Administration on how 'Jobs' and 'Manufacturing in America' go hand in hand.

We have focused resources on expanding the National Robotics League; an initiative created to provide a career path into manufacturing beginning at the middle school level and continuing through post-secondary. NTMA will be the leader on the reappearance of young people in U.S. manufacturing and the National Robotics League will be the prominent program leading the charge.

The NTMA has been the visionary in developing relationships with like-minded organizations and Associations. This fall we had our first joint conference with PMA and it was well received by all who attended. As we head into next year, our spring conference in Chandler, Ariz., will have 4 organizations representing U.S. manufacturing, NTMA, PMA, AMT and AMTDA. The conference is titled Manufacturing for Growth. We expect more than 800 people to be in attendance, and it will be the cornerstone of our campaign to let the country know that U.S. manufacturing is prominent and relevant.

Our efforts in Washington, D.C., through our Government Affairs Team and One-Voice paid off since we had our most successful year in recent memory. We led the way in Washington to pass legislation helping small businesses access sufficient and timely credit and to extend tax credits to help manufacturers purchase equip-



### **NTMA Executive Team**

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ment. I personally met with the top leaders in Congress on this critical bill, and that it became law in September is a true testament to how we can succeed if we try.

An issue very close to many of us is the lack of a national manufacturing strategy in this country. We are the only industrialized nation without a formal policy to guide our decision makers in Washington. This year the House passed a bill that will require the federal government to develop and implement such a policy, and they must review it on a regular basis. We also succeeded in overwhelmingly passing a bill to address illegal currency manipulation by China and others. While we had many successes on offense this year, we also succeeded in defeating several policies that would hurt our industry. For the third straight year we defeated the Employee Free Choice Act, also known as the Card Check bill, despite Big Labor spending more than \$400 million to pass the bill.

The November elections sent a strong message to Washington – Democrats and Republicans alike. Republicans overwhelmingly won the House of Representatives but fell a few seats short of taking the Senate. NTMA's PAC donated roughly \$40,000 to candidates for the House and Senate and 97 percent of those we supported won. We should feel proud that our voice was heard and we shaped the outcome of this election. However, it seems as if before the dust even settles from one election, another one begins. As we head into the next Congress with a divided Washington, what can we expect? If President Obama cannot secure support for some of his priorities in Congress, will he begin to increase regulations? We have a lot ahead of us, but we can only keep the successes going if we speak out.

And not to be forgotten, we have just added a new President, Dave Tilstone.

Having a new president to lead us through the changing times ahead will allow us to realign our resources and fortify our position as the most viable and valuable metalworking organization in the U.S.

I also want to take this opportunity to extend special thanks to our Washington staff that has served our Association for many years to make our NTMA the best Association out there. For many of these people, who we consider part of our family, this will be their last year with us and they deserve a thank you and best wishes from each and every one of us. We wish them well on their future endeavors.

I want to wish all of you the happiest of holidays and best wishes for the New Year.



## John & Lila Aure Scholarship Fund

Approximately 12 years ago, John Aure, one of the LA-NTMA Chapter's past presidents passed away. Several weeks ago John's wife, Lila, also passed away. Shortly after John's passing, Lila Aure came to the Los Angeles Chapter and said that she would like to create a fund in her husband's name. She said that she wanted to do something that would help young people come into our industry. It took a number of years for it to come to fruition, but approximately three years ago the Chapter began awarding graduates of the California training centers with the John & Lila Aure Scholarship Performance Award.

Lila and her family were very pleased to finally see this award going to students. They attended several of the graduations and had the opportunity to see the hard work these students have done in order to achieve this award.

After Lila's passing, both of her daughters expressed a desire to see the award program carry on as their mother had wished. In lieu of funeral flowers, Lila's daughters asked people to make donations to the Aure Scholarship fund.

The John & Lila Aure Scholarship Fund is managed through the National Tooling and Machining Foundation (NTMF). The awards are paid for through the interest earned on the original principal that the Aure family donated. In this way, the award should last for many years to come.

This is a great program and we encourage you to make a donation through NTMF to help the program grow and continue.

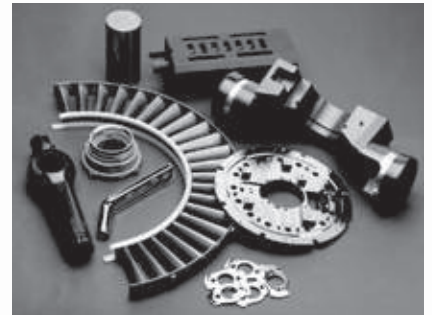
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# 2010 Fall Conference, "A Big Winner!"

NTMA's 2010 Fall Conference was a bit different from past conferences. This was the first combined NTMA Fall Conference and PMA Annual Meeting. By all accounts the meeting received high marks. In fact, 80 percent of the seminar evaluations indicated that co-locating with PMA added value to the event. And the weather in the Jacksonville, Fla., area was perfect all week.

