

# THE RECORD

Published by the National Tooling and Machining Association

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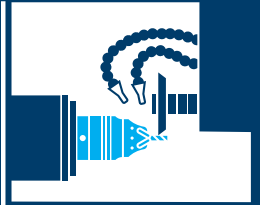
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## 2021 MID-YEAR ANALYSIS



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## THE RECORD

### OPERATIONS & EDITORIAL

Roger Atkins, President  
Doug DeRose, Editor  
John Stevens, Editor

### ADVERTISING INQUIRIES

To advertise in The Record, or for information on publishing your corporate newsletter or sales literature, contact Kelly LaMarca at (216) 264-2837 or via email at [klamarca@ntma.org](mailto:klamarca@ntma.org) for advertising and editorial content.

### DESIGN & LAYOUT

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## Upcoming NTMA National Events



### Emerging Leaders Conference

Wednesday, September 8 – Friday, September 10, 2021  
Phoenix, AZ



### Manufacturing Engage™ 2021

Tuesday, October 26 – Friday, October 29, 2021  
Old Alexandria, VA

**DATES AND LOCATIONS ARE SUBJECT TO CHANGE**

## What's Your Story?

### Send Us Your Story

Each issue of The Record will feature stories from members – and we want to hear from you. Send us stories of success, or those that fit the theme of the month's issue. The submission deadline is the first of the month prior to publication.

Contact Kelly LaMarca at [klamarca@ntma.org](mailto:klamarca@ntma.org).

### Upcoming Themes for The Record

July

Emerging Leaders Rising

August

Automation & Robotics ... Is the Time Now?

September

MFG Day 2021



# PRESIDENT'S UPDATE

Whether slow or fast for you, we find ourselves at MID-YEAR. Time-wise, what a fast first half of the year! Business-wise ... may be different for each of us. We were all ready to come out of the gate strong at the beginning of 2021, hoping that the track would be dry and fast – only to find the track still somewhat muddy from the results of the pandemic. However, most of us learned how to run on that muddy track in 2020. The good news is, as we come down the backstretch, the track is drying out and we are seeing the pace of business picking up quickly – and some members are at record-setting paces.

With much of the effects of the actual pandemic behind us, the unseen effects are now coming to light; look no further than the disruption to the world's supply chain. US manufacturers and consumers are now paying the price for the years of manufacturing being offshored for lower prices. I am sure that the years of price savings could evaporate quickly for those OEM's if the supply chain disruptions are not addressed and eventually changed.

The other unseen effect of the pandemic as the pace continues is the rising need for workers. Opportunity is outpacing the ability to grow the workforce. Regardless of the reasons, such as some still feeling uneasy about the pandemic, government incentives not encouraging folks to go back to work, or the lack of skilled workers – unfortunately, the problems are not going to be solved by others. Rather they are ours to solve, both individually and as an association.

As a valued part of the NTMA community, if you are working on your own to solve the challenges of today – like workforce development, marketing, or technology and automation – remember we have industry

partners that are actively working with us to solve these issues on our behalf. They are ready to engage in a meaningful and proactive way to assure your success. While we all work to solve these challenges on our own, and within our local communities, we also must work to solve them on the national level – helping our accomplishments to “stick” and carry us all into the future, rather than constantly fighting the same old battles year after year, administration after administration.

Manufacturing is beginning to surge, but the pandemic took many companies out of the game. A recent Deloitte report on the manufacturing workforce stated the following:

- *US manufacturing lost 1.4M jobs during the pandemic.*
- *63% of lost jobs have been recouped with 570K still open.*
- *They estimate there to be 2.1M of unfilled manufacturing jobs by 2030.*
- *76% of those surveyed say they will have ongoing difficulties in attracting and retaining workers in 2021 and beyond.*

I ask: what does all this mean? Is this a problem or is it an opportunity? What does it mean for us as NTMA members and the entire US manufacturing community? What I think it means is “OPPORTUNITY” for those who are willing to take on the challenge.

#### **What could be some of the answers to this challenge?**

- *We must do more with fewer people: multitasking machines, automation, lights out manufacturing, work holding, and tooling.*

- *It may mean we partner up with fellow members to present manufacturing solutions to customers.*
- *We must be flexible, nimble, and quick in addressing new challenges as they come our way.*
- *We must look at new ways of attracting and retaining workers.*
- *We must look at new pools of potential workers: women, the underserved, the disabled or physically challenged, and others.*
- *We must commit to TRAINING. Utilize NTMA training tools such as Pre-Apprentice Program and NTMA-U to start the process and let them lead you from there.*

I can personally share that I have had more contact in the last three months about US manufacturers and the role NTMA members can play in helping the overall need than I have had in the last year.

