



# FALL CONFERENCE 2019



MANUFACTURING AMERICA'S FUTURE

OCTOBER 15-18 • AUSTIN, TX



# FEATURED SPEAKERS:



**BRANDON DEMPSEY**  
EMCEE & Roundtable Moderator

An adventurer, entrepreneur and father, Brandon is a serial entrepreneur and driving force behind his marketing firm goBRANDgo!, specializing in outsourced marketing services for privately held \$10-100 million growth oriented companies. Brandon is a featured thought leader in numerous online and print outlets, such as Forbes, Inc., and Huffington Post. When he isn't working, he spends his time training for Ironman triathlons and motorcycling through countries around the world. Brandon lives in St. Louis with his wife Adriene, their daughter and two dogs.

**JOHN GUZIK**

Wednesday, October 16 10:00am-11:00am  
& 11:15am-12:00pm & 1:30pm-2:15pm

John Guzik is a founding partner of The Franklin Partnership with over 20 years of Capitol Hill and campaign experience. Previously, John served as Chief of Staff for Ways and Means Chairman Dave Camp. He was the top legislative strategist working on tax, trade, health care, transportation and agriculture issues. John also works closely with the Senate Finance Committee on health care, tax, trade and many other issues important to his clients.



**OMAR NASHASHIBI**

Wednesday, October 16 10:00am-11:00am  
& 11:15am-12:00pm & 1:30pm-2:15pm

For nearly ten years, Omar Nashashibi has worked with clients, members of Congress, agency officials, public policy foundations, non-profits and media in Washington, D.C. A founding partner of The Franklin Partnership, Mr. Nashashibi works with members of Congress on behalf of his clients on a variety of issues from trade to federal funding opportunities to telecommunications.

**PAUL NATHANSON**

Wednesday, October 16 10:00am-11:00am  
& 11:15am-12:00pm & 1:30pm-2:15pm

With more than 25 years of experience in strategic, crisis and corporate communications, Paul Nathanson's focus is on reputation management, message development and implementation, public policy analysis, media relations and strategic counseling services for a range of U.S. and international clients. He assists clients in formulating arguments in persuasive ways and ensures that clients' views are heard and understood by their target audiences, including Members of Congress, policymakers, the news media and the public.





## CAITLIN SICKLES

Wednesday, October 16 10:00am-11:00am  
& 11:15am-12:00pm & 1:30pm-2:15pm

Caitlin Sickles has a decade of experience in strategic communications. Her focus is on the design and implementation of comprehensive, multi-platform communications campaigns for a range of companies and associations in sectors, including manufacturing, consumer products, national security, healthcare, energy and the environment. Caitlin leads the Policy Resolution Group's digital communications program, providing comprehensive brand development counsel, including sophisticated social media management and its use for effective advocacy. Caitlin was recognized by PR News on their list of 15-to-Watch in 2011.

## FRANCOIS GAU

Wednesday, October 16 2:30pm-3:30pm

An experienced senior executive leader, Francois has delivered results in enterprise strategy development, marketing and growth strategies, and operations management.

He has two decades of experience in leadership roles guiding sales & operations strategy. As a business development and strategic marketing advisor, Francois helps create and execute business growth strategies; designs marketing and sales blueprints; coaches and mentors key executives and emerging talent; drives innovation with product management & engineering; and facilitates team-building and engagement workshops.



## ERIC FOGG

Thursday, October 17 9:00am-10:00am

Eric Fogg is a serial entrepreneur and life-long manufacturing industry expert holding multiple manufacturing patents. He began his career in manufacturing as a CNC machinist and identified an area in the throughput process that he believed could significantly help increase spindle uptime through a machine monitoring system now known as MachineMetrics. As partner, co-founder and chief operating officer of MachineMetrics, Fogg is responsible for the company's product strategy, customer integration and hardware development efforts.

## RED KATZ

Friday, October 18 9:45am-10:45am

Among his many accomplishments, Red has built businesses, motivated large teams, raised capital and streamlined processes to dramatically exceed revenue and profit objectives. Red built "The Accessories Place" into a major vendor of fashion accessories with multimillion-dollar sales and double-digit year-over-year profitability. Red's experience includes executive sales, president, and founder of two successful accessory businesses.





