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SEND US YOUR STORY

Each issue of The Record features our members. We want to hear from you. Send us stories of successes, innovations or experiences.

The submission deadline is the 5th of the month prior to publication.

For more information, contact
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UPCOMING NTMA EVENTS



ENGAGE 2024
October 16–19, Nashville, TN



FROM ROGER

a message from the president

Can you believe we are about to close the first quarter of the year? We have one quarter behind us, when it seems as if the year just started. As they say, “Time flies when you’re having fun.”

This month our focus is on sales and marketing...post pandemic style. Why “post pandemic style?” In 2020, the pandemic dictated the way we did business. Companies had no choice but to shift the way they conducted their operations to remain profitable. Now, four years later, while it seems our world has gone back to normal, many of those changes to the culture of business have become permanent. It’s highly unlikely we will return to the methods we remember before the COVID outbreak. You can either be reactive or proactive to change, but change is here and more is coming.

Let’s look at some examples:

- Digital transformation is part of every facet of our industry including sales and marketing.
- Customers’ procurement departments and personnel have changed.

- Customers no longer want us in their facilities because sometimes there is no one there to greet you or the person you need to see works remotely.
- Few customers select new suppliers via shop visits as was done pre-pandemic. Most have moved to a digital format of some kind.
- Procurement professionals may no longer have an in-depth knowledge of the product for which they purchase. Procurement has become more of an administrative or digital task and decisions may be made elsewhere.

It’s all about performance and communication and most communication means digital.

One can say they have never had to make such radical changes. I would say that we have never experienced a global pandemic before and it forever changed the landscape of life and industry for us all.

Due to the complexity of the parts we make and supply, our industry is dependent on personal relationships. Those relationships may be different from years past. You may no longer know your customers face-to-face, but rather know them digitally or a combination of both. Registration is currently open for NTMA’s Sales Cohort. It is a great combination of the two, focusing on “value added selling” regardless of your communication strategy. This cohort includes one face-to-face meeting and three virtual meetings. If your sales folks need support, this is a great opportunity for them. Check out <https://portal.ntma.org/events/upcoming-events>.

As an industry we must heed the call for change. Change can feel radical and uncomfortable. NTMA has industry partners to support these type of changes. New sales and marketing companies specifically focused on our industry have grown out of this digital transformation. These companies prioritize digital marketing, social media, marketing videos as well as ongoing

sales campaigns. They support a company’s current marketing efforts and can also help expand your digital presence. I often hear NTMA members talking about how an industry partner has revolutionized their company’s processes, performance, growth and profitability. These proactive peers admitted they needed additional help. Let us make personal introductions for you. You can check out industry partners’ services and learn how they might enhance your business. Others have been able to make the changes on their own. The key to both is that they have, and are, changing. The question for each of us is, “Are we changing?”

At online and in-person conferences

there are folks who say they have not and will not change— all the while lamenting the fact they need business and have open time. Conversely, I hear and read about others who have incorporated some of these digital changes and see success and growth in their companies.

For those of you incorporating the digital world in sales and marketing, I applaud you. For those who have not changed, I implore you to embrace the digital world. If not for today’s success, do it for your company’s success in the future.

Your national staff is committed to providing you with the tools and partners for you to grow and prosper.

The success of all will strengthen our industry at-large and our companies individually. I believe this is a time that our nation is dependent on our success. Let us all remember we are *Stronger Together as we Advance Manufacturing’s Future*.

Roger Atkins, President, NTMA



NTMA 6S Excellence Award
PURPOSE:
 To improve the perception of American manufacturing by promoting and recognizing excellence in member shop organization and efficiency.

HOW IT WORKS:
 NTMA companies apply for the award by submitting a self-assessment based on criteria that demonstrate best-in-class practice in the six S’s:
1. Safety | 2. Sort | 3. Set in Order | 4. Shine | 5. Standardize | 6. Sustain
 Certificates are awarded every year for the first five years based on self-assessments submitted. Once the recipients receive five certificates, they are also presented with a trophy.

SPONSORSHIP OPPORTUNITY:
 Conference exposure via introductions, etc. Promotional exposure: web, print, blogs, and emails that promote and support the award.

SUBMISSION DUE DATE:
 Please submit your application by Friday, September 6th, 2024 to be considered.

For more information, please contact Linda Warner at lwerner@ntma.org or 216-264-2824. Applications and self-assessment documents can be found here: <https://ntma.org/resources/ntma-awards> Applications should be sent to 6Saward@ntma.org

WELCOME

We're glad to count you among our members.

BRISTOL MANUFACTURING LLC

Houston Chapter

Established in 2011, Bristol Manufacturing, located in Sealy, Texas, has been a reliable provider of high-quality parts. As an ISO 9100:2015 certified CNC Machine Shop, we have consistently met the stringent standards of the oil and gas industry. Boasting a cutting-edge facility with 14 machines, we specialize in the precision manufacturing of small to medium-sized complex parts.



In 2024, we are expanding our mission to diversify our offerings, showcasing our adaptability to the evolving market. Committed to professionalism, precision and reliability, Bristol Manufacturing is dedicated to exceeding the diverse needs of our clientele. Experience the Bristol Manufacturing difference, where quality meets innovation.

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St. Louis Chapter

In 1947, Essex Industries began as a solutions provider in St. Louis, Missouri, and today, it has grown to become a leading supplier in the aerospace and defense market, with over 250,000 fielded products serving the war fighter. Essex has over 200,000 square feet of manufacturing space and 450 employees in St. Louis, Missouri; Huntington Beach, California; and Milford, Connecticut.



Through the years, Essex Industries has built on the company's rich history, establishing a reputation for providing engineered solutions to customers' problems. With exacting quality standards and manufacturing expertise, Essex Industries is a company you can rely on for your toughest application requirements.

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DYNAMIC MACHINING, INC.

Northern Utah Chapter

Located in South Salt Lake, Dynamic Machining Inc is where precision meets passion and innovation shapes the future of manufacturing. Founded by automotive and aerospace industry veterans, Ryan and Jason, Dynamic Machining is more than a machine shop—it's a testament to the relentless pursuit of excellence.



United by a shared dream of creating their own precision manufacturing company, Ryan and Jason ventured to turn their vision of a precision machine shop into reality. With just one machine in a detached garage, they laid the foundation for what would become Dynamic Machining Inc. Through unwavering dedication, relentless work ethic and a commitment to craftsmanship, they transformed a modest beginning into a thriving, reputable machine shop.

Dynamic Machining Inc was born from the firm belief that precision and innovation are the cornerstones of success in the ever-evolving manufacturing landscape. In an era defined by technological advancements, we recognized the growing demand for a specialized machining company capable of meeting the diverse needs of various industries.

3431 S 500 W, Suite B, South Salt Lake, UT 84115
801.590.8265
www.dynamach.com

INVENTORIUM LLC

Florida West Coast Chapter

Inventorium is a young company founded at the beginning of 2019 in Largo, Florida. The goal of Inventorium was to design a shop that is all about problem-solving. A production line has a malfunction, you're inventing the next great product or your product is not effective to manufacture. We help our customers overcome their issues by applying logic, decades of knowledge and practical experience. From concept to prototype to production, Inventorium is able to assist in all stages of your custom manufacturing needs. With capabilities in 3D design and modeling, 3D printing, machining, fiber and CO2 laser cutting, sheet metal fabrication, and even complex mechanical assemblies and robotics we are ready to help.



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LEGAL: LATEST HAPPENINGS AT THE NLRB



The National Labor Relations Board (NLRB), the federal agency responsible for overseeing labor relations, has been active over the past year. Employers should be mindful of the NLRB's decisions and rulemaking, regardless of whether their employees are represented.

Dec. 26, 2023, the NLRB's new election rule became final. Going forward, the timeline for

conducting a union election will be shorter and employers will have fewer opportunities to challenge a petition to represent their employees. Due dates for position statements and post-hearing briefs, if even permitted, have been shortened and hearings before an election will be limited to only certain specified topics. Further, the election itself will be scheduled for "the earliest date, practicable," which will restrict the amount of time available to educate employees on the issues concerning unionization.

The NLRB also has issued several decisions that significantly alter labor relations. In one case, the NLRB gave unions a streamlined method for organizing workers. Pursuant to Cemex Const. Materials Pac., an employer is required to recognize a new union when presented with a demand for voluntary recognition along with signed authorization cards from a majority of employees in the proposed unit. If the employer refuses, it must file a petition seeking an employee election or face an unfair labor practice charge.