It is MID-YEAR, and the time is now as we go towards the last turn and the end-of-the-year finish line. Are you willing, ready, and prepared to be a part of the next manufacturing revolution? It is your decision. As for NTMA, you have my commitment to help lead us together in our quest. If we want to have a greater influence on US manufacturing, it is time to grow the ranks of our membership “Community”. I personally ask you to invite your industry colleagues to be a part of this journey and let them know, there is strength and “Momentum” in numbers, and that **WE ARE STRONGER TOGETHER!!!**

**Roger Atkins, President - NTMA**



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# How NTMA Members Stay Connected During Unprecedented Times



The manufacturing industry continues to grow and thrive in the face of uncertain times – but staying connected with your peers and fellow NTMA members has never been more important. While we continue to navigate the nation’s reopening, as well as new concerns and issues, we can still come together virtually.

NTMA continues hosting bi-weekly “Member Drop-Ins” – unique opportunities for our members to meet and discuss complex problems, and to brainstorm ideas and solutions alongside fellow NTMA Members.

These Drop-Ins have been fantastic ways to keep our members connected – and we have brought

in proven industry experts to join the discussions, bringing important knowledge, key information, and perspectives that are important for our member shops to learn about.

**Upcoming Member Drop-Ins are scheduled on the following dates: July 13, 2p.m. EDT; July 27, 2p.m. EDT**

Please check your email and our social feeds for future invites, or contact NTMA’s Member & Chapter Relations Manager, Kelly LaMarca at [klamarca@ntma.org](mailto:klamarca@ntma.org) or (216) 264-2837.

**We hope to see you on the next call!**

“This virtual roundtable has been very beneficial to the members who have attended, and we encourage you to take advantage of this quick, easy, and free networking opportunity. The Drop-Ins have been very informational for me and have helped me keep in touch with membership ... I think it has really helped me get to know and interact with different members across the country. I see many old friends there as well as making some new ones. The NTMA remains a very important organization for Blaser and we will remain committed to participation in events.”

**Drew Borders**  
Business Development Manager, Global Markets  
Blaser Swisslube Inc.

## In Memoriam: Bill Selway

Bill Selway passed away on April 14th, 2021, at the age of 74. Bill was a fixture of the manufacturing scene in San Francisco, and a long-time contributor to the NTMA San Francisco Bay Area chapter. He was the owner of Selway Machine Tool Company, having succeeded his father Roy in 1968 – and through strong distribution plans on the West Coast, a passion to meet advancing technology with customer needs, and a family environment in his business, Bill and the company found great success.

Bill is survived by his loving spouse Kate, his five children – Kasey, Jamie, Marni, Meghan, and Zack – as well as six grandchildren and his extended family.

Said Selway Machine Tool: “Always the life of the party, Bill was never short on having a story or joke to share with his audience. This, in addition to his genuine interest in helping others, built many strong relationships within the industry and in every facet of his life.”

NTMA offers its condolences to the Selway family, Selway Machine Tool, and the NTMA San Francisco Bay Area chapter. In lieu of flowers, memorial donations may be made to Bill’s alma mater Salesian High School. Family and friends can share stories, photos, and condolences online at <https://www.lastingmemories.com/memorial/bill-selway>.



## Focus on Machining Wins 2021 Colorado Manufacturing Award for Advanced Manufacturing and Machining



The Advanced Manufacturing and Machining Award, in partnership with the Colorado Advanced Manufacturing Association (CAMA), is given to Colorado manufacturers who exemplify both continuous improvement and innovation.

Per CompanyWeek's profile on Focused on Machining: Justin Quinn, the company's president, says Focused on Machining has transitioned since he bought the business in 2016. "We're moving up the food chain in complexity," says Quinn. "We're doing some crazy aerospace parts, exotic materials, tight tolerances. It's just an all-around business model for us. We're not the bottom-dollar shop anymore."

Now 14 employees, Focused on Machining has implemented an ERP system, updated equipment,

earned ISO 9001 certification, and launched a weekend shift under Quinn's watch. AS9100 certification is underway.

The shop found a solid market making parts for providers of packaging equipment, including fellow CMA nominee Twin Monkeys Beverage Systems, as well as supplying aerospace manufacturers like Ball Aerospace, leading to 41% revenue growth in 2020.

"With COVID, so many shops hunkered down," says Quinn. "We did the opposite. I told all my customers, 'We're here for you. We're not going anywhere, we're not furloughing anybody, and bring on the work.'" Focused on Machining – based out of Louviers, CO – is a precision CNC machining shop, with a focus in

milling and turning for a wide range of industries. The company has been growing steadily, and has been an NTMA member since 2016. Said Quinn in response to this honor (credit CompanyWeek):

**"Holy cow! I'm shocked and honored,"** said CEO Justin Quinn, crediting his team. **"Congratulations to all of you guys. This is a big milestone for our shop in Louviers."**

We at NTMA continue to celebrate the ongoing success of our members! Congratulations again to the team at Focused on Machining for this honor.



