



# 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.*

## Welcome NTMA's New President

On Oct. 1, 2010, David (Dave) Tilstone took the helm of the National Tooling & Machining Association as President.

With an extensive background in manufacturing and association leadership, Tilstone brings his vast experience and global insight to the Association and will help guide it into the future. His proven track record of identifying opportunities and expanding business in publicly and privately held organizations will best position the Association as it continues forward with its strategic initiatives.

Tilstone comes to NTMA with more than 35 years of metalworking experience. Throughout his career, he held leadership positions with Kennametal and Extrude Hone, where he was instrumental in developing and implementing growth strategies and improving operating results. With extensive knowledge and experience leading organizations who supply to our membership, Tilstone has a great appreciation and passion for precision manufacturers and understands their needs.

Recognized internationally, Tilstone has extensive experience in promoting domestic manufacturing capabilities to global markets. His ability to market America as a manufacturing leader provided his prior companies with



*David Tilstone, NTMA President*

significant organizational growth and market share. Tilstone's knowledge and insight will greatly serve the members of NTMA in their continuous battle of global competitiveness.

No stranger to associations, Tilstone has held Board positions with the Association for Manufacturing Technology (AMT), the American Heart Association and the University of Pittsburgh; just to name a few. While at AMT, he was Chairperson for the Marketing, Sales and Service Committee and a recent Board member.

NTMA's Vice Chairman, Grady Cope, and leader of the Search Committee stated "We are fortunate to have found someone of Dave's talent to serve the NTMA. His ability to understand our industry and the importance it has on our economy will help fortify NTMA as the leading manufacturing association and his

*(Continued on page 3)*

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**Ron Overton**  
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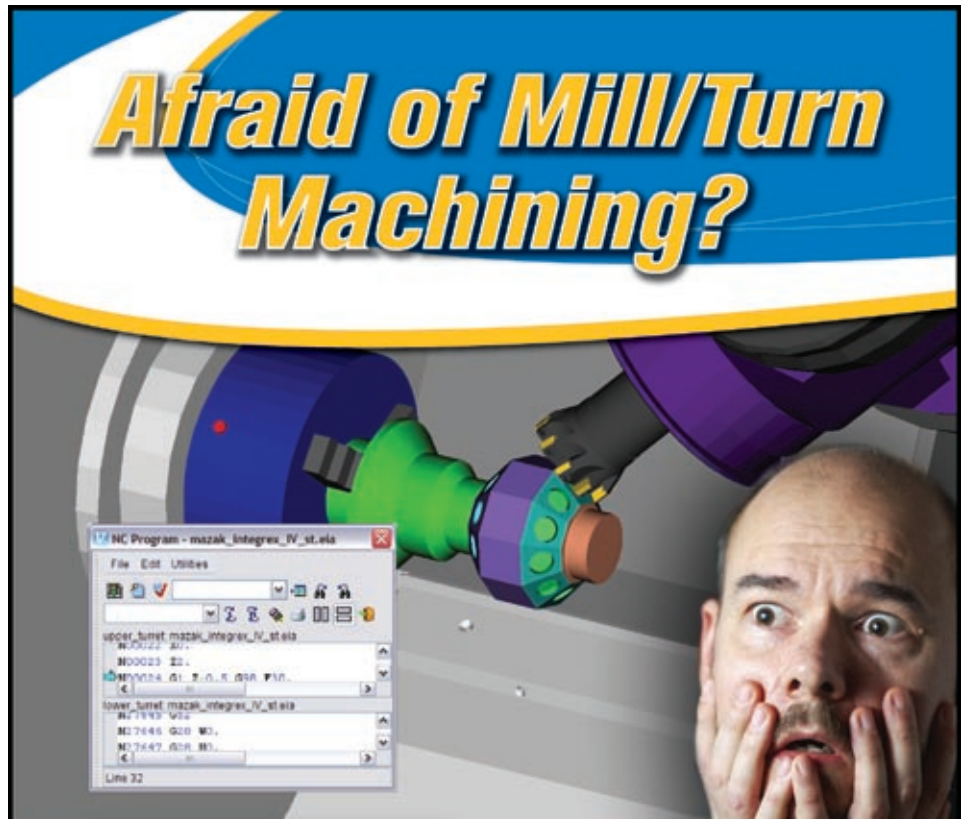
background and proven track record will also be instrumental in marketing manufacturing in America.”

Tilstone received a master’s degree from North Carolina State University, two bachelor’s degrees from the University of Connecticut, and has completed numerous industry specific training.

“In my many years working in the industry, I have yet to see a more

dedicated group of people as those manufacturers represented in the NTMA,” Tilstone said. “I am extremely excited to have the opportunity to serve this Association and be part of such an extraordinary group.”

Please join the NTMA Executive Team and staff in welcoming Tilstone into the NTMA. He can be reached at dtilstone@ntma.org. NTMA



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# NTMA at IMTS

Another IMTS has come and gone. IMTS officials reported more than 80,000 visitors from more than 100 countries visited the show. There were more than 1,700 exhibitors from more than 30 countries. For those of us there, it was a long week, but a fast one as visitors kept coming by. The NTMA had a presence in three locations this year. In addition to our regular booth, NTMA VP Ken McCreight manned a booth in the Career Development Center sponsored by NIMS, where more than 7,000 students stopped by to hear about careers in manufacturing. Our National Robotics League (NRL) got exposure in the combat robots area demonstrating to young people the appeal of careers in manufacturing and that manufacturing isn't dead. Of course, everyone visiting McCormick Place during IMTS knew that manufacturing isn't dead. Word from some manufacturers was that this was one of the best shows for them in years.

Many members stopped by to visit the NTMA booth. More than 500 people registered for a chance to win an NTMA/ Gerstner Toolbox. Jon Novak of CMG Precision in Romeoville, Ill., was the lucky winner. We hope to have a picture of him and his new toolbox in a future issue. We want to thank Jack Campbell and his team at Gerstner for their donation.

Please visit them at [www.gerstnerusa.com](http://www.gerstnerusa.com) for information about their works of art.