The big news of the week was the introduction of Dave Tilstone as NTMA President (see story from last month's Record). The new Leadership Teams also met to discuss goals and future endeavors. Standing and action teams are now organized under 4 leadership teams: Governance, Membership Value, Industry Advocacy and Workforce Development.

Jeff Thredgold, CSP Economic Futurist, gave an entertaining look at the economy today and how we got here and where he thinks it is going. He had a lot of positive things to say, which was refreshing to hear. He will be providing us with future insights through his "Tea Leaf" newsletter. Dr. Yaron Brook of the Ayn Rand Institute talked on the "Values of Manufacturing!" His main theme was that people in manufacturing should be revered and not condemned for making profits. An emotional presentation also was given by Jay Rifenburg of Rifenburg Training and Development Center. His "No Excuse" talk gave members a reason to be proud of what they do and spoke about morality and character in business and in our personal lives. At the end of his speech he donated his time to come to a member's shop and provide leadership training,

all to be raffled off at the end of Saturday night's auction.

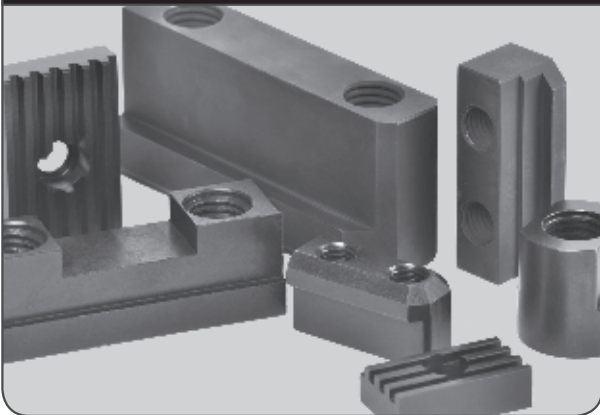
With the November elections just a few weeks away, there was a big push to get everyone to vote. The "Vote for Manufacturing" posters were out and there was a lot of excitement about the possibility of making major changes in Washington after the elections. By the time you read this, you'll already know if those changes are coming. Members were encouraged to go to the One Voice coalition

website to keep track of their elected officials and current issues.

By the end of the week, everyone was ready for a relaxing time at the closing dinner and auction. More than 25 items were auctioned to raise money for NTMA programs such as the Government Affairs Administrative Fund, National Robotics League and the Brock Babb Scholarship Fund. There were several cases of wines, vacation getaways, sporting events, strategic planning sessions, paintings and guns to bid on, as well as a ride in a WWII B-17 Bomber. All items were donated or arranged for by members. We want to thank everyone who donated items and everyone who took part in the bidding. We hope to run stories in future issues of The RECORD on those who bought the items and how they're enjoying or using them. The final tally of auctioned items and raffle ticket sales was an amazing \$53,450! We couldn't have done it without the support and participation of our members.

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Jay Rifenburg was a big hit at the general assembly with his "No Excuse" presentation and at the Auction for his leadership consulting service raffle prize.



Members examine cases of wine donated to the Auction by Roy & Cathy Sweatman, Southern Manufacturing Technologies, Tampa, Fla.





Dana Super addressed the joint General Session on behalf of conference sponsor, DMG Mori Seiki USA.



102 NTMA & PMA members spent a picture-perfect afternoon on the golf course. The event honored the memory of long-time NTMA/PMA member Bill Fitzwater of Superior Die Set Corp.



From simple masks to clever costumes, everyone had a spooktacular time at the Chairs' Theme Party.



We also wish to thank all of our sponsors for the NTMA Fall Conference and PMA Annual Meeting:

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Without your generous help we could not have had a successful conference. We encourage all members to think about these sponsors when looking for services and products.

## Refocus on Member Training Needs

In our efforts to increase "Membership Value" by listening to the voice of our membership, it was decided that the NTMA will not conduct the 2011 NTMA/NIMS National Apprenticeship Competition that was to be held in Cleveland, Ohio.

As we refocus on the training needs of our member companies, we will be rolling out several training programs that we think will improve the bottom line of your company.

The Education Team has held numerous meetings where the Apprenticeship Contest was highly debated. In these discussions there was consensus that the

annual competition created too high a cost for the host Chapter, had too low of a participation rate, and demonstrated minimal member value. Our team meetings and conference calls identified a need for workforce training; but until something of higher value can be identified to replace the contest, the decision has been made to discontinue it.

The NTMA Education Team firmly believes that "Workforce Development" is extremely beneficial, and the demand to keep a highly trained workforce is at the forefront for all companies polled. During the next few months, Ken McCreight, NTMA Vice President, will

be working with the Education Team to develop training modules and update our curriculum, so that we have a quality product to deliver to our membership.

Some topics and course delivery that are being reviewed are:

- Training for a Skilled Workforce (National Robotics, PJAM, Apprenticeship)
- Leadership and Innovation training
- Measuring the return on your training investment
- Health and Wellness programs
- Computer based On-line Workforce Development/Apprenticeship

Please feel free to submit you ideas and suggestions to Ken McCreight at [kmccreight@ntma.org](mailto:kmccreight@ntma.org).