## National Tooling and Machining Association Launches Partnerships with AMT and Gardner Business Media



The National Tooling and Machining Association (NTMA) is announcing two new content partnerships with leading industry organizations which will grow NTMA's reach and increase NTMA members' access to the latest manufacturing sector information and best practices.

In two separate initiatives, NTMA has formalized relationships with the Association for Manufacturing Technology (AMT) and with Gardner Business Media (GBM).

"These new partnerships are reflective of NTMA's longstanding commitment to industry collaboration which brings the best insights and analysis to our members," said NTMA President Roger Atkins. "We

also believe that both of these relationships will help our association reach new people, which is an important part of our mission. We are glad to be working with AMT and GBM on these initiatives."

As a part of the NTMA/AMT partnership, NTMA members should look for a new manufacturing technology editorial column – AMT Tech Trends – in the monthly editions of NTMA's The Record. The partnership also includes reciprocal advertising and event promotion opportunities.

From GBM, NTMA members will soon have access to GBM's Top Shops Survey, including a high-level report that specifically summarizes the performance of NTMA members. Additionally, NTMA and GBM will also

support each other through reciprocal advertising and event promotion opportunities.

"Part of the value of NTMA for members is the access to valuable content that we provide through our partnerships," said NTMA Vice President Doug DeRose. "NTMA continues to focus on the future of American manufacturing. These partnerships are part of providing NTMA members and other US manufacturers with the tools they need to drive positive change and growth."





# NTMA MEMBERS

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## New Member Highlights



### INDIANA PRECISION GRINDING

#### Indiana Chapter Member

In 1975, the late William R. Cox started Centerless Grinding Company in downtown Indianapolis. William was known as an innovative entrepreneur who identified a lack of centerless grinding support for many local machine shops. Later in the mid-1980's, Centerless Grinding Company relocated to our present location and rebranded as Indiana Precision Grinding. Since our rebranding, IPG added additional precision grinding capabilities, ISO Certified Quality Management System, and a full-out focus on high precision quality in our services. After William's passing in 1999, his son, David Cox, began leading IPG into improving our QMS over to AS9100 Certification and implementing CNC technology into our organization.

David has maintained the high precision quality mindset as we focus on supplying our Aerospace/Defense customers and many other industries that include automotive, industrial, medical, and thermally applied coating suppliers with our precision grinding expertise. IPG is currently seeking NADCAP certification in etch inspection to offer more quality services to our customers. Most of our employee base has been with IPG for over 20 years, with over 80% of our team trained organically within our company. Our team of precision machinists is our backbone, and we strive to continually improve our training, technology, and methods to support our entire customer base. In March of 2021, David Cox promoted his nephew, Matthew Cox, into the role of CEO. Matthew will continue to work with David in Executive Management and focus on intentionally leading IPG in a strategic process to soar to new heights.

Integrity, Partnership, and Expertise are the core values that IPG leverages to serve our customers in being successful every day.

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



### PRECISION SWISS PRODUCTS

#### San Francisco Bay Area Chapter Member

PSP represents the new standard in innovative, turn-key manufacturing solutions. PSP specializes in producing very close tolerance components within accelerated time frames, as evident from their well-established reputation with medical device and aerospace customers. With industry-leading certifications such as ISO 13485 and AS9100, along with Design for Manufacturability (DFM) consultation from their in-house engineering staff, PSP provides cost and risk reduction far beyond the average machine shop. Additionally, PSP offers the highest levels of customer service and communication, to maintain the strictest quality and lead time requirements. Whether for full assembly needs, high volume production runs, or prototype projects, explore their website to understand how PSP's state-of-the-art facility is prepared to exceed expectations.

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R.D. Tool & Manufacturing, founded in 1990, is a full-service supplier specializing in contract manufacturing with an emphasis on machining, fabrication, and custom-built equipment. Our highly trained staff, commitment to quality, ISO 9001:2015 certification and on-site engineers make us well suited for challenging jobs.

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# NTMA Member Spotlight: Benda Tool / A&B Die Casting

Each month, NTMA will be highlighting our members – and taking a look at who they are and what they do.

**Company Name:**

Benda Tool & Model Works / A & B Die Casting  
Company - Hercules, CA

**First Principal:**

Steve Dathe

**What NTMA chapter do you belong to?**

San Francisco Bay Area Chapter

**What does your company specialize in?**

Precision machined and finished aluminum and zinc die cast components and assemblies.

**How long have you been a member of NTMA?**

1965 – over six decades ago.

**Why did you join NTMA?**

To become a member of the local and national manufacturing community, in order to learn and share ideas to benefit our company and the industry as a whole.

**Tell us more about your company:**

For decades A&B Die Casting has been a leader in providing low-to medium-volume aluminum and zinc die castings to the global marketplace. We are committed to maximizing the value of every part for our customers.