The NLRB has issued additional decisions that favor unions in the areas of proving anti-union animus, making unilateral changes, determining whether conduct is concerted activity and interactions between represented and non-represented individuals.

Employers should take care to ensure their policies, work rules and practices are consistent, fair and compliant with applicable laws. Employers also should respond quickly to organizing efforts among their employees with a previously developed plan of action.

ADVOCACY: RULES AND REGULATIONS



•The Occupational Safety and Health Administration's (OSHA) final rule to allow third-party employee representatives, including a union official at a non-organized facility, attorneys, or non-industry experts, to be present during OSHA inspections is now under a final review before official release. The White House Office of Management and Budget's Office of Information and Regulatory Affairs (OIRA) received the regulation Feb. 9, 2024, the final step

prior to approval for an agency to release a final rule.

A proposed version of the regulation, published by OSHA less than six months ago on Aug. 30, 2023, would change a long-standing OSHA rule typically allowing only employees to be designated by workers as "walkaround representatives."

•The Environmental Protection Agency (EPA) released a final rule on Feb. 7, 2024, tightening the National Ambient Air Quality Standards (NAAQS) for fine particulate matter (PM2.5) or soot. This regulation lowers the primary annual limit, based on health considerations, to 9 micrograms per cubic meter (ug/m3) down from the previous standard of 12 ug/m3. However, all other PM standards remain unchanged, including the primary and secondary 24-hour PM2.5 standard set at 35 ug/m3, the secondary annual PM2.5 standard set at 15 ug/m3, and the primary and secondary 24-hour PM10 standards set at 150 ug/m3.

•On February 5, the U.S. International Trade Commission (USITC) posted online its questionnaire it intends to send U.S. steel and aluminum manufacturers to gather information about their greenhouse gas emissions. Part of an investigation launched last year, the USITC began notifying companies in late January that they those steel and aluminum producers are required to fill out the questions about their energy and raw material consumption and emissions. The USITC will use information collected in a report due in January 2025 that could lead to the U.S. Government imposing carbon-based tariffs on imported steel and aluminum.

For additional information on these topics and more, please visit www.onevoiceinfo.org.



Omar S. Nashashibi is a founding partner with The Franklin Partnership, LLC, a bipartisan lobbying and strategic consulting firm based in Washington, D.C., and a member of NTMA's advocacy team in Washington, D.C.

HR: CONSIDERATIONS FOR 2024



Most people think of a Human Capital Strategy as something they will eventually get to or need down the road. The problem with that type of thinking is that it's actually stopping your business from growing.

When you have an organization made of people who are playing to their strengths, incredible things happen:

- Increased engagement
- Enhanced productivity
- Attraction and retention of top talent
- Gained a competitive edge

With less turnover, increased engagement and productivity and top talent utilizing their strengths, you increase the bottom line of your business.

Now that you know a Human Capital Strategy is imperative to your company's growth, how do you create a solid one?

1. Define your objectives.
2. Analyze Your Workforce
3. Align HR with business goals.
4. Invest in training, development and employee wellness.
5. Develop talent acquisition and retention strategies.
6. Implement performance management.
7. Use an HR and data analytics solution.
8. Monitor and adjust.

If you need help or assistance from a team of experts to create a Human Capital Strategy, reach out to us.



Adam Daines, ADDA's founder and CEO brings many years of experience and expertise in Building HR Departments, Human Capital Planning, Employee Coaching, Interview Training, International HR, Talent Management and is a Certified EI Trainer. He may be reached at: adam.daines@addainfusion.com.

REVENUE: IT'S NOT A "SALES PROCESS" IF "SALES" ISN'T PART OF IT!



Most companies don't have a real sales process. If management and representatives can't articulate the specific steps, in order, with criteria for successful completion there's no process and that's a problem.

A sales process is the set of steps that are required to move an opportunity from lead to closed/won. It's different than a sales methodology which is the technique that reps are coached to use to achieve process steps. Often a sales process is

described as a set of administrative steps and sounds something like:

- Find a project
- Collect technical requirements
- Develop solution
- Issue a quote
- Negotiate
- Follow up (and hope)

Those are project management steps with no "sales" involved. The result is list of deals with fantasy close dates that clog the pipeline, distort forecasts and eventually simply evaporate.

What's the solution? A true sales process.

That means clearly defined, progressive steps to quantify, qualify and close an opportunity.

Every company's process will be slightly different, but here's an example:

- Confirm the prospect has a problem
- Discover their compelling reasons
- Quantify the financial impact of solving the problem
- Determine their buying process and timeline
- Meet with all decision makers
- Confirm they think you can solve it and are willing to work with you and pay you more
- Establish the value of your solution
- Prepare a proposal and confirm their intent to make a decision
- Make a presentation
- Close the deal

There's a lot of qualitative nuance to these, and your CRM should reflect these steps. Without a sales process like this, you're just throwing the proverbial stuff against the wall, hoping some sticks.



Ed Marsh helps B2B industrial companies grow revenue by improving strategy, marketing, sales and technology. He's a veteran, independent board director and has run industrial companies. He can be reached at em@cgbadv.com.



Stephen B. Maule, of McMahon Berger Attorneys at Law, practices in all areas of labor and employment law, including litigation, client counseling, and document preparation and review. He is based out of St. Louis, Missouri. He may be reached at: maule@mcmahonberger.com

EXCLUSIVE NTMA INSURANCE PROGRAM: WE'VE GOT YOU COVERED.



You asked. NTMA listened.

NTMA and Dochterman Insurance are pleased to introduce property, liability, auto, excess liability and workers' compensation coverages exclusively for NTMA members. Manufacturers have unique needs and circumstances, and this coverage has been built with you in mind. It's designed BY manufacturers, FOR manufacturers.

"We love metal and plastic manufacturers and the industries they serve. Most of our clients are actively serving medical, aerospace, auto, nuclear, utility, industrial and other similar specialties," Jonathan Dochterman, president of Dochterman Insurance explained.

Dochterman Insurance was founded in 2010 and insures manufacturers exclusively. The company focuses on metal manufacturers, plastic manufacturers and heat treaters. They have been working with LANTMA companies for more than 15 years. Now, they're bringing that program to the full NTMA membership.

One of the biggest challenges in the insurance industry is capacity for property coverage. More and more carriers are not offering property coverage, and premiums are increasing 20–50% nationally. The NTMA program has great capabilities to reduce property rates and the capacity and acceptability for member shops. While every shop is different, this coverage is the most comprehensive manufacturing form available and typically save companies 10–30% in annual premiums.

"We've worked diligently with the folks at Dochterman to design and refine a program that meets member needs. This is a very inclusive program. We hope that our members will take full advantage of this member

benefit," said Doug DeRose, NTMA vice president and chief financial officer.

If your company is a metal manufacturer, plastic manufacturer, heat treater or metal service center, you may be eligible. While there is no guarantee that all members can be written under the new exclusive NTMA program, Dochterman Insurance is committed to working through even the most challenging situations to look for creative solutions supported by their knowledge and expertise. As an added bonus, there is a royalty agreement in place that benefits both the national NTMA organization as well as NTMA chapters.

Get extensive coverage, save on premiums and support the manufacturing industry. For more information, please contact Jonathan Dochterman at: 626.217.9000 ext. 111 or jonathan@dochterman.com.

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TRENDS

INDUSTRIAL SALES & MANUFACTURING MARKETING

Ed Marsh, Founder, Consilium Global Business Advisors

...AND WHAT THEY PREDICT FOR '24

SALES & MARKETING RADAR

Industrial sales and manufacturing marketing tend to be very traditional. Organizational charts, budgets, tactics and strategies haven't changed much since the 80s and 90s. While fax machines have (almost) been replaced with email and most companies have websites, those are largely changes of convenience.

A typical machine shop website is essentially an online version of the print brochure or "About Us" decks that they used a couple decades ago.

So in our industrial corner of the world it seems marketing and sales aren't changing much.

Except...

They are changing. We each experience it as consumers. We expect rich digital experiences, constant flow of information and access to answers without auto-attendants. We've probably improved purchasing and procurement by embracing the benefits of online tools that we expect from our vendors but may not yet provide to our prospects.

Beside our own habits and expectations, there's another source of information on the future of marketing and sales. That's what we can observe happening in technology and software as a service (SaaS). While these industries may seem worlds apart from ours, the investor expectations of growth that drive these revenue growth teams creates a great test environment for revenue growth innovation.