# Boston Centerless Wins 2010 Summit Award

Boston Centerless was selected as the 2010 recipient of Consona Corp.'s Summit award for its Made2Manage ERP Solution. The announcement was made at Consona's premier user conference in Las Vegas.

This Best Overall Use award honors a customer that has been able to demonstrate excellence in utilizing multiple applications of its chosen solution, in this case, the Made2Manage ERP solution. Recipients of the award submit both qualitative and quantitative data that illustrate how the solution has improved the customer's overall business performance. Award recipients display full use of both core and add-on solutions, steady business growth, a strong return on investment, and a passion for implementing and mastering new technologies.

Boston Centerless has used Made2Manage to further automate its business processes, establish uniform best practices throughout the organization and provide a real-time source of information that leads to better decisions. Substantial time savings also have been achieved through regular and frequent re-examination of business processes and a strong commitment to lean. Boston Centerless achieved significant results in reducing lead time from quote-to-delivery, which is critical to meeting and exceeding customer expectations. Customizations also have been particularly helpful in streamlining processes and maintaining customer satisfaction.

Overall, the Made2Manage ERP solution helped Boston Centerless improve its competitive position.

Specifically, Boston Centerless has achieved the following results:

- Increased the volume, accuracy and timeliness of information available to decision-makers, resulting in better informed and more accurate decisions
- Currently reducing time from when an order is received to when it reaches the production floor from three days to one day through implementation of an order processing cell and use of Made2Manage customizations

"What sets us apart is not just our ability to produce ultra precise, industry-best ground bar stock with consistency in tolerance, roundness and straightness, but also the speed to market and added value that we can bring our customers through our enhanced ERP system," said Robert Berger, Director of IT at Boston Centerless. "Made2Manage allows us to capture critical information and analytics for improving and further automating business processes, giving us a competitive advantage and helping Boston Centerless earn a reputation for exceptional quality and service."

"We're thrilled to honor Boston Centerless with a Summit Award for the best use of the Made2Manage ERP solution," said Jeff Tognoni, CEO, Consona. "The company's use of the solution is a great example of the ways companies can use all their resources — people and technology — to gain efficiencies, solve everyday problems and cut costs."

## About Boston Centerless

Boston Centerless is an industry leader in the supply of precision ground bar materials for close tolerance machining applications to a variety of industries. The company also provides complete grinding services for customer-supplied material and components and manufactures a line of ultra-precise gages. For more information, visit [www.bostoncenterless.com](http://www.bostoncenterless.com), or e-mail [info@bostoncenterless.com](mailto:info@bostoncenterless.com).

- Improved overall efficiency, allowing the company to support an increase in production in excess of 20 percent without having to hire additional staff
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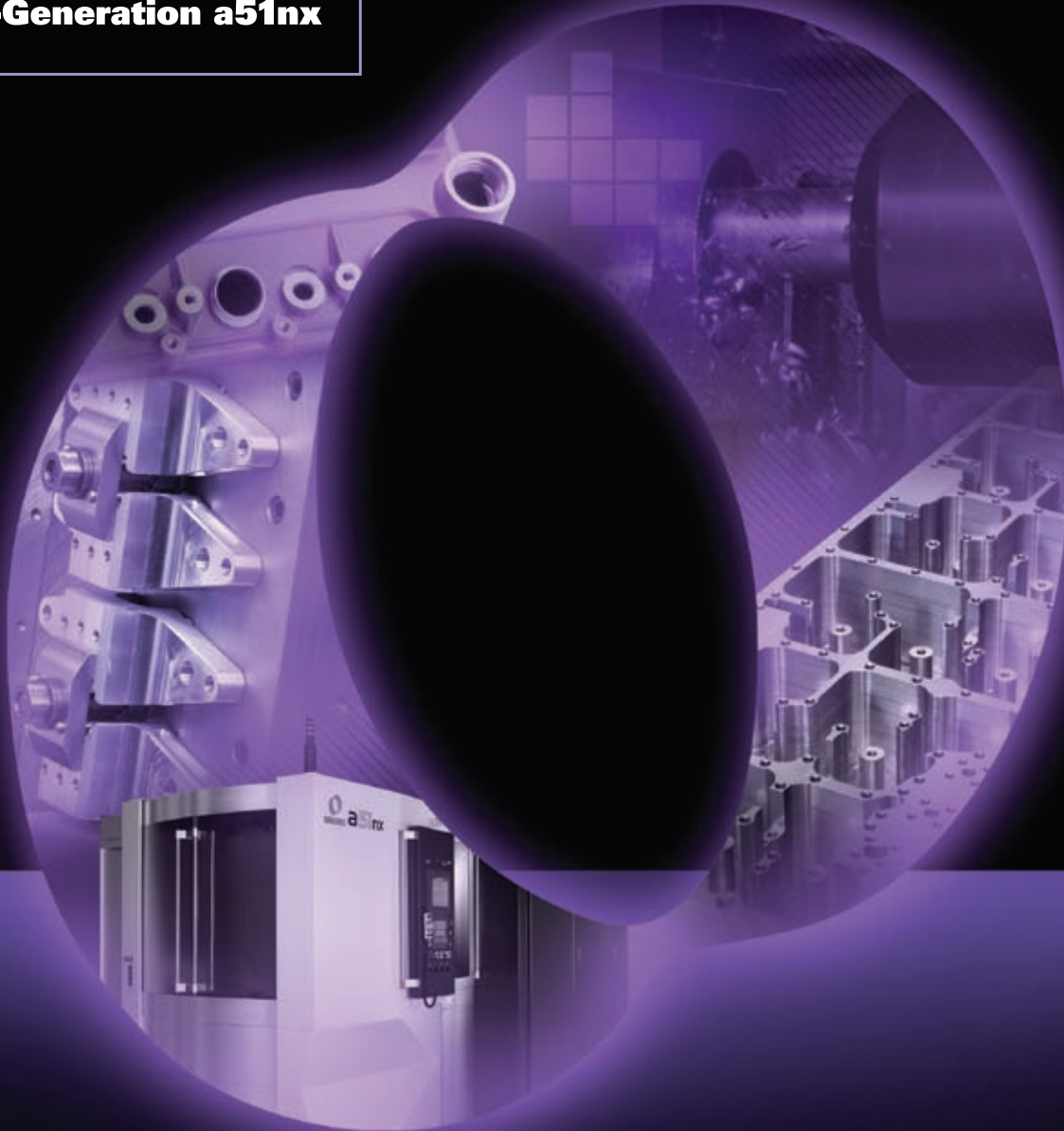
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## Chapter Awards Program Announced