A&B serves a variety of industries that benefit from over 70 years of experience finding solutions to both simple and complex manufacturing challenges. We add value not just in secondary operations but throughout the process. From the time we receive the request for quote (RFQ) our team is looking at how we can make the best most cost-effective part within your requirements. Today, we ship parts globally including to Asia and the developing world. Our customers have found that, by making their parts here in the US, they can improve quality, shorten lead times, and reduce costs on the delivered part compared to parts manufactured overseas.

**Interested in being featured? Please contact Kelly LaMarca ([klamarca@ntma.org](mailto:klamarca@ntma.org)) for more information.**



Steve Dathe's grandfather, Ben Dathe, pictured above, founded Benda Tool in 1945 – creating a proud reputation for service and quality that has lasted generations.



## NTMA SERVICE AWARDS 2021

### 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

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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

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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

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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

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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 August 11, 2021**

**For a nomination form, contact Linda Warner at [lwarner@ntma.org](mailto:lwarner@ntma.org)**

## NTMA Welcomes New Affinity Partner – Beanstalk Collaborative Community Wealth, LLC



In alignment with our mission to strengthen and help ensure the future of manufacturing by connecting members to resources in networking, learning, and advocacy, NTMA is proud to announce a new partnership with Beanstalk Collaborative Community Wealth, LLC (BCCW).

Succession planning is routinely voted a top-three topic of interest for NTMA members. With BCCW, we have the unique opportunity to provide valuable information and education about the selling process, succession planning, and exit options from a firm with over 55 years in manufacturing and business development, in addition to over 40 years in finance, investing, and M&A. BCCW will offer educational materials,

guidance, and thoughtful explorations of the questions and challenges frequently faced by NTMA members.

“Manufacturing and its importance to our communities and this country is foundational for us,” says BCCW CEO Troy Roberts. “It’s in our DNA, and that’s why our business model focuses on supporting exiting business owners, their teams, their communities, and all NTMA’s members.”

“I am so excited about NTMA’s partnership with BCCW,” added NTMA President Roger Atkins. “Their leadership is made up of industry leaders whose careers were in the small/medium manufacturing arena – which makes them uniquely qualified to

support NTMA members interested in transitioning their businesses. It’s refreshing to see them give back and serve the industry that drove their personal success.”

BCCW is a Denver, Colorado-based investment fund dedicated to smaller and mid-sized precision manufacturing businesses. In addition to educational services, they employ a “Buy, Build, and Hold” model designed to keep manufacturing businesses in their communities and grow them, while preserving quality job opportunities, and maintaining and enhancing community wealth.

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

## Win-Tech Employee One of First Women Graduates of NTMA-U



Win-Tech, Inc. is proud to announce that employee Erin Farmer has graduated from National Tooling & Machining Association’s NTMA-U Pre-Apprenticeship Program and has done so as one of the program’s first women.

“We are thrilled for Erin and grateful that this resource in our industry is available,” said Allison Giddens, Co-President of Win-Tech, Inc. “The future is bright for Erin and others in manufacturing who get engaged in the industry. Win-Tech is fortunate to know Erin and her enthusiasm for learning.”

Not long after joining Win-Tech, Erin was invited to participate in the NTMA-U program by her supervisor, Jimmy Baxter, Shop Manager of Win-Tech, Inc. Erin

eagerly agreed and over the next 10 months, excelled in many of the program courses such as Metallurgy, Advanced Math, and CNC with Simulator.

Said Erin: “I would like to say that I am very proud to have finished the apprenticeship, and even more excited to move forward with hands-on training at Win-Tech, because I know this is only the beginning of learning and gaining the experience needed to someday call myself a senior machinist.”

NTMA-U Pre-Apprenticeship Program combines several in-depth online training courses through relevant reading material, hands-on exercises, physical parts, and blueprints. Courses include narration, practice problems, and assessments and are Federal Bureau of Apprenticeship Training approved.

### About Win-Tech, Inc.

Win-Tech, Inc. is a small business, aerospace machine shop, AS9100-Certified, and located just northwest of Atlanta, Georgia. The company is veteran-owned and woman-owned. Founded in 1988 by Dennis Winslow, long-tenured employees John Hudson and Allison Giddens purchased the business in 2020.

Its key customers provide parts and services to the aerospace and defense industries. Win-Tech is involved in local and national workforce development initiatives and was recently named a 2021 Top 30 Small Business of the Year by the Cobb Chamber of Commerce.

[www.win-tech.net](http://www.win-tech.net)

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# National Tooling and Machining Association's Indiana Chapter Recognized By State for Leadership in Workforce Development

“Local chapters like this one represent the best of our association’s efforts to help manufacturers achieve business success while engaging and educating the workforce of tomorrow.”

Roger Atkins, President - NTMA

The National Tooling and Machining Association (NTMA) is excited to announce that its Indiana Chapter (INTMA) was recognized by the Indiana office of Career and Technical Education (CTE) with the Award for Excellence for Outstanding Secondary/Post-Secondary CTE Partnership. This award, granted under the Governor’s Workforce Cabinet, recognizes exceptional individuals and organizations who have contributed to the success of CTE through the quality of their work and their involvement in the CTE community.