We'd also like to thank the volunteers that gave of their valuable time to help out in the booth. Kelly Schneider, Chapter Executive of the Michiana Chapter, Chris Mignella Executive Director of ATMA, Arizona Chapter and Ted Toth, Toth

Technologies from the Philadelphia/NJ/Delaware Valley Chapter. Without their time and efforts the work at IMTS would have been impossible to do.



Susanne J.C Hall and William Herr, Wysong Parts and Service ([www.wysongpartsandservice.com](http://www.wysongpartsandservice.com)), NC Chapter



Ted Toth, Toth Technologies, Philadelphia/NJ/Delaware Valley Chapter and NTMA Director of Manufacturing Technology Kevin King



Chris Mignella, Executive Director of the Arizona Chapter NTMA (ATMA)



Joe Tenebria, Meyers Precision Grinding, Cleveland Chapter with NTMA VP Ken McCreight



Ron Overton, Overton Industries, Mooresville, Ind.



Ken and Lynn Mahuta, Mahuta Tool, Milwaukee Chapter



Kelly Schneider, K Mold, Michiana Chapter and Michiana Chapter Executive



Mark, Brandon and Daniel Mitchell from new National Associate member UMR ([www.umrservices.com](http://www.umrservices.com)) in Houston

Above are some of the volunteers and visitors at the NTMA booth. We wish we had gotten pictures of all the members that stopped by.


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## Chairman's Corner

Russ Reschke, NTMA Chairman of the Board

The very first Thanksgiving was celebrated on Dec. 4, 1619. Thirty-eight settlers arrived at Berkeley Plantation in Virginia. Part of their original charter was to set aside that day every year and observe it as a day of Thanksgiving, but that didn't last long because of the hardship of making it in this new country.

The next recorded celebration was in 1621 by the Pilgrims that landed on Plymouth Rock in the Mayflower. By the end of the winter, half of those that celebrated in the fall had died; however, by the next fall the harvest was so bountiful that the Pilgrims decided to celebrate the good harvest again. This time the party lasted three day and more than 100 Native Americans were invited.

The first National Day of Thanksgiving came in 1777, some 150 years after the Pilgrims at Plymouth Rock. The day worked its way on and off the local calendar until 1789 when George Washington made the first presidential proclamation declaring Thanksgiving a national event.

When Thomas Jefferson became president he decided against the idea of Thanksgiving. At the time, many people were against the idea of taking a day to honor the hard times of a "Few Pilgrims." And so it went for the next 60 years, until 1863 when Abraham Lincoln declared the last Thursday in November as a National Day of Thanksgiving. Finally, in 1941 the United States Congress declared the fourth Thursday in November to be the legal holiday now known as Thanksgiving.

You are probably wondering why I gave you this history lesson that we learned in our youth. How much effort did it take to make that first, second or 170th Thanksgiving happen? Think about the bad living conditions – there were no frozen turkeys, no canned cranberries, no instant mashed potatoes, no dressing in a bag and no store bought pumpkin pies. They didn't even have mayonnaise for the next day's turkey sandwiches. How in the world did they ever pull it off?

Today we do a lot of things that take a lot of effort and burn a lot of calories, but we don't accomplish very much that will last or mean something in the days, months and years ahead. I would like to list some of these, and the calories that are burned per hour.

|                                    |     |
|------------------------------------|-----|
| Beating around the bush            | 75  |
| Making mountains out of mole hills | 500 |
| Jumping to conclusions             | 100 |
| Passing the buck                   | 25  |
| Throwing your weight around        | 50  |
| Dragging your heels                | 100 |
| Pushing your luck                  | 250 |
| Wading through paperwork           | 300 |
| Jumping on the bandwagon           | 200 |
| Running in circles                 | 350 |
| Climbing the ladder of success     | 750 |
| Adding fuel to the fire            | 160 |
| Putting your foot in your mouth    | 300 |
| Picking up the pieces              | 350 |
| Eating Crow                        | 225 |

As you can see, you can burn a lot of calories and use a lot of energy, but not accomplish anything worthwhile.

We should take a page from the Pilgrims and use our energy and burn our calories on the things that count, such as thanking our employees for a job well done. We need to tell our vendors "thank you" for supplying that very special tool that we needed to complete our order on time. I

am reminded of the old United Airlines commercial of a few years back when the CEO of the company was giving out sales assignments and was asked where he going. He said he was going to his old friend and customer to tell them thanks for giving work to them for all those years.

When was that last time you gave thanks for your employees, vendors and customers? For that matter, when did you last give thanks for the financial institution that you are using to make a living for yourself and your employees?

I know that is not the "cool" thing to do, but I think it is the correct thing to do. After all, a lot of Americans have fought around the world to give you the right to have a Thanksgiving Day.

Until next time, don't eat too much turkey and pumpkin pie, and may God Bless each and every one, and may God Bless America. NTMA

Russ Reschke  
2010 Chairman of the Board

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# The NTMA/PMA "One Voice" Coalition Working Together For All

## Our Successes: We Continue to Make a Difference

**Stopped Employee Free Choice Act for 3 straight years** – Despite unions spending more than \$400 million since 2007 to pass the Card Check bill, we have successfully killed the bill in each year and are fighting to beat it back again in 2010 – whether voted on by Congress in September or in a lame duck session after the November elections.

**Developed a National Manufacturing Policy** – The U.S. is the only industrialized nation to not have a formal manufacturing strategy. The organization

took the lead in drafting a Small and Medium Sized Manufacturing Strategy that was sent to the Obama Administration. In July 2010, the House of Representatives passed a bill following our input to establish a national manufacturing strategy which the White House must review every four years.

**Defeated SEIU/AFL-CIO Nomination to NLRB** – The organization sent hundreds of letters to the U.S. Senate just hours before the failed vote on Craig Becker's nomination to the National Labor Relations Board, which hears all labor policy enforcement and organizing activities. Becker was the top lawyer for the AFL-CIO and SEIU and the author

of the card check legislation (Employee Free Choice Act).

**Access to Credit for Manufacturers** – Manufacturers continue to tell us they face challenges accessing timely and adequate credit as the economy improves. We took the lead for small manufacturers in Washington and proposed several solutions to the small business credit crisis. Through our voice in the administration and the Manufacturing Council, we succeeded in making this a top priority for President Obama. The House of Representatives passed a bill in June 2010, following several months of work with us to help improve access to credit.

