

METALFORM Partners with Other Industry Tradeshows

PMA's METALFORM tradeshow underwent major changes in 2009 as PMA began its partnership with the Society of Manufacturing Engineers (SME), the Fabricators and Manufacturers Association (FMA) and the American Welding Society (AWS) to better serve the needs of tradeshow exhibitors and manufacturers in the fields of fabricating, tube and pipe, welding and cutting, metalforming and related processes.

The organizations held the first official combined FABTECH International and AWS Welding Show including METALFORM, November 15-18, 2009, in Chicago, IL. The

event is the largest tradeshow in North America dedicated to showcasing a full spectrum of metal forming, fabricating, stamping, tube and pipe, and welding equipment and technology. Filling nearly 400,000 square feet of booth space, the four-day show included 1,083 exhibitors displaying more than 500 new products to some 25,000 attendees.

The 2010 show will be held in Atlanta on November 2-4. More than 22,000 buyers from across the United States and around the globe are expected to attend.

In addition, the METALFORM Mexico tradeshow also co-located with the AWS Weldmex, FABTECH Mexico and COATech tradeshows for the first time on June 2-4, 2009, in Monterrey. More than 6,200 attendees viewed the latest welding, fabricating and metalforming technologies at



Attendees fill the aisles at the 2009 FABTECH International and AWS Welding Show including METALFORM.

Monterrey's Cintermex exposition facility.

The next co-located Mexico tradeshow is slated for May 11-13, 2010, in Mexico City.

For more information about the 2010 Atlanta show, visit www.metalform.com/atlanta and www.fabtechexpo.com. For details about METALFORM Mexico, visit www.metalform.com/mexico. Contact PMA's tradeshow staff at 216/901-8800 with any questions.

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PMA Update is also available online at www.pma.org/update. Update is published by the Precision Metalforming Association as a service to its members.

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District Volunteers Recruit New Members

PMA districts continued to be instrumental in recruiting new members in 2009. Thirty percent of all new members came as a

MEMBERSHIP

result of district leads. The Share the Lead campaign, which ran from January through May of 2009, was successful in obtaining 10 new manufacturing and associate members. The East Michigan District was awarded \$750 toward its district fund by earning the most overall new member points during this campaign. Individual monthly prize winners were: Jeff Aznavorian, Clips & Clamps; Fathi El-Farghali, Seyi Presses; Brian Gillespie, Plex Systems; Steve Izzo, Covidien; and Jim

Zawacki, GR Spring & Stamping, Inc.

A new affinity partner teamed up with PMA in 2009, the UPS Association Shipment Program, which offers PMA members specialized discounts on qualifying package and freight shipments. [Enrollment](#) is free, with no obligations or minimum shipping requirements.

View PMA's [membership brochure](#), which highlights all of the benefits and services offered to your company. To receive a hard copy, contact Marianne Sichi at 216/901-8800 or msichi@pma.org. PMA hopes your company will take advantage of the many services available to you in 2010!

PMA 2010 Chair Gretchen Zierick's Theme: The Morality of Manufacturing

Gretchen Zierick, president of Zierick Manufacturing Corporation, Mount Kisco, NY, was elected PMA's 2010 chair of the board during the 2009 Annual Meeting. She urges all who work in the metalforming industry to unite in support of her theme for the year, The Morality of Manufacturing.

"There is a moral code among manufacturers in this country," Zierick says, "based on the honesty and integrity that permeates our industry. In manufacturing we can't get away with the lying, stealing and cheating we've seen in the banking, financial services and other industries. Manufacturers



Year-End Report from PMA 2009 Chairman Wayne Boeckman

2009 was an incredibly difficult time for the metalforming industry as a result of the deep economic recession, the credit crisis and the struggles faced by nearly every manufacturing sector and especially the automotive industry.

In today's economy, we must find different solutions to the many challenges we face. We can't continue to do things the same way we've been doing them. And likewise, our trade association needed to expand its opportunities to help North American metalforming companies survive and thrive. PMA is doing just that by cooperating with other associations that share some of PMA's basic goals.