“We are honored to receive this award as it highlights our chapter’s tireless dedication to the precision machining students and instructors in the state of Indiana,” says Scott Buie, INTMA President. “The COVID-19 pandemic challenged our industry like never before, and our chapter’s innovative mindset and determination have shown the immense impact support for CTE programs and their students can have.”

INTMA was selected for this prestigious award based on the chapter’s unique programming which demonstrates its continued commitment to recruiting, training, and retaining the next generation of skilled workers for high-skill and highly paid careers in the local manufacturing sector. For example:

- INTMA supports work-based learning programs at every level including high school students eager to pursue careers in tooling and machining. In 2021, INTMA sent a gift of digital calipers to over 100 high school seniors who were enrolled in precision machining courses at Indiana Career Centers. When the pandemic forced Indiana high school career centers to move to online learning last spring, INTMA immediately offered instructors free access to its NTMA-U online courses, enrolling over 150 high school students.
- INTMA offers an annual post-secondary education tuition scholarship program. For 2021, INTMA will award \$17,000 in scholarships to four recipients.

“I applaud INTMA’s unwavering support for their local CTE community and Indiana’s manufacturers,” says NTMA President Roger Atkins from the association’s national headquarters in Cleveland, Ohio. “Local chapters like this one represent the best of our association’s efforts to help manufacturers achieve business success while engaging and educating the workforce of tomorrow.”



# One Voice: Federal Government Advocacy Program

The manufacturing industry continues to navigate the unique challenges and changes brought on by the last year – and it remains important to have a partner in advocacy. NTMA continues to work closely with the team at One Voice: the combined federal government advocacy program representing small and medium-sized business manufacturing in America.

In addition to providing guidance on COVID-19 regulations and uncertainties, One Voice has a wealth of fantastic resources, developed to help keep your shop informed and prepared for whatever comes next. This has included virtual bi-weekly webinars, news releases, educational materials, and the Talking with One Voice Podcast.



Now, you can also receive a concise explanation of everything going on in Washington, D.C. with “Two Minutes with Voice,” a bite-size weekly video hosted by various members of The Franklin Partnership and the Policy Resolution Group at Bracewell LLP. Each episode is uploaded to the NTMA YouTube channel – and shared through our social channels.

We hope you continue to utilize this key partner in One Voice – one that ensures that millions of manufacturers across the country have their voices heard.

Please Visit [www.metalworkingadvocate.org](http://www.metalworkingadvocate.org) for more information.



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BEYOND A PALLET POOL

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# INTRODUCING



## TOP SHOPS EXPO

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2021 Mid-Year Update:

## 100 Days Into the Biden Administration, What NTMA is Watching



The end of April 2021 brought President Biden's 100th day in office. It's a milestone that is more symbolic than meaningful, but the date – and the accomplishments of a new administration leading up to it – are still closely tracked by Washington watchers inside the Beltway and beyond.

By Caitlin Sickles, Director, Government Affairs, Policy Resolution Group Bracewell, LLP

**At the 100-day mark, there is no shortage of statistics to track. Here are a few interesting ones collected by media outlets:**

- Executive actions by President Biden are up. While he campaigned on bipartisanship, the new president is showing that he is willing to act alone. According to data from the American Presidency Project, by the end of April, Biden had issued some 42 Executive Orders, more than any president since Truman. The Biden Administration has also taken out the red pen to undo some 62 orders which were signed by former President Donald Trump.
- New legislation is down. President Biden has signed just under a dozen bills into law. Though the pace of new legislation has slowed in recent years (due at least in part to an increase in partisan brinkmanship), this number is still among the lowest for any new president in about 80 years. In the current political climate, many say that its quality and impact over quantity when it comes to legislation. So, the Biden Administration will be quick to emphasize the \$1.9 trillion coronavirus relief package that he signed in March.
- Job approval is up. The latest polls show President Biden enjoying an approval rating somewhere around 53% or higher. That number may make him more popular than Trump was on any day of his presidency (according to the FiveThirtyEight's polling average). But, that number is also below where many other recent presidents have been at this point in their first term.
- Tweets are down. Since Biden assumed the highest office and the highest Twitter handle, the @POTUS account is averaging about six tweets per day. The former president averaged more than twice that, posting roughly 18 times per day.
- Beyond these quick facts, your advocacy team in Washington, DC is closely tracking issues of top importance to NTMA members and all small- and medium-sized manufacturers across the country. Here are three priorities at this mid-year point:



**\$1.9 Trillion**  
**Coronavirus Relief Package**  
**Signed in March**



**\$100 Billion**  
**Included for Workforce**  
**Development**



**25-29%**  
**C-Corporate Tax Rate**  
**Increase**

## Workforce Investments

If we learned anything from the COVID-19 pandemic, it is that manufacturing is critical infrastructure. And President Biden and much of the 117th Congress seems to agree. Policymakers regularly stress the role that the industry plays in our nation's recovery. Right now, Congress is considering several pieces of legislation to support, update and expand workforce training programs.