INBOUND AND OUTBOUND ARE HARDER

Ten to 15 years ago many companies sensed their sales teams' effectiveness were declining. As buyers turned to the internet for research and information they no longer relied on salespeople as gateways of information. Traditional outbound sales became tougher.

So the inbound marketing (aka content marketing) was born and innovative companies began publishing well search optimized content on their websites, to answer questions buyers were asking Google. If buyers were no longer asking your reps, your website and blog helped put answers out where prospects would find them and ask us for more info.

Where cold calling wasn't as effective in winning meetings, we'd help the buyers find us and connect with them on their terms.

That worked amazingly well, but 15 years of content have increased the difficulty. Buyers are more skeptical of content and hesitate to fill in forms.

BOTH OUTBOUND AND INBOUND ARE STILL CORE REVENUE GROWTH TACTICS.

You must consistently substantive well-optimized content across channels and platforms. When you answer buyers' questions and provide business insights it still works. Within the last couple years, I've helped companies starting from zero to achieve national dominance and a flow of meetings and leads using these methods.

Even though it's harder, your reps must consistently prospect. The phone is still an incredibly effective sales tool for well trained and coached sales reps who use it correctly in their efforts to reach well researched prospects.

But you've probably noticed, it's harder all around. Your team has a harder time

getting meetings. Inbound leads convert to meetings less frequently. Everyone's starting to get frustrated. Most teams are pushing harder on what used to work. Is there a better way?

'23 WAS THE YEAR TECHNOLOGY WENT ALL-IN ON PARTNERSHIPS

Partnerships aren't new to technology. Of Microsoft's commercial revenue, 95% flows through partners like your IT consultants. IDC projects that "Salesforce partner ecosystem will create \$1.6 trillion in new business revenues and 9.3 million jobs worldwide by 2026."

However, 2023 was the year it went mainstream. Companies with very strong direct sales programs decided to move preemptively to a partner attached strategy.

They're doing so because it's the closest analog we have to traditional referral sales. The easiest way to get a meeting with a new prospect is by piggybacking on the relationship they already have with another company. And they've given it a new name: nearbound.

This can be through sales channel (rep, agent, broker, distributor) or informational partnerships. For instance, a machine shop and temp labor agency can collaborate in creating insights and relationships around the value of outsourcing critical inputs. Component manufacturers can create resources in association with groups of quality professionals. Coatings suppliers are a natural fit with job shops, and parts cleaning, air quality and cleanroom are all naturally related topics. Of course many in the machine tools space recognize the overlap (competitive and complementary) with 3D printing.

None of those are your business. You may be resistant to the idea of writing or speaking about topics that aren't your core business.

Here's the thing: It's not about your product. It's not about your facility, your machining centers, your expertise, particular materials you specialize in, etc. Your focus needs to be on your buyers' businesses, their challenges and outcomes.

By focusing on buyers you'll find new opportunities for your specific capabilities in ways that you couldn't force in the other direction.

PARTNERSHIPS AND NEARBOUND FOR MARKET ACCESS IN '24

Most of us are aware that marketing and sales are tougher. Rather than act insane, as Einstein defined it, by "doing more of the same and expecting different results," let's do things differently.

We can learn from the tech space to adopt better ways of reaching new buyers through partnerships and collaboration.

THE EVOLUTION OF LEAD GENERATION

...from post cards to real-time conversions

ROB FELBER, PRESIDENT, FELBER PR & MARKETING



Thirty years ago, all you needed to request company information was a pen and a free business reply card (BRC). Back then, these small white postcards with prepaid postage permits seemed to fall out of every magazine. To request information, you'd darken a bubble or circle a number on the card, often corresponding to an advertisement in the same magazine. Then, you'd drop the postage-paid card in the mail and patiently wait for a response, which could take weeks.

Today, sales teams operate under the magic five-minute rule: respond to a prospect's interest within five minutes and your chances of success skyrocket. While it might sound simple, everyone is striving to boost their reach, increase closing ratios and enhance their reputation.

But fear not, because in our fast-paced business world, there are solutions and tools at your disposal.

Here are five steps to digitally improve lead conversion:

1

LEVERAGE THE RIGHT SYSTEM

Embrace a modern Customer Relationship Management (CRM) tool like HubSpot. These CRMs automatically capture leads from chats, emails, form submissions and digital ads. No more manual data entry; everything is seamlessly integrated.

2

CONTENT IS KING

Harness the expertise of your best subject matter experts to create engaging content that your prospects crave. Whether it's a technical paper, an e-book or a useful calculation tool, provide them with valuable insights into their problems. Content is your secret weapon in the digital age.

3

DESIGN AND TRUST

Incorporate design elements and excellent writing to generate a sense of urgency. This fosters trust, convincing prospects that clicking on your offer will provide answers to their questions. Make it visually appealing and information-rich.

4

CULTIVATE A CULTURE OF IMMEDIACY

This step is pivotal. Establish a culture of immediacy within your team. Equip your team with the tools, platforms, apps and guidance needed to make that crucial connection within the first five minutes. Modern CRMs can send text messages, emails and create real-time tasks for your associates— there's simply no excuse not to connect with a converted lead promptly.

5

TRACK AND EVALUATE

Creating an efficient system is fantastic, but it's all for naught if no one follows through. Make the call, track team activity and evaluate the results. Steps 1–4 set the stage, but if no one makes the call and tracks the results, nothing will happen. Remember, in today's fast-paced world prospects can easily lose interest if you don't act swiftly.

The pace of business has evolved over the last three decades. The tools, creativity, and real-time prospect engagement are not only exciting, but also highly effective. And thankfully, reporting data to management no longer involves counting a year's worth of tattered white postcards.





MANUFACTURING SALES & MARKETING IN THE NEW NORMAL

ELIJAH CONDELLONE, BUSINESS DEVELOPMENT MANAGER, FACTUR

In the whirlwind of changes brought on by the global pandemic, businesses everywhere have had to rethink how they connect with customers and sell their products. For B2B manufacturers, who often rely on in-person sales and long-term relationships, this shift has been especially challenging. Yet, it's also opened doors to new opportunities. Let's explore three key strategies that can help B2B manufacturers thrive in today's market.

GO DIGITAL AND EMBRACE THE ONLINE MARKETPLACE

First off, digital transformation isn't just a buzzword—it's a necessity. With more people online than ever before, establishing a robust online presence is crucial. Imagine a potential client searching for the precise manufacturing solution you offer, but they can't find you online. That's a missed opportunity. Here's how to tackle it:

- Boost your website visibility to make sure it appears prominently in search results when potential clients are looking for the products or services you offer. Invest in search engine optimization and search ads so your website shows up at the right time and place.
- Create compelling content that answers potential clients' questions before they even ask them. Blog posts,

FAQs and detailed product pages can address common inquiries, showcase your expertise, and draw more traffic to your site.

- Leverage social media platforms to extend the reach of your content and engage with a broader audience. Share updates, industry insights and behind-the-scenes looks at your manufacturing process. Platforms like LinkedIn are particularly effective for B2B networking, helping you to connect with industry peers, potential clients and thought leaders.

PERSONALIZE THE CUSTOMER EXPERIENCE

Next, let's talk about personalization. Today, it's not enough to just sell a service or product—you need to speak to your prospect and offer a solution that fits their unique needs. This approach builds trust and loyalty, which are priceless in the B2B world. Here's how to apply this:

- Know your customer. Create an Ideal Customer Profile to truly understand your customers. This information can guide how you communicate with the.
- Custom-tailor your communications. When you send out emails or newsletters, make sure they speak directly to the recipient's interests and needs.

- Offer custom solutions. Show how your product or service can be adapted or customized to meet the specific requirements of your clients.
- Invest in a good Customer Relationship Management (CRM) system. It can help you keep track of interactions with customers and ensure you're providing them with what they need, when they need it.

BE FLEXIBLE AND READY FOR ANYTHING

The pandemic taught us that the unexpected can happen at any time. Businesses that could quickly adapt to changes were the ones that thrived. Being agile and resilient is now a superpower in the business world. Here's what that might look like:

- Diversify your offerings. If you've always relied on a particular product line or market, consider exploring new sectors or developing new products.
- Stay informed. Keep an eye on industry trends and technological advancements. This knowledge can help you anticipate changes and adapt your strategies accordingly.
- Build strong relationships. Strong relationships with suppliers, partners, and customers can provide a safety

net in challenging times. Regular check-ins and open communication lines can make all the difference.