Star Chapter Award

NTMA is pleased to introduce an awards program to recognize Chapters attaining organizational excellence. The awards will include Chapter of the Year, Star Chapter

Status and Most Improved Chapter.

The Chapter of the Year is a traveling trophy that will be awarded to the win-

ning chapter at the annual convention. Other prizes for each of the chapter award categories include a free meeting registration and two annual first-year memberships for discretionary use by the chapter. In addition, the Chapter of the Year will receive a \$500 cash award and the Most Improved Chapter will receive a \$1,000 cash award.

The awards are based on the scores achieved on the annual Chapter Organizational Excellence Survey, which is conducted from Sept. 15-Oct. 31 each year. For more details on the awards and prizes, visit the new Chapter Resource Center, located on the NTMA website under "Resources."

## Welcome New Members

### 3rd Gen Machine Inc.

North Logan, Utah - Evan Jones

### Advanced Precision Products Inc.

Palmer, Mass. - Dean R. Kiley

### Empire Machine Inc.

Niles, Mich. - Paul Krizman

### Greenslade and Company Inc.

Fort Worth, Texas - Larry Borowski

### Heritage Fabrication Inc.

Sedalia, Mo. - Todd Hudson

### HSB Aircraft

East Berlin, Conn. - Henry Wasik

### Lunar Industries Inc.

Clinton Twp., Mich. -

Patricia A. Williams

### Nelson Engineering Company

Phoenix, Ariz. - John Anglin

### Precise EDM & Tool

Meadville, Pa. - Brian Dixon

### Solar Atmospheres Inc.

Souderton, Pa. - Tim Williams

### Standard Abrasives

Moorpark, Calif. - Gary Weaver

### TEKE Machine Corporation

Rochester, N.Y. - Terry Hughes

### Tool Design

Salt Lake City, Utah -

Richard Strehl

### Universal Plastics Corporation

Holyoke, Mass. - Joseph L. Peters

## Fredon Puts Kids On Job With Annual Program That Stresses Work

By: Brandon C. Baker (BBaker@News-Herald.com)



Sometimes Fredon cannons wind up atop a family fireplace. In one instance, it ended up on the shelf of George W. Bush's presidential library.

When it comes to the youth who made them, they're life changers.

"Since completing this program, I have gone on to receive my B.S. in engineering and my commission into the U.S. Air Force," wrote Jim Robertson,

a former Mentor High School student, a few days ago on a Facebook page dedicated to Fredon Corp.'s annual, hands-on apprenticeship program.

"I can tell you from my experiences, there is no better training than hands-on training. Cannons of Fredon is an excellent opportunity for high school students to get practical experience that could lead to a great career," he added.

Cannons' 19th year kicked off this weekend with an orientation and the hope that another group of teenagers will take full advantage of the machine-shop instruction offered by Fredon's staff. The program will continue each Saturday through April or May, breaking only for holidays and popular high school events, such as prom.

"A lot of people think (of manufacturers) as greasy, but we're trying to



show them that it's not," Fredon owner, Roger Sustar, said. "It's very critical to make these parts. We make parts for locomotives, helicopters, defense — so it's kind of nice to show them the variations of everything."

In the end, the participants' most famous reward is a small replica cannon they will have constructed themselves, using the same parts Fredon produces for the defense industry. They also will receive the crash course in dedication, accountability and tough love that keeps area teenagers coming back to the Mentor manufacturer for more than 20 straight Saturdays spanning winter and spring.

"They have high expectations of those kids," Alyson Scott, Fredon's treasurer who also helps organize the program, said of Cannons' advisers. "They say, 'This is a job, this is real-life experience.'"