NTMA, through your advocacy team in Washington, has filed extensive comments with the relevant congressional committees to provide your on-the-ground insight on how to enhance or improve workforce training including reforms to programs authorized under the Workforce Innovation and Opportunity Act (WIOA) and ways to develop, modernize, and diversify the national apprenticeship system, including innovative approaches such as youth apprenticeship and pre-apprenticeship.

At the same time, the Biden Administration is seeking to build on their coronavirus relief package with a new, wide-ranging \$2 trillion infrastructure package, The American Jobs Plan. The three most significant components for manufacturers include investments in workforce training and R&D and expansions in access to capital. Specifically, the plan includes \$100 billion for workforce development including apprenticeship and job training programs for underserved populations.

NTMA will be an active stakeholder as more details emerge. Right now, Republicans and Democrats seem far apart on a deal and even on what constitutes "infrastructure."

## Corporate Tax Increases

With all of this spending on the table, Washington will be looking for ways to cover the bill. There is a movement underway to increase the C-Corporate tax rate to at least 25-28%. Additionally, momentum is building for a minimum corporate effective tax rate, especially for large corporations. And, discussions are ongoing about a minimum tax on profits that US companies earn abroad as well as other possible hurdles for offshore employment and earnings. The Biden Administration also aims to empower and fund the Internal Revenue Service (IRS) to enforce corporate tax laws.

NTMA, through your Washington team, is communicating with the Biden Administration and Congress on the possible implications of tax changes for manufacturers. In particular, your team is closely watching proposed changes to Section 199a for pass-throughs and limitations on who will qualify for business deductions.

NTMA is a trusted voice for policymakers, helping to explain how tax increases can cause delays in capital expenditures and in hiring or even result in laying off badly needed workers.

## Trade Impasse

One hundred days into the Biden Administration, the Section 232 steel and aluminum tariffs enacted by the Trump Administration remain in place. For many manufacturers, the tariffs are creating a dire supply situation and are struggling to meet demand and stay competitive due to supply shortages, long lead times, and artificially high prices for their key inputs. In early May, the a group of over 300 businesses

manufacturing in the U.S. including many NTMA members sent a letter to President Biden requesting the immediate termination of the Section 232 steel and aluminum tariffs. The letter was organized by the Coalition of American Metal Manufacturers and Users (CAMMU), of which NTMA is a founding member. The letter says, "It is businesses manufacturing in America such as ours who pay the tariffs on imports, and it is our businesses and employees who suffer when our product cannot compete with overseas manufacturers because the U.S. is an island of high steel and aluminum prices."

It's important to note that all of NTMA's policy priorities are closely aligned. For example, if Washington policymakers do move forward with an infrastructure bill, newly authorized projects will create even more strain on domestic steel and aluminum supplies.

There is a lot going on in Washington and facts can change fast. Keep up with what NTMA's Washington team is watching by tuning in to the regular politics and policy webinars. Find upcoming dates on the NTMA website or in e-mail notifications. And, watch the weekly brief video series and listen to bi-weekly longer podcast episodes. Find the videos – Two Minutes with One Voice – on the NTMA YouTube channel and the podcast – Talking with One Voice – on Apple, Google, Spotify, Stitcher or anywhere else you get your podcasts.

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

# Will Trade Shows Be the Shot in the Arm for Manufacturers?

By Rob Felber, Owner & Marketing Executive, Felber PR & Marketing

Manufacturers, like many businesses, have had to completely rethink their marketing approach. For years, it was feet on the street and months of trade shows, conferences, and hosted lunch & learns. Then, the doors were locked, events were canceled worldwide, and well, you know the rest of the story. Today, we are once again hearing about trade shows. Will the attendees and exhibitors return at past levels? Who knows? What we do know is the planning has not changed. If you are considering a show in the fourth quarter of 2021, that may sound like a long time away. It is not. Let's revisit all that is the trade show, including three critical phases: Pre-show, During the Show, and Post-show.

## Pre-show

Pre-show preparation is key to success and achieving a return on your investment. Step one in your trade show plan is goal setting. What do you really want to happen at this show?

- Can you expect actual sales and signed purchase agreements?
- Are you introducing a new product, feature, or service?
- Is your goal to improve and strengthen relationships with your customers in attendance?
- Are you attending to create stronger relationships with vendors and exhibitors?
- Will you work with media relations, creating opportunities for editors to write about your company?

One of the best tools for pre-show planning is the exhibitor handbook. This should be made available as soon as you commit to the show. Rules, order forms, and sponsor information will be detailed. Make sure to order on time and secure valuable sponsorship opportunities before they are gone.

Once you have defined your goal, consider the theme of the event. Is your theme a one-time use or do you

anticipate a motif across multiple shows for the year? While a baseball theme could work in the spring, a sports theme offers more flexibility in engaging your audience year round.

