

*The Precision Manufacturing Conference*

# ENGAGE

2025



**Shifting Precision Manufacturing into High Gear!**

# DETROIT

M I C H I G A N

**OCTOBER 7-10, 2025**



# D R I V I N G PRECISION



## Fueling The Future

Join us at Engage 2025 in Detroit — where innovation, precision, and the future of manufacturing converge. This high-energy conference brings together leaders from across the precision manufacturing and automotive industries for impactful networking, hands-on learning, and forward-thinking insights. With exclusive keynotes, tech demos, and real-world solutions, Engage 2025 is more than a conference — it's your launchpad into the future of manufacturing.

### TABLE OF CONTENTS

SCHEDULE .....	4 - 7
SESSIONS & SPEAKERS .....	8 - 19
NETWORKING EVENTS .....	20 - 24
HOTEL INFORMATION .....	25
REGISTRATION INFORMATION .....	26
SPONSORS .....	27

# EVENT SCHEDULE

Tuesday, October 7th

**2:00PM-5:00PM**

Registration

**2:30PM-3:30PM**

Trustee's Roundtable\*

**3:45PM-5:00PM**

Board of Trustee's Meeting

**6:00PM-8:30PM**

Cornhole Tournament

The Yard in Corktown



# EVENT SCHEDULE **Wednesday, October 8th**

**7:30AM-5:00PM**

Registration

**12:10PM-2:00PM**

Open Lunch

**7:30AM-5:00PM**

Exhibit Tables

**12:10PM-2:00PM**

NTMF Meeting & Lunch\*

**7:30AM-8:00AM**

Breakfast

**2:00PM-2:45PM**

General Session 2:

Sales & Marketing -

The Not-So Easy Button

Presented by: Caleb Townsend, FACTUR  
& Mike Watkins, EBITDA Growth Systems

**8:00AM-9:30AM**

Conference Kick Off & Awards

**9:30AM-9:50AM**

Networking Break

**3:00PM-7:00PM**

PT Solutions Tour & Reception

**9:50AM-10:50AM**

Opening Keynote: How Washington  
Drives Manufacturing

Presented by: Omar Nashashibi, Inside The Beltway  
& Caitlin Sickles, Bracewell Company

**7:00PM**

Free Night to Explore Detroit

**10:50AM-11:10AM**

Networking Break

**11:10AM-12:10PM**

General Session 1:

Creating Workforce Wins

Presented by: Jenny Drescher, The Bolder Company

# EVENT SCHEDULE

Thursday, October 9th

**7:30AM-5:00PM**

Registration

**7:30AM-5:00PM**

Exhibit Tables

**7:30AM-8:00AM**

Breakfast

**8:00AM-8:45AM**

General Session 3:  
Skilled Talent, Real Results:  
How NTMA-U Is Powering  
Workforce Growth  
Moderated by: Jenny Stupica, NTMA

**8:45AM-9:00AM**

Networking Break

**9:00AM-9:45AM**

Breakout Sessions:  
**Session 1** - Passing the Torch -  
Building a Legacy Through Succession  
Presented by: Mark Dorman, Succession Plus

**Session 2** - Strategic Selling -  
Tools, Trends, and Techniques  
Presented by: Dave Capkovitz, EBITDA Growth Systems  
& Caleb Townsend, FACTUR

**Session 3** - Demystifying A.I. -  
What Manufacturers Need to Know  
Presented by: To Be Announced

**9:45AM-10:00AM**

Networking Break

**10:00AM-12:00PM**

Tech Innovation Exchange:  
The Digital Thread

**12:00PM-1:30PM**

Lunch & General Session 4:  
Navigating Headwinds -  
Economic Forces Shaping  
Manufacturing's Future  
Presented by: Ana Luisa Araujo, US Bank

**1:30PM-4:30PM**

Shop Tours

**4:30PM-5:30PM**

PAC Reception

**7:00PM-11:00PM**

Casino Night  
Offsite at Ford Piquette Museum

# EVENT SCHEDULE

Friday, October 10th

**8:00AM-8:30AM**

Breakfast

**8:30AM-9:30AM**

Closing Kenote: Navigating  
Cybersecurity Expectations

Presented by: Jacob Horne, Summit 7

**9:30AM-9:45AM**

Closing Remarks

**10:00AM**

Add-On Detroit Experience Tours

Henry Ford Museum of American Innovation &  
The Motown Museum



# Opening Keynote | Wednesday October 8, 2025

## How Washington Drives Manufacturing

9:50AM - 10:50AM | Omar Nashashibi - Inside The Beltway | Caitlin Sickles - Bracewell

### 4 Key Takeaways:

1. How key legislative and regulatory developments are likely to impact manufacturers in the near and long term.
2. What to expect from the remainder of the 118th Congress and the potential policy shifts in a post-election environment.
3. How manufacturers and business leaders can engage effectively with policymakers to advocate for industry priorities.
4. Strategic insights into navigating uncertainty and preparing your company for possible changes in tax, labor, and environmental policies.