**Cap and Trade Manufacturing Tax Defeated** – A domestic manufacturing facility tax on emissions was a central point of the climate change overhaul legislation that has stalled in Congress due to opposition from manufacturing companies. The domestic production tax would have added thousands in increased costs and penalties on U.S. manufacturers, while giving foreign competitors a free ride.

**National Currency Manipulation Call-In Day** – The organization led an effort to hold a National Currency Manipulation Call-In Day where thousands of manufacturers, farmers and others called Congress asking them to move on legislation to stop illegal currency manipulation by China and others.

**Increased funding for job training for 7 consecutive years** – For example, increased from zero in the President's budget in 2002 to \$125 million per year for the manufacturing extension partnership program (MEP).

**Tax Credit Provisions Extended** – Few sections of the federal tax code support manufacturing in America. We have successfully extended the Research and Development Tax Credit 14 times, expanded Bonus Depreciation and Section 179 Expensing, and expanded the Section 199 Domestic Production Tax Credit to 9 percent. NTMA

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# Registration Opens for the 39th Annual National NTMA/NIMS Apprentice Competition

- WHO** Participation is open to active employees of member companies of sponsoring associations or students enrolled in NIMS accredited education institution, that are members of any of the associations, both with less than 5 years full-time employment experience in a machining related position, who are either serving a formal apprenticeship and completing their last or next to last year of a 4- or 5-year apprenticeship between January 1 and December 31, 2011, or have achieved a minimum of 9 Machining Level I-II Credentials recognized in the NIMS Competency Based Apprenticeship Guidelines for Machinist/Tool and Die/Moldmaking/CNC Machinist at least 8 weeks prior to the date of the National Competition.
- WHAT** The competition is designed for students in any of the precision metalworking trades. It will consist of two days of challenging manual machining projects, and a CNC knowledge and theory test that will be completed online under the supervision of the NTMA. The contestants will have a choice of testing on GE Fanuc, Mazak or Haas controllers with the testing platform provided by ToolingU.
- WHEN** The National Competition will be co-hosted by the by the NTMA Cleveland Chapter in Cleveland, Ohio, June 9-11, 2011. Regions/chapters and/or general members must declare their intent to hold a regional contest by November 30, 2010. The NTMA national office must be notified of regional winners by February 26, 2011.
- WHERE** Regional Competitions are held at a site selected by the participating associations in that region. The National Competition will be held in Cleveland, Ohio, co-hosted by the NTMA Cleveland Chapter.
- WHY** To recognize and reward excellence, to promote workforce development in our industry and to test the knowledge and hands-on skills of graduating students in the precision tooling and machining industry.
- HOW** Contact NTMA to request information on the regional contest in your area. Make arrangements to have your student compete for regional honors and to qualify for the national run-off.

**For more information, please contact: National Tooling & Machining Association**  
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## Benefits of Participating in the 39th Annual National NTMA/NIMS Apprentice Competition

- Recognize outstanding graduating students in the precision metalworking trades.
- Contestants are eligible for thousands of dollars worth of cash and merchandise prizes in local competition through the national run-offs.
- Recognize and reward employers who support quality training. The sponsor of the first place winner will receive from Agie-Charmille, 30 percent off user list price of selected machines and up to 25 percent off list of options, accessories and tooling.
- Help keep American manufacturing competitive through a solid technology training system.
- Help make industry training efforts and needs visible to government and to the public.
- Promote excellence in training through the implementation of metalworking skill standards.

# Burn Your Boat

By: John Boe

I believe that the great NFL Hall of Fame coach, Vince Lombardi, had it right when he said, "The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor."

Do you agree with Coach Lombardi, or are you the type of person who has difficulty staying focused and keeping commitments? Do you allow the negative influences of fear, anxiety, self-doubt and worry to dominate your thinking and sabotage your results?

Sadly, most people fail to achieve their goals, not because they're lazy or lack self-motivation, but because they were never "fully committed" to succeed! I can't think of a single great achievement that has ever been attained without first a plan of action and then an unshakable commitment to its accomplishment. Walt Disney was arguably one of the most creative dreamers and determined men

of the 20th century. Disney understood the power of commitment and would frequently tell those around him, "When you believe in a thing, believe in it all the way, implicitly and unquestionably."

The ancient Greek warriors were both feared and respected by their enemies. In battle, the Greeks established a well-deserved reputation for their unsurpassed bravery and unshakable commitment to victory. The key to their overwhelming success on the battlefield had far more to do with how the Greek commanders motivated the warriors than it did with issues of tactics or training. The Greeks were master motivators who understood how to use a "dramatic demonstration" to infuse a spirit of commitment into the heart of every warrior. Once the warriors had been offloaded from their boats onto their enemy's shore, the Greek commanders would shout out their first order ... "burn the boats!" The sight of

burning boats removed any notion of retreat from the warriors' hearts and any thoughts of surrender from their heads. Imagine the tremendous psychological impact on the soldiers as they watched their boats being set to the torch. As the boats turned to ash and slipped quietly out of sight into the water, each man understood there was no turning back and the only way home was through victory.

In your sales career your battles are not fought with weapons on foreign shores, but within the confines of your own mind. A truly committed salesperson does not have the luxury or the time for the self-indulgence of negative thinking. The true underlying motivation for all success is a deep and unwavering commitment to the task at hand. The sales profession is a demanding and challenging career, but it also is personally rewarding and financially lucrative for those who are fully committed to becoming successful. If you are being pushed around mentally by thoughts of fear, anxiety, self-doubt and worry, it's time to "burn your boat" and become fully committed to your sales career!

*"Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative and creation, there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, and then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents, meetings and material assistance which no man could have dreamed would have come his way. Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now."* NTMA

- Johann Wolfgang von Goethe

John Boe presents a wide variety of motivational and sales-oriented keynotes and seminar programs for sales meetings and conventions. Boe is a nationally recognized sales trainer and business motivational speaker with an impeccable track record in the meeting industry. To have him speak at your next event, visit [www.johnboe.com](http://www.johnboe.com) or call 937-299-9001. A free newsletter also is available on the website.