As you develop your theme, and tactics, turn your attention to activities that will drive prospects to your booth. What advertising opportunities, online and in print, are being offered? What about announcements to the show media? What about demonstrations at the booth or press conferences?

## During the Show

Rolling out the carpet, pulling up the retractable display, and filling a bowl with hard candy just does not cut it at a modern trade show. You need to drive traffic to the booth, capture leads, and make the very best impression in an incredibly compressed time. Let's start with the old real estate mantra: location, Location, LOCATION! Many shows let you bid on or pick your booth location. Pay attention to entrances, lounges, bars, and the main stage. You may also want to see who else has chosen their space. Are they a big draw exhibitor or your largest competitor? Can you get a corner booth? Or, better yet, can your budget support an island booth?

Once your location is set, the single most valuable resource you have is who will be representing your company in the booth. At the show, for all practical purposes, this is your office. First impressions are extremely important.

Booth personnel should first and foremost, want to be there. Believe it or not, salespeople might see the show as a waste of their time. They have clients to meet with and calls to make. Who would be great in the booth? Consider your customer service team. They rarely get to travel but might have decades-long relationships with customers. Booth traffic builders, product demonstrations, press conferences, and entertainment are all considerations when building your plan.



## Post-show

You did it! You effectively pre-planned your show and you worked the show successfully. What should your next step be? I know you might be thinking of soaking your feet and adding up the frequent flyer miles, but as the dust settles, how will you measure success? Do you have a system (think CRM) in place to measure the results and report on the return on investment?

**Remember:** If you are not following up within 3 to 7 days you will be forgotten! We all return to the office, exhausted and with best intentions, but if you do not reengage with those you met, your name recognition drops like that soggy breakfast sandwich at your hotel.

## Next steps:

- Have pre-planned emails targeting the attendees written and automated
- Ensure messaging and graphics are the same as those used in your pre-show and booth graphics
- Upload your leads and let the email automation do its job
- If available, obtain the list of attendees and consider sending a separate "sorry we missed you" message to those you did not talk to at the booth
- Set tasks and reminders to review each lead, assign to team members if needed and continue the conversation

Finally, evaluate your entire campaign. Did you achieve the goals you outlined in the pre-planning? Did the booth activity go as planned and generate excitement? Did you pull reports on the leads generated and determine their overall value? All these steps will help you determine your return on the entire investment, improve your plan for the next show and impact the growth of your company.

Here's a primer created by Felber PR to get you started: [Trade Show Preparation 101 for Manufacturers](#) If you are ready to get serious about your exhibition and creating a return on investment, [download our free Trade Shows for Manufacturers eBook](#)

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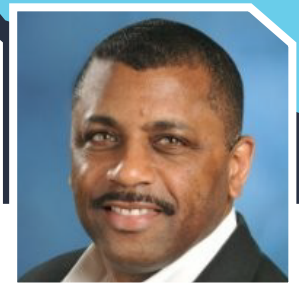
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### Conference Emcee - Pete Honsberger

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#### Effectively Analyzing and Communicating Complicated Issues

Presented by: Omar Nashashibi – Founding Partner, The Franklin Partnership

#### Extraordinary Engagement - Leadership Workshop

Presented by: Pete Honsberger – Lead Facilitator, CultureShoc

#### Navigating Sales Relationships

Presented by: Darrin Schenck – VP of Sales, DarrinChatter

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Questions? Contact Kristen Hrusch - [khrusch@ntma.org](mailto:khrusch@ntma.org) or 216-264-2845

# Industry 4.0 is Here: How Manufacturers Can Digitize Operations

By Jason Ray, CEO Paperless Parts

Over the past few years, more manufacturers have realized the importance of Industry 4.0 to improve operations by leveraging data and automation. However, there is a gap between improving business processes and the pace at which manufacturers respond to changes, creating an expectations gap that companies take advantage of.

This is evidenced by Protolabs' recent acquisition of 3DHubs for \$280 million, which provides Protolabs access to the front-end buyer experience and customer base that has been built. At the same time, various companies have been pouring millions of dollars into their digital sourcing platforms for buyers. These recent developments highlight the moves digital-first companies are making to close the gap while capturing large portions of the market with technology to create a better buyer experience. As these investments continue to be made, the chasm between buyer expectations and what the average manufacturer can provide continues to expand, meaning that if manufacturers don't close this gap, they risk losing out on job opportunities.

To improve their business strategies in the age of Industry 4.0, manufacturers need to understand what buyers expect, how it impacts their bottom line, and how they can meet those expectations through digitization.

## MAINTAINING EFFICIENCIES AND BUYER RELATIONSHIPS

Historically, manufacturers would develop personal relationships with their buyers. But, with buyers needing to manage more line items every year and improve efficiencies, and with their evaluations

increasingly dependent on speed and risk mitigation, the relationships have become transactional. To meet these new expectations, manufacturers must adopt technologies that improve their business processes to survive this shift and win more work.