# GENERAL SESSIONS:

## TARIFFS, TRAINING & TRUMP: HOW WASHINGTON IS AFFECTING YOUR BUSINESS

**Wednesday, October 16 | 10:00am-11:00am**

***The Franklin Partnership & Policy Resolution Group  
Update: John Guzik, Omar Nashashibi,  
Paul Nathanson & Caitlin Sickles***

Manufacturers today face increasing uncertainty at a time when the sector needs stability. Uncertainty over how tariffs on imports impact supply chains, over how where to find workers and over how the political wars and 2020 election will impact your bottom line. NTMA's team in Washington, The Franklin Partnership and Policy Resolution Group will provide insight into the trade wars, policy changes to promote manufacturing careers and how the political circus in Washington impacts your business and your customers' decisions. This is your chance to hear directly from your voice in Washington how the government is affecting your business today and trends for tomorrow.

## IS YOUR BUSINESS MODEL ADAPTED TO TODAY'S "INSTANT GRATIFICATION" EXPECTATIONS?

**Wednesday, October 16 | 2:30pm-3:30pm**

***Francois Gau, CEO, LEVY, Marketers for  
Industry+Tech***

We've become conditioned to expect instant gratification as consumers and industrial buyers, and influencers are carrying that mindset to their places of work. It is no longer sufficient to take two weeks to get back to a prospect with a quote. Customers in B2B want to be served at the same speed, and with a comparable number of choices, similar to what they get when buying from Amazon. The need for such clarity means that your business strategy — not just marketing and sales strategies — must be aligned with the market. Learn how to build flexibility and agility into the production line, align customer facing teams and much more.

## THE KEYS TO INDUSTRY 4.0 SUCCESS: WHY MOST PROJECTS FAIL AND HOW YOU CAN LEARN FROM THEIR MISTAKES

**Thursday, October 17 | 9:00am-10:00am**

***Presented by: Eric Fogg, Co-Founder & COO,  
MachineMetrics***

Of the many manufacturers that are in pursuit of digitization, a large number of these projects are unlikely to succeed. According to a 2017 Cisco study, 74% of companies that begin an IoT initiative fail. More often than not, projects go over budget, deployment times run long, interoperability issues occur across legacy platforms or planning and resources aren't allocated appropriately, leading to their cancellation. This failure rate has led to a greater hesitation for manufacturers to embark on their digital transformation journeys. So, what's the key to Industrial IoT success? We think we've figured out the secret sauce and we'd like to share that sauce with you.

## MANUFACTURING TRENDS ROUNDTABLE

**Thursday, October 17 | 3:30pm-5:00pm**

***Facilitated by: Brandon Dempsey, Partner,  
goBRANDgo!***

Dive into hot button issues with your peers as we explore different topics within the industry: Workforce Development, Sales and Marketing, Human Resources, Technology and Risk Management. You'll have the opportunity to discuss issues you are having in your business as well as help others find solutions for the issues they are experiencing. We'll have industry experts on hand for each of the topics to help guide conversation and provide feedback as needed.

## LIVE YOUR YOULOGY FOR SUCCESS

**Friday, October 18 | 9:45am-10:45am**

***Presented by: Red Katz, Motivational Speaker,  
Red Inspires***

The possibilities are endless when one learns how to tap into and utilize unique passions in their everyday activities. Learning skills, like how to react in positive ways that encourage growth rather than shutting down at the first sign of adversity, or how to accept change with open arms, apply to every facet of life, both in and out of work. Red teaches his audiences how to cultivate easily-neglected but basic skills in a way that lets people find answers within themselves, allowing for not only a new understanding of how to identify and pursue one's own passions, but also an incredible sense of self-fulfillment that enriches all aspects of life.



# TEAM TRACKS:

Wednesday, October 16 | 11:15am-12:00pm & 1:30pm-2:15pm

## TAKING YOUR STRATEGIC PLAN FROM GOOD TO GREAT

***Brought to you by: The Emerging Leaders Team***

Do you have a solid strategic plan ready to deploy should you need to? Have you taken steps to make sure you don't become irrelevant in a sudden economic downturn? If you answered no to either of those questions, or if you feel like your strategic plan needs a little work, then this session is for you. Join a panel of NTMA members as they discuss the highlights of their company strategic plans, the strategies they have put in place to avoid becoming pigeonholed and negative situations they have survived and the strategies they used to overcome those situations. Avoid being left behind by preparing, creating and deploying the best strategic plan you can.