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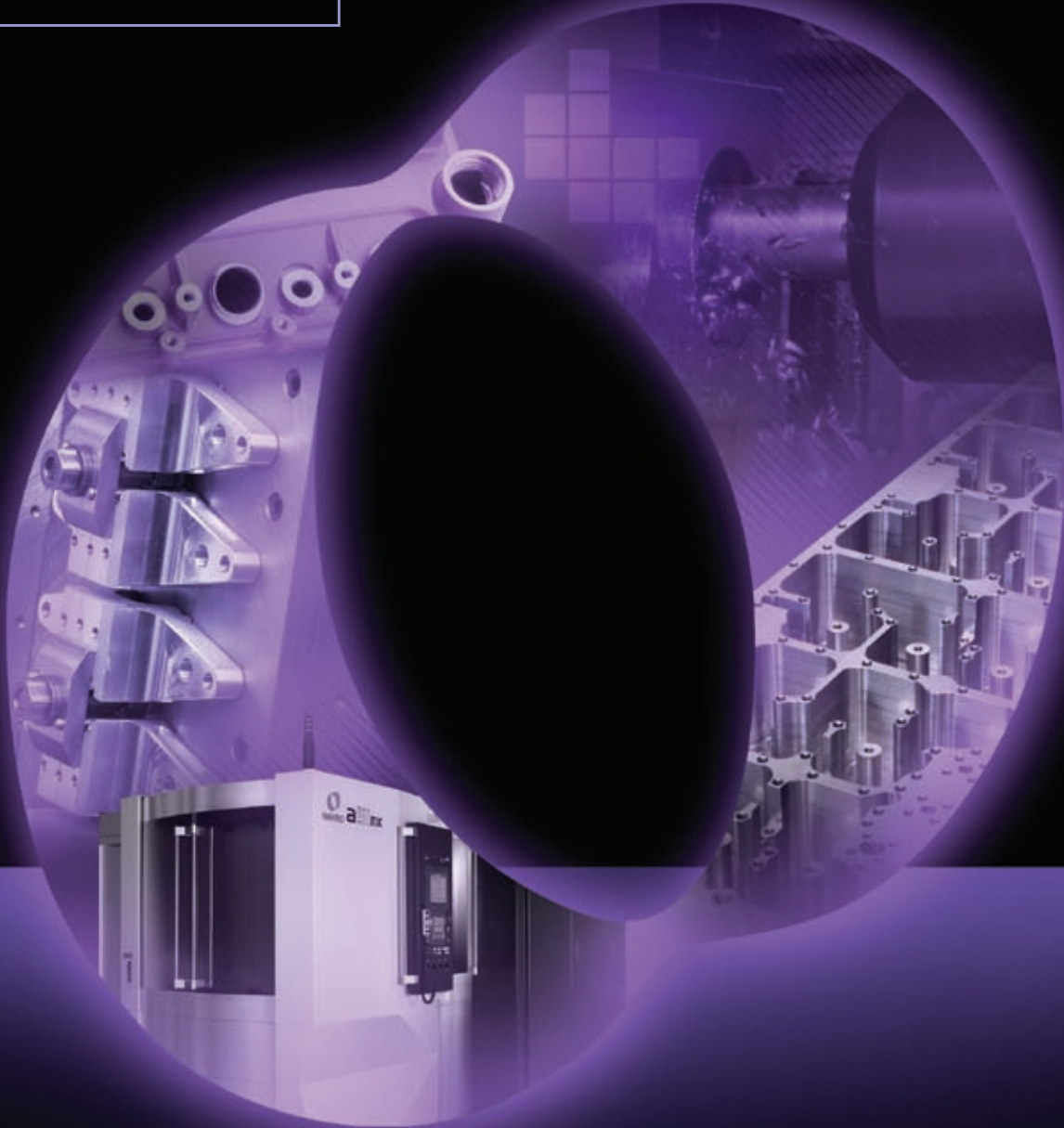


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# Effective Ultrasonic Parts Cleaning Requires the Right Soap Chemistry



Today, ultrasonic cleaning of parts is utilized in a dizzying array of industrial, manufacturing, medical, dental, automotive, optical, printing and electronic applications as an alternative to the use of harsh caustic chemicals and slow, labor-intensive hand cleaning.

But as powerful as these devices are in reaching into cracks and crevices that cannot be reached by human hands

or other means, and doing so much more quickly and effectively, ultrasonic cleaning still works best when paired with the appropriate soap for each application.

With ultrasonic equipment, cleaning is accomplished as energy is released by the creation and collapse (called cavitation) of microscopic bubbles formed at ultrasonic frequencies. The resultant shock waves break up and lift off dirt and other contaminants.

However, the soap being used can make-or-break the ultrasonic cleaning process. Pick the "wrong" soap and you could clean a part poorly, damage the underlying part and even disrupt the cavitation process itself. Pick the right soap specifically designed for an application, and items such as smoke damage, scale, grease, oil or dirt simply melt away.

"No one soap detergent will work for everything," said Frank Pedeflous, the owner of Omegasonics, based in Simi Valley, Calif. "If you use the wrong soap for cleaning you are going to waste a lot of time and energy, and you're not going to get the results you want."

Pedeflous ought to know. His company, which offers more than 38 pre-designed and pre-formulated detergents that fit

just about any ultrasonic cleaning application, has the far-ranging experience in cleaning everything from Harrier Jump Jet fuel engine nozzles to decades-old paint on the Governor's Mansion in New York State, to Jay Leno's collection of some 90 antique cars, and is the leading industry provider of cleaning chemistries, along with the ultrasonic equipment in which they're used.

Most of us just call these chemistries "soaps," but Pedeflous points out that the cleaning agents painstakingly developed for industrial use include precise combinations of such diverse components as:

- Surfactants to release grease from a substrate surface
- Abrasive to rub or scour away accumulated dirt
- Acids for removing mineral deposits
- Caustics to attack unwanted organic compounds
- Oxidizers to bleach and disinfect
- Enzymes to break down proteins, fats and carbohydrates
- Chemicals to keep the newly-removed materials in suspension
- pH modifiers to regulate various chemical activities
- Foaming or anti-foaming agents, as needed
- Viscosity modifiers
- Aesthetic agents like optical brighteners and fabric softeners
- Corrosion inhibitors to protect cleaning equipment
- Stabilizers and water softeners to keep the other ingredients working efficiently
- Preservatives to increase the longevity of other chemical ingredients

"Each ingredient," Pedeflous said, "performs a necessary role in the overall combination to produce a powerful cleaning agent optimized for specific applications."