IS YOUR SALES AND MARKETING APPROACH ALIGNED WITH MODERN BUYER BEHAVIORS?

Sales and marketing for manufacturing have indeed changed, but with change comes opportunity. By embracing digital transformation, personalizing the customer experience and cultivating agility and resilience, manufacturers can not only navigate the challenges of the new normal but also find new paths to growth and success.

Professional Sales and Marketing Services for Manufacturers

Sometimes, partnering with a sales and marketing company that specializes in the manufacturing sector can be the most effective strategy. These services bring a level of expertise, particularly in understanding the long sales cycles, technical nuances and specific needs of manufacturing businesses.

YOUR BRAND: THE HEART OF YOUR MARKETING

Insight from a member company doing it well.

When I think of Forest City Gear's greatest accomplishments, our company culture is right up there with our technological innovations and contributions to outer space exploration. Dedication to the Forest City Gear family has been in our company's DNA for nearly 70 years. I'm so unbelievably proud of the culture we've cultivated, and I make sure that it takes center stage when it comes to our marketing and communications.

In any industry, but especially in manufacturing, you can talk about equipment and capabilities until you're blue in the face, but at the end of the day we all want to work with people who we like and who do their job well. And that's the simple



reason why we've built the Forest City Gear brand around our team, showcasing their accomplishments and the events that bring us together. We've found that the benefits of this approach are threefold: our team gains a sense of

pride and ownership, potential additions to the team get a good sense of the environment here and our customers and business partners feel more connected to the people they work with at Forest City Gear.

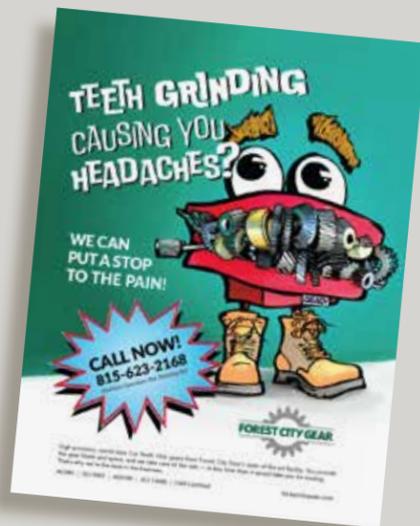
We have two pages on our website dedicated solely to our team and our story. Our people inspire our external communications, too; a large percentage of our news focuses on anniversaries and promotions, company events and community involvement. In addition to posting to our social media accounts, we also share these announcements with local and trade media. We've discovered that social media

posts featuring people not only perform well externally, but also encourage our team to engage, which in turn continues the build on that Forest City Gear as a family culture.

One of the best marketing decisions Forest City Gear has made is partnering with an agency. We're in the business of gears, not marketing. Our agency manages branding and advertising across social media, our website and print media. Together, we've been able to continue my dad's tradition of the goofy ads that Forest City Gear has become known for across the gear industry. Outsourcing marketing to an agency has helped us to stay top of mind with current and potential customers, and at the same time, our team is able to keep production and quality as our main focus.

Just like in manufacturing, the tools and trends in marketing are constantly evolving. Finding the approach that works for you is always going to be a game of trial and error. But leading with people and employing the advice of experts where you can—those are always going to be winning strategies.

**Kika Young, President
Forest City Gear**



Forest City Gear, an industry-leading manufacturer of fine and medium pitch custom gears, is proud to announce that Director of Operations Jared Lyford has been elected to the Rock River Valley Tooling & Machining Association (RRVTMA) Board of Directors.

"It is an honor for me to join the Rock River Valley Tooling and Machining Association as member of the Board of Directors," said Lyford. "I am passionate about the apprenticeship program, as I credit the foundation of my career to the experience, education and credentials it provides."

As the local chapter of the National Tooling and Machining Association, RRVTMA promotes setting world-class standards in machining and tooling solutions in northern Illinois and southern Wisconsin.

"I have had the pleasure of knowing Jared for several years, and knew he would add a lot of value to our organization," said Casey Schwebke, President of RRVTMA. "I am excited for the fresh ideas and energy he brings to our organization."

"It is no secret that the labor market needs ambitious and skilled people," said Lyford. "As these people get involved with our industries, they need to have a robust place to get training and begin to build their respective networks locally. I look forward to collaborating with the team in place at the RRVTMA and working towards advancing the cause and effectiveness of an already great program."

Forest City Gear, an industry-leading manufacturer of fine and medium pitch custom gears, is proud to recognize Brian Getty on his 10th anniversary and thank him for his long-term dedication to the company.

Getty is Forest City Gear's Maintenance Technician Lead, responsible for equipment and infrastructure maintenance. Due to his maintenance abilities, both mechanically and electrically, Getty quickly became an asset. He established and perfected the workflow for Forest City Gear's Preventative Maintenance program.

As a team member, Getty is called upon by the entire organization and always is quick and willing to respond. And his reputation extends beyond the Forest City Gear team, most notably through his positive relationships with outside OEM service providers.



"Without Brian's skill and expertise we would not be where we are today as we have grown and further expanded our Maintenance department to match our business volume," said Jared Lyford, Forest City Gear Director of Operations.

BRAND MARKETING:

"...the approach used by companies to promote and establish a brand in a market by creating a unique identity, values and perceptions that differentiate it from competitors. Brand marketing aims to connect emotionally with consumers, build loyalty, and ultimately drive sales and market share through activities like advertising, public relations, and content marketing."

— AMERICAN MARKETING ASSOCIATION

PRESS RELEASES

DIGITAL
SHOP
FLOOR

HEIDENHAIN



Data-driven manufacturing with StateMonitor Gain continuous insight into machine data

What if your machine tool processes were transparent at all times? You could become more efficient, optimize your workflow and operate continuously. StateMonitor from HEIDENHAIN gives you process transparency by capturing a variety of machine data. This intuitive software gathers and analyzes tool information,

machine statuses and program run times. Along with documenting your setup times and productivity, you can also anticipate maintenance and react faster to malfunctions. Whether you're a machine operator, production planner or shopfloor manager, StateMonitor gives you continuous insight into your machine data.

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NATIONAL ASSOCIATE MEMBER SPOTLIGHT: alliantgroup

Section 174 Update for Manufacturers

ALEXANDER KIRILLOV, SENIOR DIRECTOR, ALLIANTGROUP

The jury is...in?

After years of uncertainty, Congress is poised to eliminate a major hurdle for manufacturers: the amortization of Section 174 expenses. For over half a century, companies with R&D spend could fully deduct those costs in the same tax year they were incurred—then, the Tax Cuts and Jobs Act (TCJA) ended the party. To pay for TCJA's tax cuts, Congress mandated amortization of 174 expenses. For many small- to mid-sized businesses, this generated sudden and massive increases in tax liabilities. Now, Congress has agreed on a fix that would bring back same-year deductibility for these expenses. This updated guidance is something alliantgroup has been fighting for since TCJA was passed.

Let's explore how this news affects U.S. manufacturers, how the newest guidance on 174 can provide a powerful one-two punch for businesses conducting R&D, and how alliantgroup's expertise can help you leverage this increased benefit.

ENTER THE SECTION 41 R&D CREDIT

Section 41 was introduced in the 80s in response to foreign automobiles, electronics and machinery undercutting American manufacturers. Uncle Sam recognized that American innovation was lagging and sought to level the playing field with a tax credit for costs incurred during the course of qualifying

alliantgroup®

R&D. This powerful credit can amount to 10% of qualifying research expenditures. In fact, alliantgroup was founded to bring this powerful incentive to small- and medium-sized businesses over twenty years ago.

To be eligible for Section 41, an expense must qualify under 174 – however, not claiming the Section 41 credit on top of this deduction does not change the underlying expenses' character. Thus, there isn't much flexibility in how to categorize R&D expenses for 174 purposes. Amortization or not, R&D expenses such as depreciation or patent attorney fees must be treated as 174 expenses, at the peril of penalties, interest and additional tax.

NEXT STEPS

For the 174 fix to take place, the associated bill must pass through the Senate (it has already cleared the House of Representatives). It is unclear when this will happen – but in the meantime, Section 41 remains the most powerful tax credit available to domestic manufacturers. alliantgroup has helped thousands of manufacturers secure six-figure refunds thanks to their day-to-day activities like refining prototypes, generating new product designs and

developing production processes. However, there are only a few short weeks to claim a refund for 2020, which remains a great opportunity and is unaffected by 174 amortization. Failing to act soon will also result in a delay in benefit from other open years.