## SMART MANUFACTURING UTILIZING DATA

***Brought to you by: The Manufacturing Technology Team***

How many untapped machine hours do you have in your shop? How do you schedule your shop without having the actual data on how many hours your spindles are actually working? Are you considering purchasing more machinery to manage over capacity problem? Join a panel of NTMA members as they discuss the benefits of machine utilization measuring and also some helpful tips on implementation and what to do with this data. Take advantage of everything your machine can accomplish before your competition does.

## NEW AND PENDING HR GOVERNMENT REGULATIONS: WHAT TO KNOW AND HOW TO COMMUNICATE WITH YOUR EMPLOYEES AND GOVERNMENT

***Brought to you by: One Voice***

Washington and the states continue to change the rules covering how manufacturers manage their operations and employees. From expanded Family Medical Leave Act paid time off to uncertainty over marijuana testing policies, this is your opportunity to hear directly from Washington about what your governments have in store for you and how you can communicate effectively with your employees. The Franklin Partnership and Policy Resolution Group in Washington, D.C. will cover the latest developments from OSHA, NLRB, the Department of Labor and provide updates on new overtime and injury reporting requirements. This session will also include strategies for effectively communicating your message to elected officials in Washington and throughout the country by helping you take advocacy in your own hands.

## FOSTERING FUTURE TALENT THROUGH MANUFACTURING: YOUR OWN MINOR LEAGUE SYSTEM

***Brought to you by: The Workforce Development Education Team***

MLB teams invest time and resources into building their minor league systems and develop the exact talent with the skills and aptitude that they need for the future. Through collaboration with your local school district, you can create your own minor leagues and overcome current and future labor challenges to set your company up for ongoing success with a skilled workforce. Learn directly from manufacturers and educators on how they have successfully designed and implemented student pre-apprenticeship programs, internships, co-op placements and other practical opportunities for students to get real-world experience. You have the opportunity to influence what skills students learn as part of their education and shape them for future work at your company.







# IGNITE SESSIONS:

*Thursday, October 17 | 10:15am-11:00am & 11:15am-12:00pm*

## HOW INDUSTRY IS ADDRESSING THE INCREASING SHORTAGE OF SKILLED LABOR FORCE

***Presented by: Wolfgang Neitzke & Daniel Vitullo, Siemens***

According to industry studies, there are 500,000 open positions in engineering and manufacturing. Future oriented and innovative technology companies have realized this dramatic development years ago and have adjusted their R&D direction and increased their school engagement to better prepare the manufacturing industry for the future. Many companies adapted apprenticeship programs to teach the skills from ground up. The manufacturing industry is facing an enormous shift in technology from intuitively conversational programming at the machine to advanced machining technologies, coupled with highly automated shop floor equipment. Join us for this intriguing session and take an in-depth look at how the industry is addressing the skills gap.

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## ZERO DOWN TIME – MAXIMUM OPTIMIZATION

***Presented by: John Tuohy, FANUC***

FANUC, the world's leading supplier of industrial robots and CNC controls, discusses data and robot monitoring. How data can be used to monitor your investment, control your process and eliminate costly downtime through predictive analytics.

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## THE STEPS TO IMPLEMENT DIGITAL MANUFACTURING IN YOUR SHOP

***Presented by: Gisbert Ledvon, Heidenhain***

A global overview of digital manufacturing trends. We will discuss how to take advantage of existing equipment in the shop to step into digital manufacturing. Learn what should be considered when selecting the next machine tool for your shop, keeping DMP (Digital Manufacturing Process) in mind. Learn how to engage your team, so they buy into the DMP. When looking at small lot sizes versus production environment, we'll identify the critical data to collect.

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## ADVANCED DIGITAL TOOLING TECHNOLOGY

***Presented by: Nick Jew, BIG Kaiser***

Technology is rapidly growing in today's machine shops – from improved efficiency with robotic automation to cloud-connected machines that allow operators to manage and track production. But what about the cutting tools inside those CNC machines? Join this presentation to learn how BIG KAISER has digitalized its fine boring tools with wireless communication and closed the loop in the fine boring process with an automatic adjustment fine boring tool. BIG KAISER is a leader and pioneer in the development and integration of sensors and microcontrollers into its tooling systems.