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## In Memoriam

### Ron Swaringim

Bramko Tool & Engineering (O'Fallon, Mo.)

NTMA is saddened to announce that Rev. Ron Swaringim, passed away Sunday, September 19. Ron was the founder of Bramko Tool & Engineering in O'Fallon, Mo. The company joined NTMA in 1996.

Our sympathies go to the family, friends and employees of Rev. Swaringim.

## Larson Allen Holds Virtual Conference



Ron Overton (left) with Erik Skie of LarsonAllen

NTMA member Larson Allen held its second annual "virtual conference"

for manufacturing in late September. The main offices of Larson Allen were connected via the internet. Their offices in St. Louis, Mo., Minneapolis, Minn., St. Cloud, Minn., Charlotte, N.C., Phoenix, Ariz., Tampa/Orlando, Fla., and Chicago participated in the program.

Larson Allen staff from across the country participates in these programs so they can better understand client needs, and network to see how they may better serve their clients. This year Ron Overton of Overton Industries in Mooresville, Ind., was the keynote speaker. Overton addressed the crowd

talking about how Overton Industries got to where they are today, how being a member of the NTMA has impacted how they've run their business, how the NTMA, through the One Voice coalition, has impacted decisions made in D.C., and how he thought Larson Allen can better help their clients become survivors in the global market. Overton took questions from across the country and Larson Allen's top staff reinforced their desire to help U.S. manufacturing.

Larson Allen is a nationally known CPA and Consulting firm with experts in many different fields. Their clients cover a wide range of businesses that cover many sectors of the economy, including all types of manufacturing. For information on an office near you, go to [www.larsonallen.com](http://www.larsonallen.com). NTMA

## Members in the News

### Proformance Manufacturing

Proformance Manufacturing, Inc. (Corona, Calif.) received ISO 9001:2008 quality system certification by QAS International. Sam Whiting with International Management Systems Marketing was the lead consultant. Company president and co-founder, Robert Morales, was especially satisfied with the certification process being approved after the first audit.

"This is a rigorous process," he said. "The approval on the first audit exemplifies the understanding and implementation to all team members. Furthermore, it demonstrates how well our original process system was before being customized to the ISO standard."

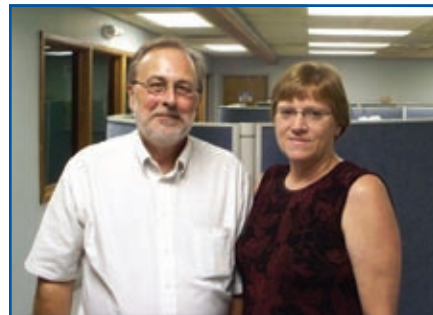
Approaching 25 successful years, Proformance Manufacturing is a well respected and established contract manufacturer of custom precision metal components, servicing a broad range of industries worldwide.

For further information please visit [www.proformancemfg.com](http://www.proformancemfg.com) or call Tim Borth at 951-279-1230 or e-mail [tborth@proformancemfg.com](mailto:tborth@proformancemfg.com)

### St. Louis Chapter



St. Louis Chapter President Herb Homeyer presented Brittany Hunn, sponsored by QTE Manufacturing Solutions (local assoc. member), and Scott Spreokelmeyer, sponsored by member Linmark Machine Products, this year's St. Louis Chapter scholarship awards.



Raymond Mueller and his wife, Shelia, of Mueller Machine & Tool Company welcomed the St. Louis Chapter for a tour for the September meeting. More than 100 attendees were impressed with what they saw and commented on how good it was to see a solid manufacturing company doing well in St. Louis.



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## Kansas City Chapter

Members at the September KC chapter meeting enjoyed a tour of host company Continental Tool and Mfg. Omar Nashashibi of The Franklin Partnership addressed the crowd and gave them an update on the One Voice activity in Washington, and progress the One Voice coalition made in 2010. Nashashibi gave the crowd some positive action the team has been able to make and some good news about forecasts in the upcoming elections.



KC Chapter President Dean Rohr and Continental Tool and Mfg owner Richard Schwind



Omar Nashashibi addresses KC chapter meeting hosted at Continental Tool and Mfg.

## Changing of the Guard in Rockford!

There was a changing of the guard in Rockford, Ill., recently as long-time friend of the industry and Rock River Valley Tooling and Machining Association apprenticeship coordinator Ken Barton announced his retirement. Barton spent many years at Rock Valley Community College working with the chapter and its apprenticeship program. When other programs across the country were suffering from low attendance,

the Rockford program remained strong. When Barton retired from Rock Valley in 1991, he took on the job as coordinator for the chapter. He made it a smooth transition. Barton was instrumental in the development of the Technical and Vocational Programs at Rock Valley.

Before Barton retired from Rock Valley, Don Williams started working at Rock Valley as well in 1990. Williams retired from Rock Valley in 2003 and has been working in the continuous improvement and lean training arena for area manufacturers. He too served many positions at Rock Valley as Director of Technology, Dean of Career Education and Chief Operations Officer and VP of Support Services. Williams now takes on the duties of Apprentice Administrator for the RRVNTMA. While he has big shoes to fill, we know he'll do a great job going forward. Welcome aboard Don!

Good-bye, thanks and best wishes to Ken Barton. We know you'll still be around but you will be missed!



RRVTMA President Matt Baker, Versa Tool, presenting retiring Ken Barton with a plaque commemorating his many years of service to the RRVNTMA and the industry.

## Tennessee Chapter

On Tuesday, Sept. 7, the Tennessee Chapter of NTMA elected Mark Vaughn of Vaughn Manufacturing to represent the Chapter as its new Trustee. Vaughn Manufacturing also recently celebrated 55 years in NTMA.

We congratulate Mark and thank Bobby Veach for his many years of service as our Chapter Trustee. NTMA



NTMA Chairman Russ Reschke (left) presenting Mark Vaughn with his 55-year NTMA membership recognition.