## Omar Nashashibi

- Founder of Inside the Beltway
- Advises clients on trade, taxes, regulations, supply chains and federal funding opportunities
- Represents defense firms and nonprofits



## Caitlin Sickles

- Senior principal at Bracewell LLP
- Leads strategic communications for manufacturing, energy, healthcare and national security
- Specializes in message development, advocacy strategy and digital brand management
- Co-host of The Lobby Shop podcast



# General Session 1 | Wednesday, October 8, 2025

## Creating Workforce Wins

11:10AM - 12:10PM | Jenny Drescher, The Bolder Company

### 5 Key Takeaways:

1. **Build Confidence** with clear, assertive communication tools you can use every day.
2. **Strengthen Connections** by learning how to engage effectively across workplace situations.
3. **Leave Empowered** with practical strategies to face challenges and find your voice.
4. **Communicate with Impact** with practical strategies to face challenges and find your voice.
5. **Turning Challenges into Wins** with practical strategies to face challenges and find your voice.



## Jenny Drescher

- 15+ years of executive coaching and facilitation experience
- Guides and encourages people to break free of patterns and liberates the powerful leader within
- Uses a bold, funny style to draw out courage and playfulness in audiences



## General Session 2 | Wednesday, October 8, 2025

### Sales & Marketing - The Not-So Easy Button

2:00PM - 2:45PM | Mike Watkins, EBITDA Growth Systems & Caleb Townsend, FACTUR

#### 5 Key Takeaways:

1. How to align sales and marketing to support sustainable growth and measurable ROI.
2. Key sales process improvements that increase close rates and shorten the sales cycle.
3. How to use modern marketing strategies to generate qualified leads—even in niche B2B sectors.
4. Common pitfalls manufacturers face in sales and marketing—and how to avoid them.
5. How to track the right metrics that tell you what's working (and what's not).





## Mike Watkins

- Principal at EBITDA Growth Systems
- Co-host of Making Business Profitable podcast
- Specializes in scaling profitability and increasing enterprise value in founder-led manufacturing companies
- His mission is to transform small and mid-sized manufacturers into thriving, high-value enterprises



## Caleb Townsend

- Co-Founder and Chief Referral Officer at Factur
- His goal is to address the unique challenges industrial companies face and building strong sales pipelines
- Focuses on B2B growth through targeted lead generation and relationship-based strategies



# General Session 3 | Thursday, October 9, 2025

## Skilled Talent, Real Results: How NTMA-U Is Powering Workforce Growth

8:00AM - 8:45AM | Jenny Stupica, NTMA

### 3 Key Takeaways:

1. **Close the Skills Gap** with scalable NTMA-U training built for today's workforce needs.
2. **Proven Impact** through real success stories of faster onboarding and improved performance.
3. **Training Smarter** with flexible, cost-effective tools that fit modern manufacturing operations.

### Description:

Tired of the skills gap slowing you down? Learn how manufacturers are using the new NTMA-U to train faster, smarter, and more affordably—through real stories that show how this evolving platform delivers results where it counts: on the shop floor.



# Breakout Sessions | Thursday, October 9, 2025

9:00AM - 9:45AM

## **Session 1** - Passing the Torch - Building a Legacy Through Succession

Presented by: Mark Dorman, Succession Plus

## **Session 2** - Strategic Selling - Tools, Trends, and Techniques

Presented by: Dave Capkovitz, EBITDA Growth Systems & Caleb Townsend, FACTUR

## **Session 3** - Demystifying A.I. - What Manufacturers Need to Know

Presented by: To Be Announced



# SUCCESSION PLANNING



# ARTIFICIAL INTELLIGENCE



# Tech Innovation Exchange | Thursday, October 9, 2025

## The Digital Thread

10:00AM - 12:00PM

Step into the future of precision machining at this year's Tech Innovation Exchange, where we explore The Digital Thread—the seamless flow of data that connects every stage of the manufacturing process, from design to delivery. Get answers to improving efficiencies, productivity, and profitability.

### What to Expect:

This Exchange will feature interactive discussions from various industry partners, each sharing how they are integrated into the digital thread.

- Integrating CAD/CAM and ERP/MES systems for real-time workflow visibility
- Reducing scrap and rework through data-driven quality control
- Leveraging machine monitoring and IIoT for predictive maintenance
- Using digital twins to simulate setups and reduce lead time
- Improving quoting accuracy with connected job costing tools



# General Session 4 | Thursday, October 9, 2025

## Navigating Headwinds -

## Economic Forces Shaping Manufacturing's Future

12:00PM - 1:30PM | Ana Luisa Araujo, US Bank

### 5 Key Takeaways:

1. A mid-year update on the U.S. economy, including inflation, interest rates, and employment trends.
2. Forecasts and scenarios to help businesses plan for the second half of 2025.
3. Strategic insights to navigate uncertainty and capitalize on emerging opportunities.
4. Manufacturing-Specific trends that reveal how key sectors are being impacted by economic shifts.
5. Data-Driven decision making to guide investments, hiring, and growth strategies amid volatility.