That means showing up on time and sticking with the project during its toughest moments. However, adviser Scott Rebec said the students have little trouble doing any of that. They're typically hooked by the fourth or fifth week, often taking pride and ownership of their projects.

"It's your cannon. It's up to the individual kid — if you put a lot of time into it, it's going to turn out nice," Rebec said. "If you don't, it won't. But they ask a lot of questions and are proud of what they're doing."

Rebec is a former Cannons student who has worked at Fredon for about 13 years. He and Ed Kunas, who has worked at Fredon for 38 years, are the program's main advisers. Kunas was one of the original instructors when the program began in 1992.

Throughout the program, the students will man large Computer Numerical Controlled machines to perform the turning and milling that create their cannons. The cannons' bodies are made of aluminum, while their wheels and barrel contain bronze castings and are held together by fasteners and roll pins.

"They're actually manufacturing the parts that they make," Sustar said. "Then they assemble it and polish it."

That portion of the program hasn't changed in nearly two decades, and likely never will. The way current, previous and prospective students can learn about the company and keep in touch is a bit different, though. Much of that communication, like Robertson's comments, takes place on Facebook, the platform Scott knows interested parties prefer instead of the company's website, which is meant more for the manufacturer's customers.

There, interested

students and parents can watch videos and view photos for a better understanding of the program.

"At the end of any session, you can ask any kid what they've learned and they'll tell you," Kunas said. "They're all happy, and that makes me feel great."

Cannons culminates each year with a graduation held at Fredon's Enterprise Drive headquarters. Special guests such as U.S. Rep. Steven C. LaTourette, R-Bainbridge Township, are known to make appearances.

Sustar has never shied away from discussing the need his industry has to paint manufacturing in a much better light to high schoolers who are pondering career choices. That is still a main focus of Cannons of Fredon, but the company owner sees benefits for participants, regardless the industry they ultimately choose to work in.

"I don't care if they don't come into our trade," Sustar said. "Just as long as they know a little bit about it and have an opportunity to look at it, that's all I care about."

### NTMA Customer Value Proposition

*"Your membership in the National Tooling & Machining Association will position your company amongst the best in the industry by providing the resources and tools necessary for world class performance."*

*"Your return on investment is immediate as you leverage the vast knowledge that resides within the Association and apply it to your business."*

*"An advocate for our industry, NTMA leads the charge for precision manufacturing through networking, lobbying, education, procurement, advice and assistance, and focused cost savings programs."*

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# NTMA Members Win Technology Awards!

The National Tooling & Machining Association (NTMA) has created and instituted the NTMA Manufacturing Technology Award program to recognize and honor NTMA members who have implemented a manufacturing business or technology solution delivering a significant positive business impact.

For 2010, the NTMA recognized two members with the Award:

**Southern Manufacturing Technologies**, Tampa, Fla., received the first award for its ground-breaking use of custom water-jet technology to deburr hard to reach geometries in a family of aerospace components. The internal holes created during the machining process were so small that hand deburring was complicated and laborious using a microscope to do most of them. Using a CAM software program, 7,000 psi water is directed at



Roy Sweatman (center) accepted the Manufacturing Technology Award for Southern Manufacturing Technologies from Russ Reschke (left) and NTMA President Dave Tilstone.

the parts internal features. The results are additional deburring and surface blending with the part 100 percent free of burrs. Cycle time for deburring was reduced from 9 minutes/part to 3 minutes/part for a 67 percent improvement.



Eric Hagopian, Hoppe Tool, (center) also received the Manufacturing Technology Award during the 2010 Fall Conference.

The second award for 2010 was presented to **Hoppe Tool**, Chicopee, Ma. Hoppe received the award for its innovative implementation of on-machine, in-cycle inspection through the use of PC DMIS, a product of Hexagon Metrology. The company owns many fully automated work centers, horizontal and 5-axis machining centers configured in multi-machine cells connected to linear pallet lines. The company was experiencing unprecedented growth and the addition of so much automation and lights out production was causing bottlenecks in the company's QA Department. Though there were many challenges, the company fully implemented the capability on 9 of its 30 CNC machine tools. This endeavor equated to savings in the several hundred thousand dollar range, in addition to allowing Hoppe Tool to truly run on a lights out basis, producing quality products at a lower cost.

The NTMA congratulates both of these top quality shops for sharing their successes with all and for proving that innovation and technology can help lead the way for U.S. manufacturing to continue to be a world leader in manufacturing. NTMA members are encouraged to apply for the Technology Award by requesting a form from the NTMA home office, or getting one from the NTMA Document Library at [www.ntma.org](http://www.ntma.org).

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## Companies Recognized for Membership Longevity

The Fall Conference General Membership Assembly gives us the opportunity to recognize and thank member companies for their many years of NTMA Membership. The following received membership longevity awards at Amelia Island:



25-Year Member  
Strohwig Industries, Richfield, Wis.  
Mike Retzer accepting award.



40-Year Members  
XLI Corp., Rochester, N.Y.  
Peter Schott & Mary Jane Tascotti accepting award.