As NTMA's exclusive provider for R&D credit services, alliantgroup's team of former IRS executives, legislators, as well as hundreds of manufacturing industry experts and engineers is uniquely positioned to assist you in taking advantage of this lucrative incentive. Our proven three-stage process consists of an initial qualitative evaluation; a deep dive into qualifying activities and expenditures, and how they are connected to product and process development; and full calculation and substantiation of the credit. The end result has been billions in refunds generated for our clients.

Reach out to our team at:
<http://www.alliantgroup.com> or
844.524.0077 to be at the first in line when Congress finalizes the 174 fix and revitalizes this exciting incentive.

Serving Members 

MEMBER PROFILE: SOUTHERN MACHINE WORKS, INC.

FRANK BURCH, PRESIDENT & CEO, SOUTHERN MACHINE WORKS, INC.

WHO WE ARE:

Southern Machine Works (SMW) is a precision CNC machining and contract manufacturing company, specializing in serving aerospace, defense, weapons and commercial OEMs. With over 55 years of experience, we are an AS9100D + ISO9001:2015 and ITAR-registered concern, adept in providing world-class, precision-engineered CNC components. Our core expertise lies in offering make-to-print contract machining services across various industries.

Established in 1964 and evolving under the leadership of the Burch family, SMW stands as a testament to excellence and reliability in the field. We are not just a manufacturer but a technically sophisticated partner, committed to high-quality production, on-time delivery, and cost containment. Our facility, spanning 25,000 square feet, is equipped with state-of-the-art milling and turning equipment, operated by a skilled team who are the backbone of our operation.

At SMW, we pride ourselves on being a preferred provider for precision machining and fabrication needs, focusing on quality, superb communication, customer service and delivery precision. We are dedicated to continuous improvement and innovation, ensuring we meet and exceed the expectations of our valued customers.

WHAT WE DO:

Precision CNC Machining: Creating complex, high-quality CNC components with advanced 5-axis machining capabilities.

Contract Manufacturing: Producing parts to exact specifications for various production volumes, from prototypes to large-scale production.

Specialized Manufacturing: Crafting critical components for aerospace, defense and weapons industries, adhering to stringent quality and security standards.

Quality Assurance: Upholding the highest standards with AS9100D & ISO9001:2015 certifications and a fully equipped metrology lab.

Workforce Development: Investing in skilled workforce training through NTMA-U's educational programs in concert with local community programs.

Supply Chain Solutions: Providing comprehensive logistics and supply chain management to support OEMs.

Our operations are characterized by a commitment to professionalism, precision and customer satisfaction, ensuring top-tier quality in all our products and services.



WHAT WE DO REALLY WELL:

At Southern Machine Works, we're really proud of our precision CNC machining—we are absolute sticklers for high quality and continual improvement. We're sticklers for standards too, having AS9100D and ISO9001:2015 certifications, not to mention ITAR registration. We are big on relationships. Our clients aren't just clients; they're partners. We're all about making sure they have a positive experience that leads to a long-term relationship.

Southern Machine has been doing precision machining for over 55 years, and that experience shows in every piece we craft. It's not just about machining parts; it's about being a reliable, innovative and customer-focused partner in the industry.



WHY WE ARE MEMBERS OF THE NTMA:

Southern Machine Works finds its alignment with the NTMA not just beneficial, but essential to our mission and vision in the precision machining industry. Our membership with NTMA is deeply intertwined with our commitment to industry excellence, innovation and community engagement.

A key aspect of this alignment is reflected in the recent appointment of Frank Burch, President of SMW, to the Executive Committee of NTMA. This appointment underscores our active involvement and influence within the association. Frank's new role as an officer is not only a recognition of his expertise and leadership but also an opportunity for SMW to play a pivotal role in shaping the future of the machining industry.

Being a part of NTMA allows us to tap into a vast network of industry professionals, fostering connections and collaborations that are invaluable for business growth and innovation. It offers us a platform to engage in meaningful

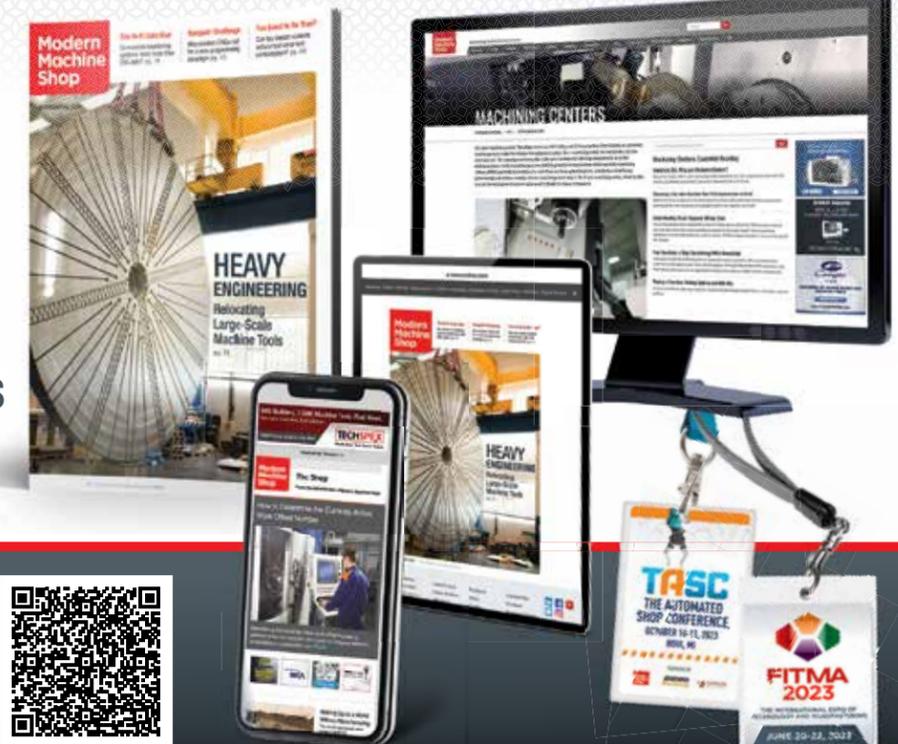
dialogues, exchange ideas and stay abreast of the latest industry trends and challenges. Furthermore, NTMA's focus on workforce development and training, particularly through programs like NTMA-U, aligns perfectly with our commitment to empowering our team with the latest skills and knowledge.

Frank's involvement at the executive level in NTMA also enhances our capacity to contribute to and benefit from the association's advocacy efforts. This representation ensures that our interests and those of the industry are effectively voiced in regulatory and policy arenas.

Our membership with NTMA is a strategic alignment that reinforces Southern Machine Works' dedication to excellence in precision machining. It's a partnership that extends beyond mere membership—it's about leadership, influence and a shared vision for the future of the machining industry.

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Who We Are



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SALES PROFESSIONALS:

Are You Ready to Level Up?

KRISTEN HRUSCH CMP, EVENTS MANAGER, NTMA

When the NTMA launched the Emerging Leaders Cohort last year, it was an instant success. Members loved the idea of a small group of professionals gathering to share their knowledge and their experience on a specific professional development track. It begged the question, "Can NTMA offer other professional cohorts?"

The answer is a resounding YES.

We are pleased to open enrollment in our Sales Training Cohort aimed at enhancing collaboration, knowledge sharing and performance improvement for sales professionals. The ultimate goal: more effective sales strategies and increased revenue generation for member companies.

The sales landscape is changing and opening opportunities to revisit, refine and reinvigorate a company's sales strategy. Sales professionals who take advantage of this unique opportunity not only improve their personal selling skills but allow their companies to compete aggressively and profitably.

Cohort participants learn to proactively take control of the sales conversation and show value. You'll embrace actionable steps to zero-in on the right business and the right decision maker, ultimately developing a strategy to penetrate high-value targets.

The NTMA Sales Cohort meets in-person April 9 at the Mazak Facility in Florence, Kentucky, and during three

additional zoom sessions through July.

Have we sold you? Register through Impexium or follow this link: <https://portal.ntma.org/events/upcoming-events>.

The registration fee is \$2,295 and includes one night hotel and meals for the In-Person Session.

For additional information, please email: khrusch@ntma.org



SALES TRAINING COHORT POWERED BY NTMA

Our Sales Training Cohort aims to enhance collaboration, knowledge sharing, and performance improvement among our participants, ultimately leading to more effective sales strategies and increased revenue generation within their companies. Special focus will be on value-added selling, messaging, and strategies.