### Ana Luisa Araujo

- Senior Economist at US Bank
- Works on the development and forecast of the US Bank Economic Outlook
- Conducts research related to the U.S. macroeconomic outlook

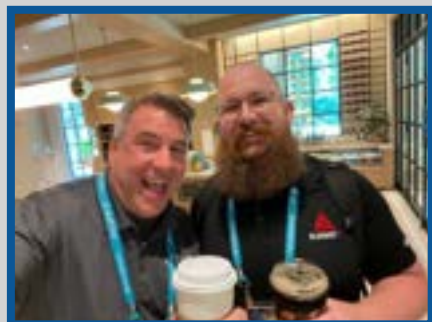
# Closing Keynote | Friday, October 10, 2025

## Navigating Cybersecurity Expectations

9:00AM - 10:00AM | Jacob Horne, Summit 7

### 4 Key Takeaways:

1. Understand Key Cyber Standards like CMMC and NIST—and how they apply to your business.
2. Stay Ahead of Evolving Requirements with insights into what's coming next in cybersecurity.
3. Turn Compliance Into Advantage by aligning security efforts with operational goals.
4. Learn from Real-World Scenarios to avoid common pitfalls and costly mistakes.



# Jacob Horne

- Chief Security Evangelist at Summit 7
- Specializes in DFARS, NIST and CMMC compliance
- 18+ years experience in offensive and defensive cybersecurity operations
- Former NSA intelligence analyst and U.S. Navy cryptologic technician
- Developed and taught cybersecurity training programs



NTMA Presents The 8th Annual

# CORNHOLE

T O U R N A M E N T

**TUESDAY**  
**OCTOBER 7**

6:00 - 8:30 PM



# BRING YOUR A-GAME!



**1375 Michigan Ave**  
**Detroit, MI**  
**48226**

INSIDE



NTMA's Exclusive Cutting Tool Partner

## A Journey Through Precision



# Tour & Reception

**Wednesday | October 8 | 3:00PM - 7:00PM**

40333 W 14 Mile Road | Novi, MI | 48377

# *Discover*

**Detroit Manufacturing**



# *Shop Tours*



**Thursday | October 9 | 1:30PM - 4:30PM**

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National Tooling & Machining Association  
Cordially Invites You to  
♠ ♦ ♥ ♣ ♠ ♦ ♥ ♣ ♠ ♦ ♥ ♣



# BETTING ON PRECISION

Roll The Dice on Manufacturing Excellence!

**THURSDAY, OCTOBER 9TH | 7:00PM - 10:00PM**

Sponsored by:



**BUILT TO INSPIRE**

**HENRY FORD &  
MOTOWN MUSEUM**

**ADD-ON EXPERIENCES**



**Motown  
Museum**



**Henry Ford Museum  
of American Innovation**

***TAKE A TOUR!***

**Friday | October 10 | 10:00am**



## Westin Book Cadillac Detroit

1114 Washington Blvd | Detroit, MI | 48226

Experience timeless elegance in the heart of America's manufacturing capital at the historic Westin Book Cadillac Detroit. Just steps from downtown's revitalized core, this iconic hotel blends classic luxury with modern comfort — the perfect setting to recharge between Engage 2025 sessions. From its grand architecture and rich automotive-era history to its world-class amenities and easy access to Detroit's top dining, culture, and innovation hubs, the Westin is more than a place to stay — it's where industry leaders connect, unwind, and gear up for what's next.

**NTMA Group Rate: \$249++ per night** \*Rate is available 3 days pre and post meeting

**To make a reservation:**

Call 1.888.236.2427 or Scan the code to book your room, **TODAY!**

**\* Hotel Deadline: 9/17/2025 or based on availability**



# REGISTRATION

## Travel Information

If flying into Detroit, the closest and most convenient airport will be Detroit International Airport.

- Distance to and from hotel: 21 miles
- Estimated Taxi/Uber fare: \$35-\$65 (One Way)
  - 30 Minute ride
- Bus Ride (One Way)
  - 58 minute ride

## Pricing

### Early Bird Rate

**\$995** Early Bird Deadline:  
7/31/2025

### Standard Rate

**\$1,395** Registration  
Deadline  
9/17/2025

### Late Registration Rate

**\$1,695** Starting  
9/18/2025



For More Information,  
Contact Kristen Hrusch  
P: 216.264.2845  
E: [khrusch@ntma.org](mailto:khrusch@ntma.org)



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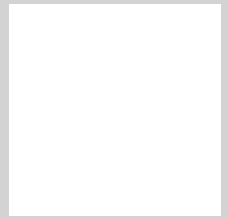
## Bronze Sponsors





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AND MACHINING  
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1357 Rockside Rd  
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The Precision **Manufacturing** Conference

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REGISTER TODAY!**