Fredon Corp., Mentor, Ohio  
Roger Sustar accepted award (photo not available).



45-Year Members  
Kennedy & Bowden Machine Co., LaVergne, Tenn.  
Pete Kennedy accepting award.



Gaum Incorporated, Robbinsville, N.J.  
Bob Gaum accepting award.



30-Year Member  
Allied Specialty Precision Inc., Mishawaka, Ind.  
Eric Kurzhall accepting award.



35-Year Member  
Penn State Tool & Die Corp., North Huntingdon, Pa.  
Ralph Ciacco accepting award.

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# Small Business Bill: Big Benefits for Business Owners

by: Dean Zerbe

For many small and medium business owners, the view has been that not much good comes from Congress. However, a recent bill passed by Congress and signed into law – The Small Business Jobs Act – is good news indeed.

## What does the Small Business Jobs Act mean to you?

The bill has several good tax relief provisions that can possibly translate into real dollars in the pockets of business owners. While the focus of this article centers on the tax provisions in the bill, readers should be aware that the bill also includes efforts to increase SBA lending and lending to small businesses by banks and other financial institutions.

## Money in Your Pocket

**General business credits for small business not subject to alternative minimum tax.** A great number of small and medium businesses are making expenditures that would qualify for a general business credit such as the R&D Tax Credit. However, these businesses are effectively barred from taking most general business credits due to the AMT. In a nutshell – if the business owners are subject to the individual AMT it puts the kibosh on taking most general business credits.

The change in law ends this AMT bar for credits for tax year 2010 for businesses with average gross receipts of \$50 million or less for the last three years. Business owners need to be talking to their tax advisors to revisit whether

they are now qualifying for general business credits because of this change in law. We have found that nearly 80 percent of eligible companies cannot take advantage of the general business credits because of the AMT bar. This is truly a ground-breaking provision and one that business owners need to look hard at to see if it can provide them tax benefits.

Examples of general business credits, include the Research and Development Tax

Credit, Work Opportunity Credit; Low Income Housing Credit; Disabled Access Credit; and the Empowerment Zone Hiring Credit.

**Five-year carry-back for general business credits.** Normally general business credits can only be carried back for one year (and forward 20 years). The new law will allow a 5 year carry back. The carry back is available for small businesses (not publicly traded) that have averaged less than \$50 million in gross receipts for the last three years. Partners/shareholders must meet the same test. The provision is effective for credits determined in the taxpayer's first taxable year beginning after Dec. 31, 2009.

**Section 179 Expensing Expansion.** Under current law, Section 179 has allowed small businesses to expense (i.e. deduct immediately rather than depreciate with time) \$250,000 of qualifying property (basically tangible personal property and some software) placed in service the taxable year. The \$250,000 expensing is phased out if the taxpayer has purchased more than \$800,000 in qualifying property for that year.

The new law allows up to \$500,000 in purchases of qualifying property to be expensed in the year placed in service and perhaps even more importantly increases the point the benefit begins to phase out to \$2 million dollars (up from \$800,000). In talking to many business owners and accountants, changing the phase out point was vital in allowing more companies to take better advantage of Section 179 expensing.

Important to note, the new Section 179 also expands what counts for qualifying property to include certain real property – qualified leasehold improvement property, qualified restaurant property and qualified retail improvement property (but only up to \$250,000).

**Accelerated Depreciation** — 50 percent. Continues in place for 2010 current law that had expired on Jan. 1, 2010, allowing a 50-percent depreciation for the first year depreciable property is purchased and placed into service. Joint Committee on Taxation provided an example as follows:

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Assume that in 2009, a taxpayer purchased new depreciable property and places it in service. The property's cost is \$1,000 and it is 5-year property subject to the half-year convention. The amount of additional first-year depreciation allowed is \$500. The remaining \$500 of the cost of the property is depreciable under the rules applicable to 5-year property. Thus, 20 percent, or \$100, is also allowed as a depreciation deduction in 2009. The total deprecia-

tion deduction with respect to the property for 2009 is \$600. The remaining \$400 adjusted basis of the property is recovered through otherwise applicable depreciation rules.

Both Section 179 expansion and the continuation of accelerated depreciation give business owners good tax incentives to make purchases now of equipment and other depreciable property for their business. The new Section 179 rules allowing expensing for certain property

improvements may be beneficial to many small businesses.

Overall, the Small Business Jobs Act provides business owners and their accountants a good opportunity to sharpen their pencils and save significant tax dollars – improving the bottom line and hopefully leading to new jobs.

For more information, please contact alliantgroup at: 800.564.4540 or e-mail [info@alliantgroup.com](mailto:info@alliantgroup.com)

## Michael Kerwin Receives Hardman Training Award



The William E. Hardman Award for Excellence in Training is presented to companies, organizations or individuals that have consistently demonstrated exceptional support and active participation in structured training for the contract metalworking industry. During NTMA's Fall Conference General Membership Assembly, Michael Kerwin, President of the LA/NTMA Training Centers of Southern California, was honored with the award.