Topics Include:

- Value-Added Selling (In-Person)
- Value-Added Customer Messaging
- Value-Added Strategies
- Value-Added Sales Calls



FACILITATOR: PAUL REILLY

Sales expert Paul Reilly empowers businesses with impactful training and insights. Speaker, author ("Selling Through Tough Times"), and podcast host, he brings 15+ years of real-world experience to every challenge.

SESSION DATES & TIMES:

IN PERSON: APRIL 9TH FLORENCE, KY	VIRTUAL: MON, JUNE 10TH 2:00PM - 3:30PM EST
VIRTUAL: MON, MAY 13TH 2:00PM - 3:30PM EST	VIRTUAL: MON, JULY 15TH 2:00PM - 3:30PM EST

THE MAKING OF A SUPPLY CHAIN AFICIONADO

RYAN KELLY, GENERAL MANAGER, AMT'S SAN FRANCISCO TECH LAB

When Will Drewery had to choose between dream jobs at Facebook and Tesla, his dad thought he was crazy for choosing Tesla. Coming from a steel background in Pittsburgh, his father viewed manufacturing through an old-fashioned lens of misperceptions.

"I visibly watched my dad's opinion change when he came to visit the Tesla factory I helped build in Fremont, California. He was very impressed by the cleanliness and level of automation," said Drewery. He went on to become head of capex global supply management at Tesla, where his team of 30 managed over \$3.5 billion in capex spend.

Drewery recently founded Diagon, a procurement platform that accelerates supplier sourcing, product discovery and project execution of complex capex projects.

"My vision is for Diagon to become the first full lifecycle platform to manage the procurement, project management, maintenance and decommissioning of manufacturing equipment. We are building the digital platform I wish I had when I was an equipment buyer," Drewery said.

EDUCATION AND SELF-ADVOCACY

Drewery's journey from Pittsburgh to San Francisco has been guided by his

value of education. "The departure of the steel industry left my city in bad shape. However, education was always highly regarded in my house," Drewery said.

Early in his career, Drewery worked in Baghdad as a DOD contractor, sourcing manufacturing equipment for factories that were damaged during the war. "I realized that manufacturing could be used as a powerful tool for economic development," says Drewery. "When people were able to work, they could financially support themselves and their families. Violence levels in the areas where the revitalized factories were located fell drastically. The situation was eerily reminiscent of the depression and revitalization that I experienced in my hometown of Pittsburgh. I fell in love with manufacturing from that project and decided to follow it as my career passion."

At IMTS 2024, Drewery wants to reach a broad audience of manufacturing and supply chain leaders and facilitate conversations about the equipment procurement process.

"The best times I've had at IMTS were centered around conversations with other industry leaders. That's where I've learned the most and built the longest-lasting relationships," he said. "I



look forward to connecting with other leaders that are reimagining the future of manufacturing in the United States."

Visit IMTS.com/WillDrewery to learn more about Drewery's experiences at Tesla, his work as vice president of supply chain for Astra (a 2016 startup that builds rockets) and how he applied to Harvard from a trailer in Baghdad.

WHY SHOULD YOU ATTEND MFG 2024?

Grow Your Network

The MFG Meeting is the premier gathering of C-suite leaders from the manufacturing technology community. Meet other industry leaders and build partnerships that last.

Grow Your Business

From key speakers covering a wide range of business topics to best-in-class networking opportunities, find the solutions you need to adapt to change and stay ahead of the market.

Grow Your Leadership

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Matt Gawlik | 3D Graphite & Machining Inc.

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In the News

OKUMA AMERICA CORPORATION

APPOINTS NEW VP OF ENGINEERING & FACTORY AUTOMATION GROUP



The management team of Okuma America Corporation, a leading global manufacturer of computer numeric control (CNC) machine tools, controls and automation systems, is pleased to announce the appointment of Mr. Wade Anderson to the position of Vice President of Engineering & Factory Automation Division for the Americas. This new role was created to optimally position Okuma to serve customer needs for evolving and next-generation manufacturing solutions.

Anderson brings more than 30 years of machine tool industry experience to his new role, having held previous positions as a machinist, application engineer, sales engineer and manager, product

specialist manager, technical center manager and most recently the general manager of Okuma America's Factory Automation Division.

In this new role, Anderson will lead Okuma America Corporation's Engineering Department which includes applications engineering, product engineering, and quality assurance teams. Additionally, Anderson will continue to lead the Okuma Factory Automation Division, a business division created in 2023 to develop and expand a comprehensive line of CNC automation solutions to be used with Okuma machine tools. Anderson also serves as a member of the company's executive steering committee.

ACE WIRE SPRING & FORM CO., INC.

CELEBRATES 85 YEARS



Celebrating 85 years in the custom spring manufacturing industry, Ace Wire Spring & Form Co., Inc. has maintained its legacy as a family-owned and operated business. Founded by Joseph Vodvarka in 1939, the company has remained closely tied to its roots in the community of McKees Rocks, just outside Pittsburgh, Pennsylvania.

Originally aspiring to be a professional tenor, Joseph Vodvarka pivoted to become a machinist in 1939, foreseeing the potential risks associated with relying solely on a singing career. Starting with a small coiling machine, he initiated Ace Wire Spring & Form Co. Inc. by crafting garter springs by hand in a converted upstairs room of his house, which doubled as his office. Vodvarka's garage served as his workshop, allowing him to not only sustain his family, but also impart valuable knowledge about the spring manufacturing industry to his loved ones.

As the business expanded, a new facility was built in 1955 to accommodate the company's growth. Vodvarka, alongside his children Joey and Linda, continued to play pivotal roles in the family business, increasing its clientele and staff.

In 1976, Vodvarka retired, prompting the sale of the company. Linda Vodvarka and her husband Richard D. Froehlich acquired Ace Wire Spring & Form Co., Inc., preserving its status as a family-owned and operated business. The Froehlich's staunch advocates of family values, embedded this ethos into the Ace culture, ensuring personalized customer service, engineering support

and high-quality products tailored to customer needs.

The commitment to family values led to another expansion in 1986, with the construction of a new 55,000-square-foot facility in the local community. This dedication to the community fostered long-term employee retention, with many staff members dedicating over two decades to the company. The pride and passion invested by the employees are evident in the superior custom spring and wire form products they produce.

Linda Froehlich emphasizes the importance of customer communication, stating, "Design engineers are available to help any customer with a problem, usually talking with them to find out what the exact need is." This customer-centric approach reflects the care and commitment ingrained in Ace Wire Spring & Form Co., Inc.'s operations.

Rich Froehlich, echoing his father-in-law's teachings, instills the three Ps of business—Passion, Perseverance and Persistence. This guiding philosophy has propelled Ace over the past 85 years and is now carried forward by their President, Ritchy Froehlich, and his son RJ, who joined the family business in 2023.

Ace Wire Spring & Form Co., Inc. maintains its industry leadership by specializing in the manufacturing of custom Compression, Extension, Torsion springs and Wire Forms. With over 85 years of experience, the company offers a diverse range of custom precision springs.

Linda Froehlich emphasizes the company's dedication, stating, "We have a first-class team of on-site engineers to assist customers with

developing solutions for a large variety of applications, along with an on-site quality control staff." The craftsmen and women at Ace are trained in the latest mechanical and CNC wire forming machines and techniques, amassing over 100 years of collective experience within the industry.

The Froehlich's underscore Ace's value proposition: The benefit Ace delivers to companies time and time again is that we understand the customer's needs and meet or exceed their requirements while delivering a quality product.

Expressing gratitude, The Froehlich's concludes, "Ace Wire Spring & Form Co., Inc. would like to thank all of its customers and vendors for making it possible for us to celebrate being in business for 85 years. We look forward to the next 85, where it's always 'SPRINGtime.'"

In Memoriam — Richard D. Froehlich (1946–2022)



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GABE DRAPER, CO-FOUNDER, FACTUR

Are you looking to boost your sales and business growth? Factur specializes in providing lead generation, outsourced sales and marketing services, specifically tailored for manufacturers. Our goal is to help you amplify sales and grow revenue.

Factur understands the manufacturing industry. We understand that each manufacturing business is distinct, with its own set of challenges and goals. That's why our strategies are as specialized and detailed as your products and services. We're committed to diving deep into the specifics of your business to truly know and reach your ideal customer. This is how we help our customers grow:

LEAD GENERATION

Our lead generation approach goes beyond traditional methods. We focus on attracting the right audience for your products and services and transforming these prospects into genuine sales opportunities. Our methods are fine-tuned to introduce your offerings to potential customers at the most opportune moments.