# NETWORKING EVENTS:

## 3RD ANNUAL CORNHOLE TOURNAMENT – NRL FUNDRAISER

***Tuesday, October 15 | 8:00pm-10:30pm***

***Registration Rate: \$25 per person/\$50 per team***

Returning for its third year, enjoy some friendly competition and support the National Robotics League (NRL) as we kick off opening night with our Cornhole Tournament. Pair up with a favorite teammate or let NTMA help you connect with another member and help us toss out the skills gap. The winning team will go home with a special trophy and bragging rights! All proceeds benefit the NRL.

## PAC RECEPTION

***Wednesday, October 16 | 5:00pm-6:00pm***

Come have a drink on us and unwind as we celebrate those who support NTMA's Political Action Committee (PAC). Talk with John Guzik and Omar Nashashibi of The Franklin Partnership to learn more about all of our recent successes on the Hill and what you can do to become involved.

## EVENING AT SPIN AUSTIN – GAAF FUNDRAISER

***Thursday, October 17 | 7:00pm-10:00pm***

Put your ping pong skills to the test at the original ping pong social club and challenge your friends to a game. To help raise funds for the Government Affairs Administrative Fund (GAAF), you will have the opportunity to return a serve from a Ping Pong Pro. Enjoy music, food and drinks and all the ping pong your heart desires!





# OPTIONAL ACTIVITIES:

## WEIRD AUSTIN TOUR

**Wednesday, October 16 | 1:30pm-4:30pm | Registration Rate: \$65 per person**

It might be our tagline, but what exactly makes Austin weird? Well it's quite the tale and on board with us you'll not only learn about Austin's evolution of weird, but also explore the famous locations that made the city the weird destination its known for. Visit some of Austin's famous weird homes that are not open to the public. Go inside of artist residences and funky local pads that are unlike anything you've seen before. Take a peek inside the interior of one of Austin's most famous murals, a gallery that is appointment only. This tour isn't just about the weird destinations Austin is known for but also the people behind them, which you'll get to meet and learn more about. This is a total detour off the usual visitor's itinerary of Austin with stops that most locals will not have heard of!

## WELLNESS ACTIVITY

**Thursday, October 17 | 7:30am | Registration Rate: \$35 per person**

Start your day out right with a little bit of exercise. Keep your eyes open for more information as more details on this program will follow.

## LBJ PRESIDENTIAL LIBRARY TOUR

**Thursday, October 17 | 10:00am-12:00pm | Registration Rate: \$25 per person**

Located on a 30-acre site on The University of Texas at Austin campus, the LBJ Presidential Library is one of 14 presidential libraries administered by the National Archives and Records Administration. At the library, visitors will experience the life and times of Lyndon B. Johnson, one of our nation's most fascinating presidents, and the era of his administration—the turbulent 1960s.

- Listen to dozens of LBJ's historic White House telephone conversations
- Step into a replica of the Oval Office
- Experience the president's decision-making process in interactive displays about the Six-Day War and Vietnam War
- Discover how legislation signed by LBJ affects you today
- Peek into Lady Bird Johnson's office and learn about her environmental efforts and White House years

## PLANT TOUR

**Friday, October 18 | 1:30pm-4:30pm | Registration Rate: FREE!**

Help us close out the conference with a plant tour of a local member's facility, Wolfram Manufacturing. A Tech Award winner in 2016, Wolfram Manufacturing is a service based company which provides customers with all of the offerings of a CNC Machine Shop. Wolfram is building a unique concept that takes advantage of both the modern workforce and modern equipment to support manufacturing in the United States.

# HOTEL INFORMATION:

**The Westin Austin Downtown | 310 East 5th Street, Austin, TX 78701 | 512.391.2333**

Experience the Live Music Capital of the World. Just one block from the Austin Convention Center and 6th Street, our hotel is steps from historic sites, inspiring cuisines, eclectic shops and outdoor events. Indulge with delicious cuisine and cocktails at Stella San Jac or connect in our expansive event spaces. Our rooftop pool offers one of the most scenic views in Austin. Enjoy stunning city views from your floor-to-ceiling windows plus vibrant artwork inspired by Austin's live music tradition.