Creation of the new "One Voice" partnership between PMA and the National Tooling and Machining Association (NTMA) is a great example of an innovative approach to increasing effectiveness while reducing costs for the individual associations. Throughout 2009, PMA and NTMA lobbied as "One Voice" for the metalworking industry. We held our first joint Legislative Conference in May with 100 PMA and NTMA members descending on Capitol Hill to lobby Congress to adopt policies that ensure a strong U.S. manufacturing sector. Mark your calendar for April 20-21 for the 2010 Legislative Conference—with so many important issues facing small and medium-sized manufacturers, this is a must-attend event!

For the third straight year, PMA and NTMA hosted a successful joint Purchasing Fair, this time in Indianapolis. And together we will host two such events in 2010.

Also in 2010, NTMA will move its headquarters to Cleveland, co-locating with PMA and the Industrial Fasteners Institute, enabling further collaboration between our organizations.

In addition to the growing relationship with NTMA, another successful partnership was forged with the Fabricators & Manufacturers Association International (FMA), the Society of Manufacturing Engineers (SME) and the American Welding Society (AWS) to produce the nation's single largest manufacturing tradeshow. The first FABTECH International and AWS Welding Show including METALFORM was held in November in Chicago, with more than 25,000 visitors in attendance. We look forward to many more successful tradeshow together in the future.

Throughout my year as chairman, I enjoyed being able to meet so many PMA members across the country and I look forward to seeing all of you at future events. Best wishes for a happy and prosperous 2010!

Sincerely,

A handwritten signature in black ink that reads "Wayne Boeckman". The signature is written in a cursive, flowing style.

Wayne Boeckman
PMA 2009 Chairman of the Board



take raw materials and convert them into finished products that customers can test, see and feel, to prove their worth. To develop these products, you need an idea and an understanding of how to make it work. This to me is a moral endeavor, yet our industry often gets treated like the 'bad guy' by the media and by our politicians."



Gretchen Zierick

During her term as PMA chair and beyond, Zierick expects PMA's advocacy efforts to help ensure that government actions do not put manufacturers at a further competitive disadvantage. She urges all that work in manufacturing to follow PMA's lead and support those politicians that support policies that encourage the growth of America's small to medium-sized manufacturing companies, by eliminating barriers to profitability.

In addition to advocacy, Zierick encourages members to become involved with PMA's many networking opportunities, including attending local district meetings and roundtable events.

She is a strong supporter of the PMA Educational Foundation (PMAEF) as well, which offers the industry a powerful platform from which it meets the continuing and evolving educational needs of the industry.

Learn more about Zierick's goals during her term as chair by visiting www.metalformingmagazine.com and referencing the [article](#) that appeared in the November issue of *MetalForming* magazine.

Bob Clay, Pridgeon & Clay, and P.J. Thompson, Trans-Matic Mfg. Co., join Zierick with leadership roles on the board of directors. Clay will serve as first vice chair and Thompson as second vice chair and treasurer.

PMA Alliance with NTMA Yields Stronger Presence in Washington, D.C.

In 2009, PMA officially joined its advocacy efforts with the National Tooling & Machining Association (NTMA) to create “One Voice” for the metalworking industry. Representing nearly 3,000 metalworking member companies, One Voice is urging Congress and the Administration to adopt a pro-manufacturing agenda.

PMA and NTMA retain the Washington, D.C.-based lobbying firm The Franklin Partnership, who works with Congress on a daily basis, and Bracewell & Giuliani for media relations.

Progress is being made on several fronts:

Access to Credit

One Voice has been working with the Departments of Treasury and Commerce for the past several months, presenting proposals to help solve the credit crisis facing small and medium-sized manufacturers (SMMs). In October, President Obama called on Congress to redirect some of the remaining Troubled Asset Relief Program (TARP) funds to help small businesses. The Administration is pushing to lower interest rates to encourage small banks to lend to more businesses and to increase loan maximums under Small Business Administration (SBA) lending programs. They also will boost the top limit of many of the SBA's 7(a) and 504 loans from \$2 million to \$5 million and raise microloans from \$35,000 to \$50,000. The Administration will require banks to report to the White House on the number and amount of loans provided to small businesses. While these steps alone will not completely solve the problem, they are important steps and demonstrate that our voice is being heard.