OUTSOURCED SALES

Imagine having an expert sales team without the overhead of hiring in-house. That's what we provide. Our outsourced sales service extends your reach, harnessing our expertise to drive sales and foster business growth. We handle

everything from initial contact to closing deals, ensuring a seamless sales process.

MARKETING EXPERTISE

At Factur, we know the power of targeted marketing. Our team crafts and executes marketing strategies that resonate with your specific audience. From targeted advertising to content



marketing, we ensure your message not only reaches the right people but also engages and converts them.

What truly sets Factur apart is our non-commission-based model. Our account managers are driven by your success and partnership, rather than commission. This alignment means we are as invested in your long-term success as you are, fostering a relationship based on growth and mutual benefits.



Factur's impact is evident through its numerous client success stories with NTMA members. One exemplary case involves a precision tooling provider. By leveraging Factur's extensive database and prospecting team, the client achieved impressive growth, securing over \$1.5 million in business, engaging with over 100 companies, and gaining more than 35 new customers in just two years.

Another NTMA member, a machining and assembly provider, collaborated with Factur to overhaul its brand and sales approach. The partnership resulted in a new, strategically focused brand message and a user-friendly website, paving the way for successful outbound campaigns and increased direct sales.

Joining with Factur means more than just hiring a service provider; it signifies a partnership that deeply understands the manufacturing sector's unique demands. We are dedicated to aiding NTMA members in navigating and excelling in a competitive marketplace. By partnering with NTMA, we're pleased to offer members an 8% discount on our services.

Ready to transform your business's sales? Get in touch with Factur today and embrace a partnership that's committed to understanding and growing your business uniquely. Visit www.FacturMFG.com or call 317-622-8970 to start the conversation.

THOMAS:

HOW TO CREATE YOUR INDUSTRIAL MARKETING ROADMAP

DAN RICHARDS, VICE PRESIDENT OF SUPPLIER MARKETING, THOMAS



Digital marketing is the driving force behind growth for every manufacturing business in 2024, but sometimes it's hard to know

where to start or how to get out of a digital marketing rut. Every day, Thomas helps thousands of suppliers grow their businesses by helping them establish their industrial marketing roadmaps.

Thomasnet is an established platform that helps more than 1.4 million registered industrial buyers engage with your products and service every month, but it's more than just a platform and an audience. Thomas Marketing Services also can help deliver digital marketing expertise and experience.

WHERE TO START? HERE'S HOW TO PLAN YOUR INDUSTRIAL MARKETING ROADMAP:

ESTABLISH YOUR ONLINE PRESENCE. Generate opportunities, phone calls, visits to your website and RFQs from active buyers, engineers and MROs by advertising on Thomasnet. Valuable prospects will be able to find your videos, product skus, service capabilities and more.

GROW QUALITY TRAFFIC. Grow quality traffic to drive middle-of-the-funnel opportunities and increase prospects evaluating your business as a supplier. By utilizing tools from SEO to paid search to LinkedIn, more prospects will be able to find you.

ENGAGE PROSPECTS & GENERATE LEADS. Let your company stand out with a well-produced video by Thomas. Highlight your brand or your factory for 32% more engagement on Thomasnet. A/B testing is another way that you can optimize your website, email and landing page to know your message is resonating with the right audience.

STAY TOP OF MIND. Stay in contact with buyers and prospects along the buying journey. Utilize our platform to target buyers across the internet. From marketing automation to email nurturing to retargeting, you can engage with prospects throughout their search.

INCREASE BRAND AWARENESS. Grow the awareness of your business far beyond your current customer base. Display advertising on Thomasnet and in Thomas Industry Update, a daily newsletter with an audience of 210,000 subscribers, which helps new customers and decision makers learn about your business.

Digital marketing changes so rapidly that it can feel impossible to keep up. By tapping into your industrial marketing roadmap, you're setting your business up for success across multiple digital marketing channels, ready to capture your ideal prospects and drive your business into the future.

Get started at business.thomasnet.com/ntma-partnership.



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Helping Drive Savings in All of These Areas

Source: Grainger Consulting Services

Leverage your membership & the Grainger Committed Program to take advantage of additional benefits and cost savings opportunities through consumption reduction, product standardization, supplier consolidation, improved productivity and price!

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• Prepaid Freight*	• Prepaid Freight*
• 7 Category Discounts	• 17 Category Discounts
• National Market Basket	• National Market Basket
• Local Market Baskets Available	• Local Market Baskets Available
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NTMA PASSPORT TO MANUFACTURING: ENGAGING STUDENTS & FAMILIES

TAMI ADAMS, CHAPTER EXECUTIVE, NWPA NTMA



The NWPA Chapter's NTMA Passport to Manufacturing event in PENNCREST and Crawford Central is a one-day event where third to eighth grade students from a partnering school district are invited to tour four local businesses. The overall goal of the event is to bring students, parents and guardians into local tooling and machining shops and give them an in-depth view of what gets made in their own backyards.

Students receive a passport booklet on their first tour and acquire a passport "stamp" at each location. Once all stamps are collected, families gather at a nearby elementary school for lunch and students enter their name in the prize drawing. Prizes are provided by the NWPA Chapter and include items such as a hoverboard, drone, Xbox, programmable robot and 3D pens.

The Academic Outreach Team, under the direction of Clay Dawson, Starn Tool and Manufacturing, coordinates four NTMA Member sites to host the

tours, and the school districts promote the event, take registrations and provide lunch. The sites selected are various sized businesses serving different market segments and within close driving distance of one another. Each company offers tours on a rolling start time so participants can move from site to site at their own pace.

The October event saw over 60 students from third to eighth grade who completed the tours and more than 130 total participants including parents,

siblings and extended family members interested in learning about local manufacturing. Students were extremely excited and engaged during the tours, and many adults commented that they had no idea the extent of what was being created within the businesses.

Many thanks to the participating businesses:

- Acutec Precision Aerospace
- Greenleaf Corporation
- Highpoint Tool & Machine
- Kuhn Tool & Die Co. (2023)
- Layke Tool & Manufacturing (2024)
- Peters' Heat Treating
- Pinnacle Molds
- Prism Plastics
- Sippy Historic Machine Shop
- Starn Tool & Manufacturing
- Tessa Automation

For more information on how to start a Passport to Manufacturing program of your own, please reach out to Tami Adams at tadams@nwpa-ntma.com.

"I WAS THINKING OF BEING A CHEF OR AN ARTIST; NOW I'M THINKING ABOUT BEING A POLISHER."

— EVELYN
FOURTH GRADE

"I WANTED TO BE A LOGGER, CONSTRUCTION WORKER OR POLICE OFFICER BEFORE THIS EVENT. NOW I THINK I MAY WANT TO BE A TOOL AND DIE ENGINEER."

— MARCUS
FOURTH GRADE

PARTNERING FOR THE MANUFACTURING LAB OF THE FUTURE

PAUL VAN METRE, PRESIDENT OF PROSHOP ERP

ProShop ERP, a leading software solution for precision manufacturing companies, has entered into a partnership with the Industrial Engineering School (IE) at Purdue University, donating seats of their ProShop Digital Ecosystem to help the school establish a state-of-the-art manufacturing lab of the future. The IE program is ranked number two in the United States by U.S. News & World Report, having invested heavily in the infrastructure and technology to best prepare students for careers in such areas as smart manufacturing, supply chain resiliency, AI and Machine Learning among others. The ProShop Ecosystem will play a big part in the creation of a 10,000-

square-foot automated “factory floor” in the school’s manufacturing lab space to teach and perform lights out manufacturing operations. Students will eventually be taught how to implement a lights-out process from beginning to end, creating an overarching control system to manage production planning, scheduling, inventory, PM planning and finished goods, tracking every aspect of the manufacturing process. The ProShop Ecosystem will be used as the shop’s inventory management and ERP system to help control the entire shop floor, helping faculty and students to store and access quality documents for fixturing, setup and tool setups and images of equipment. They will be able to track raw goods, raw materials and

tool inventory.

The ProShop Ecosystem will also be used to track and manage 3D print, metrology, laser and human integration labs on different floors. IE is also installing chip manufacturing equipment after being designated one of the major chip-making hubs in the U.S. Combine that with other assorted equipment and there is a lot to be tracked throughout the school.