Room Block Information: NTMA has a negotiated room rate of \$249 per night with the Westin Austin Downtown. The cutoff date to reserve your room at the negotiated rate is Friday, September 20. Rooms are available based on availability or until the block is full. To make your reservation by phone, call 512-391-2333 and reference the National Tooling and Machining Association. You can also make your reservations online by following the link: [book.passkey.com/e/49844017](http://book.passkey.com/e/49844017)





# ABOUT AUSTIN:

Austin is known as the Live Music Capital of the World® but that's just the beginning. Home to unique attractions, world class museums and beautiful outdoor spaces, Texas' capital city has a soundtrack all its own. Across Austin there many neighborhoods and entertainment districts, each with their own unique character and filled with many things to do, eat and drink.

## ***South Congress "SoCo" District***

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Just south of Lady Bird Lake, "SoCo" is a vibrant and walkable Austin neighborhood packed with eclectic boutiques, murals, eateries and music venues. Pick up a pair of boots at Allens or discover something new at Parts & Labour.

## ***Sixth Street District***

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Stroll down Austin's most famous street for nightlife on Sixth Street for more than a dozen blocks of restaurants, bars and live music venues including Maggie Mae's, Parish, Midnight Cowboy and Shakespeare's Pub.

## ***West Sixth Street Entertainment District***

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Head west on Sixth Street from Lavaca to Lamar to shop and dine at Austin's most iconic home-grown retailers, eateries and dives including the flagship Whole Foods Market, Waterloo Records, Ranch 616, Dirty Bill's, BookPeople and more.

## ***Red River Cultural District***

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From big name acts to local icons, Red River Street rocks with the sounds of the Live Music Capital of the World®. Stroll from venue to venue to tune into a diverse showcase of sounds. Dance the night away at Empire Control Room, dive into the local scene at the Sidewinder, see your favorite touring band at Mohawk or party it up at Cheer Up Charlies.

## ***Rainey Street Historic District***

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Rainey Street has a laidback vibe and is home to a row of converted bungalows that provide an only in Austin live music and bar experience. Roam the district to find local craft beers at Craft Pride, top shelf cocktails at Half Step, award winning cuisine at Emmer & Rye, artisan sausages at Banger's and food trucks of every flavor.



## ***Warehouse District***

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The industrial Warehouse District rests in the heart of downtown Austin. Sip on craft cocktails at upscale bars such as Peché and Garage, dance the night away on Rainbow Row at Oilcan Harry's or Rain, and relax with some local music at Cedar Street Courtyard or Speakeasy.

## ***Second Street District***

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Keep things local at some of Austin's newest retail shops and boutiques in the 2nd Street District. Upscale coffee houses, wine bars and restaurants rest between favorites including Violet Crown Cinema, Eliza Page and the first brick and mortar ModCloth.

## ***South Austin***

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South Austin is a fresh taste of old Waterloo. A mix of quaint and contemporary houses, long-running vintage shops and eateries by some of the city's top up-and-comers populate this lively nook of town. Visit expansive ZilkerPark, stop by the Long Center or ZACH Theatre for a performance or explore everything from coffee shops to art galleries on South First Street.

## ***East Austin***

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Head to East Austin to experience one of the fastest-growing and most alternative areas in town. Roam East Sixth Street for quirky bars and graffiti-style murals, taste some of the biggest flavors in town on East Cesar Chavez and don't miss Six Square, the city's African American Cultural District, for a tour of the city's most historic cultural attractions.

## ***Central Austin***

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Just ten minutes north of downtown, near the sprawling University of Texas at Austin campus, Central Austin is quickly becoming home to some of Austin's best local eateries and shops. Cafes and vintage thrift stores rest comfortably between quaint neighborhood homes and bars along the North Loop and Burnet Roads.