## 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 16-17, 2011

### NTMA 2011 Fall Conference

The Broadmoor  
Colorado Springs, Colo.  
October 12-16, 2011

NTMA-PMA Contract  
Manufacturing Purchasing Fair  
InterContinental Chicago O'Hare  
Chicago, Ill.  
November 4, 2011

# The MFG Meeting

## The MFG Meeting – Manufacturing for Growth March 2-6, 2011

Sheraton Wild Horse Pass  
Resort & Spa

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

The MFG Meeting (Manufacturing for Growth) brings together business owners and C-Level executives from around the country for a 4-day forum on how we can synergize our resources

to restore manufacturing to its rightful place as an engine that drives the U.S. economy.

NTMA is pleased to be joining AMT, PMA and AMTDA in this ground-breaking event that tackles the issues that affect the entire realm of manufacturing. The MFG Meeting is the only event that brings together builders, distributors and users from throughout the manufacturing technology industry in an interactive session.

NTMA will hold its annual Inaugural Luncheon to install our 2011 Executive Officers on Friday, March 4.

Complete information is available on The MFG Meeting website at [www.themfgmeeting.com](http://www.themfgmeeting.com).



Sheraton Wild Horse Pass Resort & Spa welcomes NTMA, AMT, PMA & AMTDA for The MFG Meeting.

# 25,000th NIMS Credential Issued

At a September 7th ceremony at the Department of Labor, Assistant Secretary for Employment Training Jane Oates presented the NIMS Milling Level II credential to Darryl Robinson, a registered apprentice from the Magna Baltimore Technical Training Center. This marks the 25,000th credential issued by NIMS since being founded in 1995.



Front row, left to right: Darryl Robinson, Paul Myles, Sharon Show and Montez King. Back row, left to right: John Ladd, Stephen C. Mandes and Assistant Secretary Jane Oates.

Also present at the ceremony were NIMS Executive and Deputy Directors Stephen C. Mandes and James Wall, Administrator for the Department of Labor's Employment & Training Administration's Office of Apprenticeship John Ladd, Magna Training Program

Director Sharon Snow, Baltimore Technical Training Center Manager Paul Myles, and Technical Training Instructor Montez King.



Assistant Secretary Jane Oates awards Magna Apprentice Darryl Robinson with a NIMS Milling Level II credential, the 25,000th in NIMS history, at the U.S. Department of Labor building in Washington, D.C.

In 2005 Magna International established the Baltimore Technical Training Center, which now boasts an NIMS Competency-Based Registered Apprenticeship Program. Technical instruction is delivered by Magna, while related instruction is provided through a partnership with the Community College of Baltimore County. [NTMA](http://www.ntma.org)

## Save the Date March 2-6, 2011

Sheraton Wild Horse Pass, Chandler, AZ

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

The MFG Meeting (Manufacturing For Growth) brings together business owners and C-Level executives from around the country for a 4-day forum on how we can synergize our resources to restore manufacturing to its rightful place as an engine that drives the U.S. economy.

Jointly produced by four major industry trade groups, this ground-breaking event tackles the issues that affect the entire realm of manufacturing and facilitates a conversation that can't be found at any event presented from a single sector's perspective.

#### Three Reasons to Attend:

- The MFG Meeting is the only event that brings together builders, distributors and users from throughout the manufacturing technology industry in an interactive session
- Learn at dynamic General Sessions
- Share experiences and discuss opportunities

The MFG Meeting is brought to you by:

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[www.themfgmeeting.com](http://www.themfgmeeting.com)

# What Is Innovation Anyway?

MEP considers “innovation” to be the creation and capture of value in new ways. It involves more than just products or technologies. Innovation may also involve processes, services, business models or customer experiences. In short, innovation is about bringing new ideas to life and it applies to all aspects of a business!

Innovations don't have to be patentable technologies or revolutionary big ideas. They may be “simple” ideas that lead to solving a customer problem, or they may satisfy a need that the customer might not have anticipated. In other words, inventions or ideas become “innovations” when they yield a tangible result that provides value or a benefit to a customer.

Innovation starts with the creation of new ideas, and the engine for innovation is people. The good news is that everyone can learn how to create ideas. The secret is to use lots of “stimulus.” Stimulus can come from customer feedback, unique capabilities of your company, or product and technology ideas from related and unrelated industries. One stimulus, or the combination of two or more stimuli, can provide the spark for a new idea. Involve people from all departments within your company, and also key customers and suppliers, to look for stimulus and create ideas. This will exponentially increase your odds of success for creating ideas that will make you more money.

To be most successful with innovation, think and act like a start-up company, since they are the most successful with innovation. Out of necessity, start-ups

simultaneously work on clarifying the unique customer benefit promise, developing the product that delivers the benefit, and “doing the numbers” to ensure profitability goals can be met. They also generally find ways to do this quickly and with the lowest investment of resources.

One can find a variety of definitions of innovation, but regardless of how you define it, it's the name of the game in today's manufacturing world. In fact, we know that innovation is the most profitable business strategy. A recent study of 738 manufacturers conducted by Georgia Tech researchers found that companies that compete on the basis of innovative products or processes have a three-year average profit margin that is more than 50 percent higher (14.5 percent vs. 9.2 percent) than for companies competing with low prices, high quality or a voice of the customer strategy. We also know that small companies have traditionally been the innovation leaders in this country. According to a report published by the Federal Reserve Bank of Kansas City, “Since World War II more than two-thirds of all radical innovations that have led to dramatic and sizable transformation in the economy have been adopted, improved and developed by small companies.” Today, there is a major shift underway to “open innovation” where leading innovative companies like Proctor & Gamble are now developing less than 50 percent of their new innovations in house. In 2001, 80 percent of P&G innovations were from in-house. Now, larger companies are looking “outside” – generally to smaller companies for their innovations. Many large companies are also now “out licensing” their technologies and trademarks. These changes present increasing business opportunities for smaller companies and the innovations they can quickly bring to market. The new USA National Innovation Marketplace (<http://usainnovation.planeteureka.org/marketplace/usa/>) is an online “open innovation marketplace.” The marketplace is helping to accelerate connections between buyers and sellers of innovations (using standardized formats called Merwyn Business Simulations) and contract manufacturers, investors, distributors and others.