Kerwin has been involved with the LA/NTMA Training Center of Southern California since 2003, first as Vice President of Education and then with his appointment to President in 2005. He led the successful transition from a California Employment Training Panel funded school model to a predominantly

HEA Title IV Program for the administration of federal student financial aid programs. Under his leadership the Training Centers have promoted scholarships for recent high school graduates, thereby assuring a consistent population of 500-600 students.

Kerwin successfully developed a relationship with the Society of Manufacturing Engineers for the LA/NTMA Training Centers to be included in the annual WESTEC Expo. The Student Summit and Manufacturing Challenge at WESTEC also relied heavily on his support and organization skills.

In addition, he generously

provided the facilities of the LA/NTMA Training Centers as a regular host of SkillsUSA competitions. The LA/NTMA Training Center Trust has supported Kerwin's attendance at NTMA national conferences, as well as his service on the NTMA Education Team and the Robotics Team.

Congratulations, Michael Kerwin!

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# 4 Things Salespeople Think They Know ... And Why Those Myths Cost Them Big Money

By: Carl Henry

Each of us carries around a handful of “facts” in our minds that eventually turn out to be untrue – or would, at least, if we ever took the time to consider them for very long. Usually, these misconceptions are pretty harmless; they tend to be tall tales that were passed on to us by our grandparents, or some piece of gossip we picked up from a tabloid magazine.

Occasionally, however, we can focus on ideas that have more serious consequences. That’s because, even though they are not true, we treat them as if they are. I find this often in many of the sales groups that I work with. For whatever reason, lots of producers hang on to notions that are holding them back. Here are 4 of the most prevalent, and why you should banish them from your mind today.

Don’t let mistaken ideas about your customers keep you from becoming a superstar. As strong as these 4 myths might be, they’re all just misconceptions that you need to get past if you want to become a top producer. Why not let them hold someone else back while you go on to bigger things? Here are the 4 myths that are costing you big money.

## **Myth #1 - Salespeople think customers are great negotiators:**

If there is one sales myth that really drives me nuts, it’s this one. I don’t know when or where, but it seems that somewhere along the line, salespeople picked up the idea that every customer is a great negotiator. Discounts have to be given, and margins slashed, or so the thinking goes, because the men and women we sell to are just too good at wearing us down.

But are they, really? Think about the non-salespeople at your own company. Do they strike you as incredibly intimidating figures? Of course not. The problem isn’t that our customers are master tacticians; it’s that we make them out to be by giving in to the pressure we feel in our own minds.

Making a sale is hard. To get so close to one and lose it because of the small difference of opinion over price is devastating. And yet, our customers would gladly pay full fee most of the time if we just showed a little more faith in ourselves and our products. If you get the feeling that your customers are cunning and conniving, remember that they’re probably not – you’re just out-negotiating yourself mentally because of fear and anxiety.

## **Myth #2 - Salespeople think that giving more information will lead customers to buy:**

One of the classic sales mistakes is what I like to call the “dump truck routine.” In this situation, one we’ve all seen, the salesperson attempts to secure an order by giving the customer an endless string of features and benefits, one after another, ‘dumping’ information on them until they’re convinced to buy.

The only problem – it doesn’t seem to work. Your clients buy from you for the same reasons you’d buy from anyone else – because the solution fits what you need, not because it does dozens of other things. Find out exactly what your prospect is looking for, take careful notes throughout the qualification process, and then show them how you can give them what they were asking for. If they need to know more, they’ll ask you. But by throwing more and more facts and ideas at them, you’re

## Calendar of Events

### **NTMA 2011 Annual Convention**

The MFG Meeting in conjunction with AMT, AMTDA and PMA  
Sheraton Wild Horse  
Pass Resort  
Chandler, Ariz.  
March 3-6, 2011

### **NTMA/PMA Legislative Conference**

The Westin Washington, D.C.,  
City Center Hotel  
Washington, D.C.  
May 17-18, 2011

### **NTMA 2011 Fall Conference**

The Broadmoor  
Colorado Springs, Colo.  
October 13-16, 2011

### **NTMA-PMA Contract Manufacturing Purchasing Fair**

InterContinental  
Chicago O’Hare  
November 4, 2011

[www.NTMA.org](http://www.NTMA.org)



only going to confuse your customers and decrease your chances of making a sale.

### **Myth #3 - Salespeople think big sales are too hard to make:**

Which is easier: making 20 small sales, or one big one that's worth 20 times your average commission? In most cases, it's going to be the bigger close. That's because, aside from a few details, the only thing that changes are the numbers. You still have one client, one proposal and one negotiation to deal with.

So what makes bigger deals so hard to find? Certainly there are fewer customers and prospects that have the resources to place blockbuster orders with us, but I suspect the bigger problem exists in the intimidation many of us feel when calling on top prospects. We think they'll be hard to close and so they become hard to close.

The best way to remedy this is through practice. Take a little bit of time each week to go "elephant hunting." You might not get that big order right away, but the sooner you make yourself comfortable in those circles, the easier time you're going to have doubling or tripling your sales income.