# SCHEDULE:

- Meetings Marked \* are open to Team Members only

## TUESDAY, OCTOBER 15TH

2:00-6:00pm	Regiception
2:30-3:45pm	Trustees Roundtable
4:00-5:00pm	Team Leader's Meeting*
5:00-6:00pm	First Timer's Reception*
8:00-10:30pm	Cornhole Tournament - NRL Fundraiser

## WEDNESDAY, OCTOBER 16TH

8:00am-5:00pm	Registration
8:00am-5:00pm	Exhibit Tables
7:00-8:30am	NTMF Board Meeting & Breakfast*
8:00-9:00am	Continental Breakfast
9:00-10:00am	General Membership Assembly - NTMA Update & Conference Kickoff
10:00-11:00am	General Session 1: Tariffs, Training and Trump: How Washington is Affecting Your Business
11:00-11:15am	Networking Break
11:15am-12:00pm	Team Tracks Taking Your Strategic Plan from Good to Great New and Pending HR Government Regulations: What to Know and How to Communicate with your Employees and Government Smart Manufacturing Utilizing Data Fostering Future Talent through Manufacturing: Your Own Minor League System
12:00-1:30pm	Open Lunch
1:30-4:30pm	Optional Activity: Weird Austin Tour
1:30-2:15pm	Team Tracks (Tracks repeat from earlier)
2:15-2:30pm	Networking Break
2:30-3:30pm	General Session 2: Is your Business Model Adapted to Today's "Instant Gratification" Expectations?
3:45-4:45pm	Board of Trustees Meeting
5:00-6:00pm	PAC Reception
6:00pm	Free Night to Explore Austin



## THURSDAY, OCTOBER 17TH

7:30am	Wellness Activity
8:00am-5:00pm	Registration
8:00am-5:00pm	Exhibit Tables
7:00-8:30am	WD Board Meeting & Breakfast*
8:00-9:00am	Continental Breakfast
9:00-10:00am	General Session 3: The Keys to Industry 4.0 Success: Why Most Projects Fail and How You Can Learn From Their Mistakes
10:00am-12:00pm	Optional Activity: LBJ Presidential Library Tour
10:00-10:15am	Networking Break
10:15-11:00am	IGNITE Sessions Advanced Digital Tooling Technology How Industry Is Addressing the Increasing Shortage of Skilled Labor Force The Steps to Implement Digital Manufacturing in your Shop Zero Down Time – Maximum Optimization
11:00-11:15am	Networking Break
11:15am-12:00pm	IGNITE Sessions (Tracks repeat from earlier)
12:00-1:30pm	Awards Luncheon
1:45-3:15pm	Roundtables Aerospace Medical Tools, Dies and Molds Precision Machining 1 Precision Machining 2
3:15-3:30pm	Networking Break
3:30-5:00pm	General Session 4: Manufacturing Trends Roundtable
5:30-6:30pm	30 Under 30 Reception w/ Emerging Leaders*
7:00-10:00pm	SPIN Austin - GAAP Fundraiser

## FRIDAY, OCTOBER 18TH

8:00-11:00am	Registration
8:00-11:00am	Exhibit Tables
8:00-9:00am	Continental Breakfast
9:00-9:30am	Tech Award Winner Presentation
9:30-9:45am	Networking Break
9:45-10:45am	Closing Keynote: Live Your YOUlogy for Success
10:45-11:00am	Conference Wrap Up & Closing Activity
1:30-4:30pm	Optional Activity - Plant Tour



## REGISTRATION FEES PER PERSON:

### **Early Bird Registration: Thru September 20th (Members Only)**

\$995 NTMA Members | \$595 First Time Attendees or 30 Under 30 participants

### **Standard Registration: After September 20th**

\$1195 NTMA Members | \$1595 Non-Members

### **Networking and Optional Events:**

Wellness Activity - \$35 | Weird Austin Tour - \$65 | LBJ Presidential Library Tour - \$25

3rd Annual Cornhole Tournament: NRL Fundraiser - \$25 per person/\$50 per team | Plant Tour - Free

*Need additional information?*

Contact Brittany Belko

[bbelko@ntma.org](mailto:bbelko@ntma.org)

216-264-2848

## GOLD LEVEL

**BIG KAISER**

**GRAINGER**  
FOR THE ONES WHO GET IT DONE

 **MAKINO**

**CGTECH  
VERICUT**

**DMG MORI**

 **HEIDENHAIN**

## SILVER LEVEL

 **Aerotek**

 **BENZ**  
INCORPORATED



National Tooling & Machining Association  
1357 Rockside Road  
Cleveland OH, 44134