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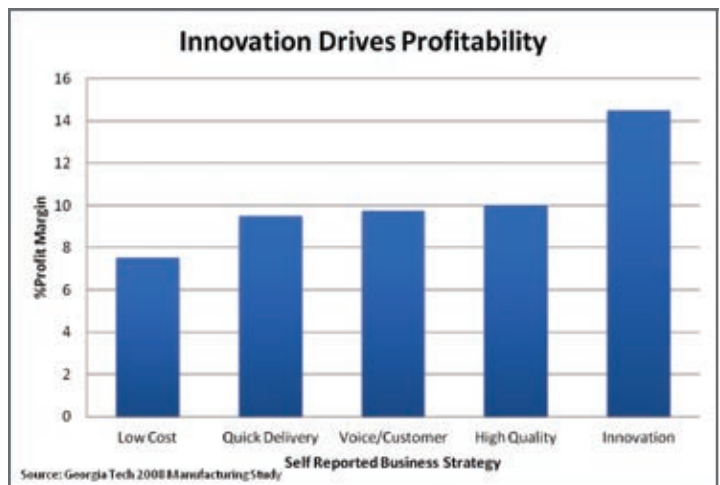
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When the chips are down, companies with the winning hands will be those that focus on innovation. Those that are complacent are destined to eventually fall by the wayside. “Customer Focused Innovation” is among the top 6 “Next Generation Manufacturing” attributes identified as essential for world class performance and success for U.S. manufacturers in the years ahead.

Developing, making and marketing new products and services that meet customer’s needs at a pace faster than the competition is becoming increasingly essential.

Those manufacturers that stay in the game will be able to do so because they’re turning to profitable new strategies. They’re investing and retraining their workers, and they’re using Lean manufacturing principles, just-in-time

supply chains and rigid quality. Most importantly, they’re making innovation part of their company culture. This takes time and planning, but there’s no better time than now to begin the journey.

NTMA

*\*This article was reprinted, with permission, from the Vermont Manufacturing Extension Center / VMEC Today, special edition.*

## The Ten “How” Factors That Can Affect ERP TCO

Submitted by Epicor

Organizations tend to focus on the “what” – that is, the vendor or the product – when determining total cost of ownership (TCO). However, it’s often the “how” – that is, deployment aspects – of ERP that has a greater impact on determining TCO for a given organization. CIO’s and application managers should consider the 10 factors described in this research to help better determine the TCO of their ERP investments.

### Key Findings

- TCO is not simply determined by which software an organization selects to implement.
- Concentrating solely on hard costs, such as software, hardware and infrastructure, will provide an incomplete understanding of an application’s true TCO.
- Focusing on the “how” of software deployment and use typically has a significant impact on the TCO of an application.

### Recommendations

- When determining your organization’s TCO for an application, expand your focus beyond the “what” factors (such as complexity, hardware and service costs), and consider the “how” factors noted in this research, because these can have a significant effect on TCO.

### Analysis

Organizations often want to know which ERP vendors on their shortlists

will provide the lowest total cost of ownership (TCO). Although application configuration and installation complexity contribute to overall TCO, they are not significant drivers of it. The effort required to configure a given applica-

tion is different from the next, and it can vary from a nominal difference to something substantially more significant. Generally speaking, in packaged applications, there isn’t a discernable TCO difference between one vendor’s product and another’s, because the variance in “how” an organization chooses to implement outstrips any meaningful discussion of “what” an organization chooses to implement.

To read the complete report, go to [www.ntma.org](http://www.ntma.org).

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# Visit from the Past and Present!

While working the NTMA booth at IMTS, we were visited by NTMA folks from years past and present.



Ted Barth

Ted Barth, son of 1960 NTMA Chairman John Barth of Barth Corporation, stopped by the booth to say hello and fill us in on what he's doing now. John founded BNW Manufacturing Associates in 1996 and provides consulting to manufacturing and engineering companies on lean and

cost solutions, new product development and project management solutions to tool, die, mold and special machine services companies around the U.S. His company website is [www.bnwassociates.com](http://www.bnwassociates.com)



Barth sons

His sons, Patrick and Brian also stopped by. They're with Lloyd Gage & Tool Company ([www.lloydgage.com](http://www.lloydgage.com)) a longtime local associate member of the Cleveland Chapter.

Once it's in your blood, you can't get manufacturing out of it. NTMA

## Welcome New Members

**Accurate Performance Machining Inc.**  
Santa Ana, Calif.  
Robert Fischer

**ACT Precision Sheet Metal Inc.**  
Dallas, Texas  
Wade Whistler

**Davis Machine & Manufacturing Co.**  
Arlington, Texas  
Robert W. McNamara

**E R C Concepts Company Inc.**  
Sunnyvale, Calif.  
Felix Q. Oramas

**J M Mold Inc.**  
Piqua, Ohio  
Robert P. Scheer

**Mills Precision Machine**  
Epping, N.H.  
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**Overtime Tool Inc.**  
Edinboro, Pa.  
Chuck Graham

**Support Products Inc.**  
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# Take Advantage of All the Discount Programs & Partnerships Available to NTMA Members

The NTMA uses group buying power to help save members money in many different areas of their business. The programs below have proven cost savings benefits for members who have taken advantage of them. See what they can do for your organization.

**Business & Legal Report Online Resource Centers:** Stay on top of regulatory developments, obtain resources, forms, news, compliance tools and avoid legal problems. Access BLR's **Safety, Environmental and HR Resource Centers** through NTMA's website. A single subscription to these resource centers retails at more than \$2,500 per year; however, members have access to these services FREE.

**Dynamic Solutions & U.S. Freightways:** Members save 65 percent off national or regional LTL shipments. Enroll all your locations! Contact Shane Allen toll free at 877-892-5777 or 903-892-5777.

**Energy Buyers Program for Electricity & Natural Gas:** This service negotiates competitive electric rates from suppliers and negotiates and secures lower natural gas rates for participants. Contact APPI directly at 800-520-6685.

**E-chx Inc. Payroll Solutions:** NTMA members enjoy 15 percent discount for those working with a smaller competitor or doing payroll in-house. If you switch from a national competitor, receive a guaranteed 10 percent savings. To learn more about their full complement of payroll services, contact Mark Gasiorowski toll free at 866-341-4561 or [mgasiorowski@e-chx.com](mailto:mgasiorowski@e-chx.com).