### **Myth #4 - Salespeople think small sales aren't worth the effort:**

Here's the other side of the coin. Some salespeople get so focused on bagging the "big game" that they forget about smaller, every day sales that can smooth out the potholes in your production and paycheck.

You definitely don't want to spend a lot of time generating lengthy proposals for tiny orders, but don't ignore the little guys who can give you steady business month after month. Not only can they bring some continuity to your income, as I've mentioned, but there's always the chance that they'll grow into bigger accounts. Today's small company could be tomorrow's huge account, and if they do, don't you want to have an early foot in the door?

Besides, every successful manager entrepreneur knows a dozen other people who are in the same boat. Do a great job for one, and there's a good chance they'll introduce you to similar clients – accounts that will keep your sales numbers steadily rising.

Don't let mistaken ideas about your customers keep you from becoming a superstar. As strong as these myths might be, they're all just misconceptions that you need to get past if you want to become a top producer. Why not let them hold someone else back while you go on to bigger things?

---

*Carl Henry is a sales educator, keynote speaker and corporate consultant. During the course of his own successful career, he developed The MODERN Sales System, which he has been sharing with companies and associations around the world for many years. Both as a speaker and a trainer, Carl's work has always been*

*focused on one area – results. Each of his books and seminars is designed to teach easy-to-use skills and fundamentals from which professionals can immediately profit.*

*A Certified Speaking Professional and a member of the National Speakers Association, Carl teaches essential sales skills with humor, insight and personal experience. Hundreds of companies throughout a diverse range of industries have used his highly acclaimed seminars to educate and inspire their sales teams.*

*Carl's books include The MODERN Sales System, The PEOPLE Approach to Customer Service, 15 Hot Tips that Will Supercharge Your Sales Career, 52 Things Every Sales Manager Needs to Know, High Energy Sales Thoughts, Sell Something Everyday and Hiring Top Talent.*

*He currently lives in Charlotte, N.C.*

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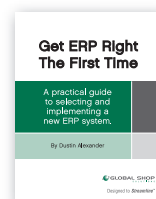
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# Company Bulletin Boards

While federal law does not require that a company have a bulletin board, the federal government, as well as most states, requires that certain official notices be posted conspicuously in the workplace. Failure to do so may result in fines. Bulletin boards also serve as the most basic means of communicating with employees, including legally required postings and general interest information posted by employees. Union contracts often require bulletin board space be provided for use by the union. Employers should have a written policy on the use of bulletin boards.

## Bulletin Board Checklist

Complete the following checklist to determine if you are making effective use of your bulletin boards. The goal is to answer "yes" to all questions.

- Do you have separate bulletin boards for company announcements and employee announcements?
- Are the number of bulletin boards appropriate for the physical size of your facility?
- Are bulletin boards prominently displayed?
- Do you have a policy concerning what may be posted?
- Is the policy in writing?
- Do you maintain a file of all notices posted on the bulletin board with notations as to the dates of posting and removal?
- Is there one individual designated to approve items posted on the bulletin board?
- Do you have a system for replacing notices that are torn, defaced, or lost?
- If a significant number of your employees cannot read English, do you include notices in other languages or provide other means of assistance?
- If employees are permitted to post "for sale" notices, do you have a company notice disclaiming responsibility for the accuracy of those advertisements?
- Do the bulletin boards contain all of the posters and notices required by law?
- If you have a union, do you maintain a separate bulletin board for it?



## Save the Date March 2-6, 2011

**Sheraton Wild Horse Pass, Chandler, AZ**

## You Can't Miss This Meeting...

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# Board of Trustees Approves 2011 Officers



(Left to right): Ron Overton, NTMA President Dave Tilstone, Roger Atkins, Russ Reschke, Grady Cope, Bob Mosey and Ted Toth.

On Sunday, Oct. 10, the NTMA Board of Trustees unanimously approved the slate of Association officers for 2011. Officers will be officially installed at the NTMA Annual Convention in Chandler, Ariz.

#### Chairman of the Board

Grady Cope

Reata Engineering & Machine Works, Englewood, Colo.

#### Vice Chairman of the Board

Roger Atkins

MIC Group, Brenham, Texas

#### Treasurer

Robert Mosey

Mosey's Production Machinists Inc., Anaheim, Calif.

#### Secretary

Ted Toth

Toth Technologies, Pennsauken, N.J.

With the recent resignation of Russ Reschke from the Executive Team, 2009 Past Chairmen Ron Overton, Overton Industries, Mooresville, Ind., will continue to serve as a member of the Executive Team.



## Vision, Mission, Values

### Vision

Become the premier center of knowledge to lead the U.S. precision custom manufacturing industry in continuing world leadership.

### Mission

Help members of the U.S. precision custom manufacturing industry achieve business success in a global economy through advocacy, advice, networking, information, programs, and services.

### Values

**Ethical Behavior:** We will always operate with integrity and be guided by legal and fairness standards in all our business practices.

### Commitment to Excellence:

We will continually measure ourselves against the best practices in associations and perceived value to members and create and monitor improvement programs.

### Development of People:

We will encourage a culture of teamwork with unity of purpose through developing key skills such as listening, effective communication, and project leadership.



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