Most manufacturers focus the majority of their investments in shop floor technology to improve operations, but they must also invest in technologies that drive efficiencies and close the expectations gap in the front office. Activities like estimating, quoting, sales, and procurement are key to meeting buyers' expectations, but without the right tools in place, manufacturers will not be successful. Cloud-based software tools can help manufacturers close the expectations gap, streamline operations, and protect against cybersecurity threats, empowering manufacturers to compete and thrive in this new landscape.

## MEETING BUYER EXPECTATIONS

In 2020, Paperless Parts released the 2020 Part Buyer Expectations Survey Report, which revealed how the industrial buyer role is evolving and changing. For example, 67% of buyers expect manufacturers to return quotes in less than 24 hours from the time they submit a request for quote (RFQ), and only 4% reported they would wait up to a week for a response. As buyers interact with manufacturing networks, they also expect seamless, digital experiences.

These responses reveal that manufacturers must invest in front-office technology that meet these expectations, while improving collaboration and reducing issues downstream from the quoting process. Technology that consolidates this information

in one place gives manufacturers a competitive edge while meeting – and exceeding – these changing buyer expectations, helping them secure future jobs and boosting their revenue.

## WHEN LOOKING AT INDUSTRY 4.0 SOLUTIONS, MANUFACTURERS SHOULD PRIORITIZE THESE CAPABILITIES:

- *Instant searchability* – Creates an archive of data from past jobs that enables manufacturers to retrieve information from past quotes for similar RFQs immediately
- *Analytics* – Since manufacturers generate so much data every year, software that includes an analytics engine that prioritizes quotes that represent a greater chance of winning helps manufacturers evaluate current RFQs and the best way to quote them
- *Cloud-based file sharing* – Stores information in a central place which empowers manufactures to quote more quickly and more consistently
- *Collaboration tools* – With the right software, users can easily communicate in real time without needing additional software to examine PDFs, make adjustments, and mark notes for future reference

The right software will also enable less-experienced employees to be a part of the quoting process, so ease of use is key. As manufacturers continue to adapt to changing buyer expectations, the right software will allow manufacturers to win more work and compete in the age of Industry 4.0.

paperless**PARTS** 



## Economic Update: A Country Reopening

- As US COVID-19 cases fall and vaccinations increase, more and more states are lifting restrictions, opening capacity in public places, and life is beginning to return to normal. Recently, Florida's governor just signed an order lifting all COVID-19 restrictions in his state as of July 1.
- If these and other reopening trends continue, they will likely act as a near-term boost to the economy and ultimately risk assets. Although a large part of the reopening plan has been discounted into stocks, a lot was based on the reopening happening in the fall, not early summer.
- The labor market has been slowly improving and continued new job creation with lower weekly unemployment claims will benefit markets. Over 900K jobs were added in March, and expectations for April are even higher.
- Although we have not seen material signs of higher prices, the talk of inflation continues to garner attention. Producer prices jumped by over 1% in March. We will be watching for early signs of price pressures as the economy recovers, which will ultimately get the attention of the Fed.
- President Joe Biden's fiscal agenda and tax increase plans are front and center in Washington. Congress and the White House will begin seeing where middle ground can be reached on a spending plan and how to pay for it.



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## National Association of Manufacturers (NAM) FAQ

### What is NAM?

NAM is the National Association of Manufacturers. NAM Health Care is situs in Michigan as a single employer, industry-based association health plan.

### How long has UnitedHealthcare collaborated with NAM?

UnitedHealthcare began administering NAM Health Care in October 2019 and is the only health carrier endorsed by NAM nationwide.

### Who is eligible?

Businesses with 2–99 eligible employees, and manufacturing SIC codes (2,000-3,000) or NAICS codes (31, 32, 33), can purchase a plan through NAM Health Care.

### What plans are offered?

NAM Health Care offers a broad portfolio of UnitedHealthcare plans to help meet a variety of different needs and budgets, including:

- 19 medical plans using the robust UnitedHealthcare Choice Plus national network
- Ancillary plans, including Dental, Vision and Life
- UnitedHealthcare Core plans in select markets (Chicago, IL and Detroit, MI)

Plus, certain combinations or “bundles” of medical and specialty plans may qualify for the Packaged Savings® discount, potentially reducing costs and easing the administrative workload for employers. Talk to your representative to learn more.

### Get more info

Quoting: [nam\\_ahp@uhc.com](mailto:nam_ahp@uhc.com)

Regional Account Executive (new business): Austin Carlan [austin\\_carlan@uhc.com](mailto:austin_carlan@uhc.com)

Strategic Account Executive (renewals): Tonya Johnson [tonya\\_m\\_johnson@uhc.com](mailto:tonya_m_johnson@uhc.com)

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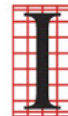
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