Additionally, ProShop ERP’s ability to help streamline certification and regulation documentation is well-known and will be beneficial in helping the school to prove that OSHA and other certifications and training have taken place.

It was Aaron Ramsey, IE’s Director of Industrial Relations, who first connected with Adrian Sansonetti, ProShop ERP’s Director of Global Project Management Office and ProShop Oceania while Sansonetti was networking within the manufacturing community in the state of Indiana. After learning of the school’s needs, Sansonetti traveled to West Lafayette and demonstrated the different system functions that could meet those needs.

“ProShop’s ERP software perfectly aligns with our operational requirements, providing comprehensive tracking and management capabilities vital for our activities,” said Craig Zehrung, Ph.D., the Principal Laboratory Operations Specialist in IE. “Our goal is to extend its application to fully leverage its extensive functionalities towards achieving a fully automated, or ‘lights out,’ manufacturing environment. We are committed to evolving into a facility that operates

“THERE IS A SYNCHRONICITY... WE ARE BOTH TRYING TO ACHIEVE THE SAME THING, WHICH IS UPSKILLING INDUSTRY WITH BEST PRACTICES.”

— ADRIAN SANSONETTI

DIRECTOR OF GLOBAL PROJECT MANAGEMENT OFFICE AND PROSHOP OCEANIA PROSHOP ERP

autonomously, leveraging advanced AI and computer control systems. This initiative also offers practical learning opportunities for students, connecting academic knowledge with real-world experience.”

The partnership is a win-win for the school, its students and ProShop ERP.

“We can help facilitate the connections for students to get real world industry experience with leading manufacturing companies,” said Sansonetti. “It helps our clients but it’s also meaningful for the students who need to be able to work on real projects and solve real problems. There is a synchronicity in that we are both trying to achieve the same thing which is upskilling industry with best practices. The Purdue School of Industrial Engineering is graduating world-class students.”

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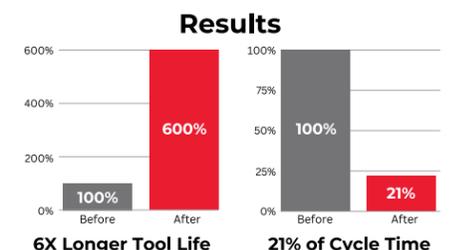


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CHAPTER CHECK-IN

HOW TO HIRE: REACHING GEN Z

KATHERINE O'TOOLE, EXECUTIVE DIRECTOR, GREATER KC CHAPTER NTMA

The Greater Kansas City Chapter kicked off the New Year by welcoming a panel of educational advocates to present at Ultra-Tech Aerospace in Kansas City, Kansas. First they toured the facilities with local board member and Ultra-Tech President Fred Stipkovits. Then, Learning, Experiences, and Discovery Program Facilitators Abe Lewis and Steve Hatfield along with Desoto, KS Center for Advanced Professional Studies Administrator Tim Mispagel, shared their experiences. They engaged students in machining and manufacturing content, resume, job

application and interview practice, as well as soft skill enactment such as hand shaking, eye contact and formal conversation



etiquette. Speakers reiterated the need to teach these skills and present information such as how to obtain a driver's license.

“You only know what you know,” was a key theme in presentations by rootEd philanthropic initiative Director Mr. Kasey Bailey and Career Education Consortium Director Dr. Gwen Poss. They addressed rural students' lack of exposure to machining and manufacturing. Similarly, local members learned of the need to expose school guidance counselors, administrators and teachers to the vast career opportunities in local tooling, machining, and manufacturing facilities. Quite simply, school staff cannot recommend a career path they know nothing about. Career fair information and externship (adult field trip) opportunities were shared and preliminary plans for a career bound student signing day were introduced.

One member in attendance pointed out the focus on scholarships earned at high school graduation and compared it to recognizing career bound students.



This led to open discussion on the need to emphasize the importance and benefit of manufacturing jobs. While developing parents' and school administrators' mindsets is an ongoing initiative, the focus on getting Gen Z students onto the manufacturing floor was confirmed. The audience acknowledged Gen Z's overwhelming need to obtain and secure job satisfaction. The Greater Kansas City chapter has committed to welcoming students into local shops to better share the story of manufacturing and the many job opportunities available.

NTMA PRESIDENT SEEKS NEW RECRUITS AT TAMPA EVENT

KELLY SINAY, CHAPTER EXECUTIVE, FLORIDA WEST COAST CHAPTER NTMA

The National Tooling & Machining Association president, Roger Atkins, addressed a recruitment event in Tampa, Florida Jan. 11 seeking to bolster the organization's membership.

Highlighting the industry's growth and career opportunities, Roger encouraged attendees to join the NTMA, fostering connections and professional development within the manufacturing

community. The enthusiastic speech ignited a lively recruitment, resulting in two new member applications to the chapter, Integral Machining and Inventorium.

STRENGTHENING NTMA CHAPTERS: CLS 2024

CARRIE MARSICO, MEMBERSHIP & CHAPTER RELATIONS MANAGER, NTMA

The NTMA Chapter Leadership Summit (CLS) is an annual gathering of chapter executives and chapter leaders from across the country. This year, the conference took place in San Antonio, Texas from Jan. 17-19 and was attended by representatives from 18 chapters.

NTMA President Roger Atkins opened the conference and discussed the current positive state of the association and its chapters. He stressed the association's mission to help member businesses thrive and highlighted the importance of chapter leadership in achieving this goal and in promoting the precision manufacturing industry as a whole. He shared with the chapter leaders a new incentive plan to help recruit new members and earn revenue for the chapter while doing so.

Throughout the conference, chapter leaders attended a series of workshops and presentations. Speaker and emcee, Sabrina Walker-Hernandez from Supporting World Hope, shared an outlook on associations for 2024, and explored strategies to address challenges and foster growth within the association. Jenny Stupica, Director of Workforce Development, offered important updates to the NTMA-U platform, including a new On-Ramp program, Spanish subtitles and grants available to help with tuition costs. Membership & Chapter Relations Manager, Carrie Marsico, shared the new Star Chapter program, as well

as presented on the value of NTMA Connect—a recently launched online community. This is a social media platform that will allow members to have the ability to network with each other 24/7. If you haven't checked it out yet, be sure to do so: <https://ntma.connectedcommunity.org/>

Other high points included the Roundtable Discussions, Table Talks sessions and the Connecting the Dots session, where attendees had the opportunity to learn about some of NTMA's key affinity partners and programs. These discussions allowed attendees to deepen their understanding of the various services available to them and find new ways to support their chapters and member companies.

During the conference, chapter leaders also had several opportunities to network and exchange ideas in a more relaxed setting. Tours at NTMA member companies ITM and Cox Manufacturing were a highlight of the conference. A special thank you to Cox Manufacturing for also providing a delicious dinner to all attendees. It was a pleasure getting to witness the love and passion that a great family owned and operated business can offer the manufacturing industry.

The 2024 NTMA CLS was a big success and provided a platform for growth of chapter leaders. We are already looking forward to gathering again next year.



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--JOHN SINCLAIR, DIRECTOR OF OPERATIONS, FS-ELLIOTT



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**NTMA SERVICE AWARDS 2024
NOW ACCEPTING NOMINATIONS**

The Service Awards are given out each year at the Manufacturing Engage Conference. We need your help finding the best candidates for these awards.

Award categories are:

MEMBER AWARDS

HONOR AWARD

Nominate a member for continuing meritorious service and dedication to the industry and/or the Association by a regular member; traditionally awarded for longevity of service in dedication, as opposed to a single act or service in a short-time industry or Association position.

**L.A. SOMMER
MEMORIAL AWARD**

For outstanding and continuing service of the highest magnitude; emphasis is placed on service to the Association by a regular member, both of the highest order and over a period of time, connoting excellence in a particular role in NTMA, rather than as a participant in a single event.

**WILLIAM E. HARDMAN
AWARD FOR EXCELLENCE
IN TRAINING**

For a company or individual (regular member or education member) which consistently demonstrated strong support and active participation in structured training for the precision custom manufacturing industry.

NON-MEMBER AWARD

**DISTINGUISHED
SERVICE AWARD**

For outstanding service to the industry by a person outside the NTMA regular member companies.

Help us recognize deserving individuals and/or companies that have supported and advanced the industry and the Association.

Submit your nomination(s) by Friday, August 9th, 2024.
For a nomination form, contact Linda Warner at lwarn@ntma.org



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