**FedEx:** This free money-saving member benefit will save you up to 26 percent on select FedEx Express<sup>®</sup>, FedEx Ground<sup>®</sup> and FedEx Home Delivery<sup>®</sup> services. Included with these discounts are savings of up to 20 percent on color and b/w copies and printing services, signs, graphics and finishing services at select FedEx Office locations. For more information and to enroll, go to [www.PartnerShip.com/54NTMA](http://www.PartnerShip.com/54NTMA) or call 800-599-2902.

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**National Safety Incentives:** Discounted employee safety and incentive programs for NTMA members and employees. Helps companies reduce Workers Comp costs, improve attendance, increase worker productivity, boost employee morale and lower employee turnover. For more details visit [www.nationalsafetyincentives.com/partners/ntma](http://www.nationalsafetyincentives.com/partners/ntma).

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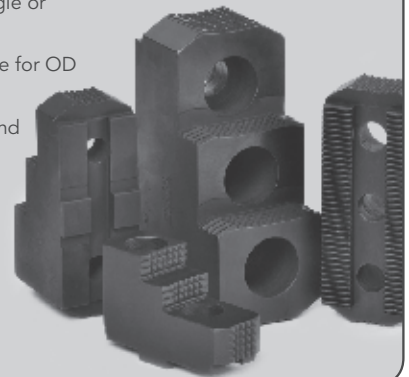
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**Staples Office Supplies:** NTMA members get deep discounts on office products through the Staples Business

*(Continued on page 18)*

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(Continued from page 17)

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**Vistage International:** World's largest CEO membership organization providing an array of programs and opportunities designed to help CEO's and their key employees make better decisions. Vistage will waive the normal enrollment fee for NTMA members. Contact Greg Wells, Director of Regional

Operations @ 858-523-6862 or e-mail [greg.wells@vistage.com](mailto:greg.wells@vistage.com).

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NTMA

## Communicating With Employees

In many instances when employees are asked what they like least about their jobs, they will cite a problem with communication. In fact, in BLR's 2007 National Employee Attitudes Survey (NEAS), participating organizations across the board were rated lowest on questions related to communication,

while at the same time employees who took the survey said communication was very important to them. Because communication is a very important factor in employee satisfaction and engagement, making sure the right information is communicated effectively is very important to human resources professionals and managers.

First, it is important to understand what types of information employees feel they aren't getting. It might be that employees don't have a good understanding of what is expected of them or how they fit in the organization. In other cases, it might be that management does not provide employees with information about how the organization is doing or the direction in which it is heading. Employees might feel they aren't well compensated because

they don't have any information on the value of benefits and their total compensation package. They might feel they are not being acknowledged for their hard work. Another problem area related to communication is how conflict is handled in the workplace, which requires a unique set of communication skills.

### Checklist for Employee Communications

Communicating with employees occurs on an ongoing basis throughout the work day. However, there are some key things employers can do to improve communication from the time an applicant is offered a job to the time an employee leaves employment.

- Do you have an orientation program for new employees?
- Do you provide orientation for employees who are promoted?
- Do you seek feedback from employees concerning communications?
- Are the organization's actions consistent with its communications to employees?
- Do you review your communications with your employees at least annually?
- Do you give handbooks to employees?
- Do you have a company intranet, newsletter, bulletin board, suggestion box, e-mail system?
- Do you post grievance or complaint procedures?
- Do you include messages to employees in pay envelopes?
- Do you provide employees the opportunity to submit anonymous written questions before meetings?



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- Do you meet with all employees in the office or facility at least quarterly, sharing with them important information on company performance and projects?
- Does upper management walk through the office or facility to visit with employees?
- Does upper management know a number of employees by first name?
- Are employees acknowledged on special or important occasions?
- Do you have a public address system for making announcements?
- Do immediate supervisors hold meetings with the employees they supervise at least twice a month?
- Do departments have meetings at least monthly?
- Do you have a voicemail system?
- Do you periodically review key policies such as an anti-harassment policy or a diversity policy with employees?
- Do you periodically review information on benefits provided to employees and the value of those benefits as part of the total compensation package?
- Do you act on employee suggestions and ideas?
- Do you reward employees for making valuable suggestions?
- Do you provide several avenues for employees to voice complaints?
- Is there an open-door policy, and is it communicated to employees?
- When employees do complain or voice concerns, is confidentiality maintained to the extent possible?
- Are employees given regular and consistent feedback on what is expected of them and on how they are doing?
- Does the company use exit interviews to gather information about why employees might be leaving the company?

### Benefits of Good Communication

Communication is the process by which people create and share information and ideas with one another to reach mutual understanding and get things done. Effective communication is the foundation of positive and cooperative working relationships. Good communication benefits the workplace in many ways, including:

- Improving the flow of vital information
- Improving employee morale by making sure employees know what is expected and what the rewards are for a job well done
- Serving as the basis of effective teamwork
- Ensuring accountability in a department because all employees know who's responsible for what
- Providing greater consistency, because all employees have gotten the same messages about procedures and work rules
- Leading to better quality because mistakes are avoided
- Improving productivity

### Causes of Ineffective Communication

Unfortunately, workplace communication isn't always effective. In fact, employee satisfaction surveys consistently rank communication as one of the weakest areas in most organizations. There are numerous obstacles that can cause communication to break down, including:

- Too many links in the communication chain causing messages to quickly become distorted
- Too many messages communicated at once
- Confusing or ambiguous messages resulting in the receiver of a message understanding the communication differently than was intended
- Unclear expectations causing the communicator

to be unpleasantly surprised by the results

- Incomplete communication by managers who do not take the time to listen carefully to the response
- Failure to consider the audience

### Encouraging Employees to Communicate Better

Even with the availability of technology, communication begins with interaction among people. Employees, from the top down, need to focus on communicating workplace issues, concerns, changes, advances and information to one another. Employees feel empowered when they are "in the know," and this helps enhance overall employee morale.

BLR has more information on Tools for Better Communicating. NTMA members can access BLR free through the NTMA website. From the home page, log in and then click on Reports>HR/Enviro/Safety. NTMA

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