National Manufacturing Policy

The Obama Administration requested One Voice's input in developing policies to boost manufacturing. Working with other metalworking trade associations, One Voice prepared a number of recommendations based on feedback from manufacturing businesses including tax reform, access to credit, regulatory review, workforce recruitment and training, and additional priorities as indicated by member companies. The proposal will be delivered to the Administration this month with hopes the White House will incorporate One Voice's suggestions into its manufacturing policy. In addition,



From left: Wes Smith, E&E Mfg. Co.; P.J. Thompson, Trans-Matic Mfg. Co.; Bill McKibben, Pridgeon & Clay; and Cheryl Swaim, Falcon Stamping, meet with Michigan Congressman Peter Hoekstra during the One Voice Legislative Conference.

tion, Rep. Bill Lipinski (D-IL) is seeking One Voice's input on legislation he will introduce requiring the U.S. government to produce a comprehensive quadrennial National Manufacturing Strategy.

Health Care

While reform of the health care system is needed, One Voice opposed the House and Senate versions of health care legislation because of the numerous taxes and mandates that would be placed on small businesses. The House and Senate must now reconcile differences in their bills through a Conference Committee. During this process, One Voice will continue to urge Congress not to pay for health care on the backs of small businesses.

Taxes

One Voice also worked for many months to get an expanded net operating loss (NOL) carryback provision included in H.R. 3458, the Worker, Homeownership and Business Assistance Act of 2009. NOL will help manufacturers struggling in the current economic downturn by allowing companies to carry back net operating losses to the prior 5 years, as opposed to the 2-year carryback permitted under current law. President Obama signed the legislation on November 6.

In addition, One Voice lobbied for an extension of the R&D tax credit and estate tax exemptions for individuals with estates of \$5 million and \$10 million for couples. Unfortunately, the House voted in December to extend the current estate tax indefinitely, which would otherwise have expired at the end of the year, making the 2009 rates permanent – a 45 percent tax rate for estates over \$3.5 million for individuals and \$7 million for couples. Since the current political climate is not favorable at this time to a full repeal of the estate tax, One Voice will continue to lobby for tax exemptions at a higher level.

Labor Law

Labor unions continue to seek a compromise to the Employee Free Choice Act (card check) that will garner the 60 votes needed to pass the Senate. Sources indicate they remain two or three votes shy with several moderate Democrats stating they cannot support the bill. Labor's latest “compromise” attempt is to preserve the private ballot but instill “quick” or “ambush” elections that mandate a vote to

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From left: PMA members Ron Overton, Overton Industries, and Wes Smith, E&E Mfg. Co., testify before the House Small Business Committee.

organize must occur within ten days of initiation. One Voice continues to urge these Senate Democrats to oppose the Employee Free Choice Act in any form.

ADVOCACY

In addition, legislation has been introduced that would require companies that employ 15 or more employees during 20 or more work weeks per year to provide a minimum paid sick leave and employment benefits of: (1) seven days annually for those who work at least 30 hours per week; and (2) a prorated annual amount for those who work less than 30 but at least 20 hours per week, or less than 1,500 but at least 1,000 hours per year. One Voice opposes this legislation and other similar bills as they are a costly mandate on businesses and would eliminate the flexibility employers require to design leave policies that meet their employees' needs while still preserving the employer's ability to provide a reliable, stable and healthy workforce.

Cap and Trade

The House narrowly passed cap and trade legislation in June, which would dramatically increase the costs of manufacturing in America through taxes on emissions and energy consumption. One Voice continues to urge the Senate to oppose such legislation as it will put manufacturers at a global disadvantage over foreign competition who will not face similar restrictions.

Media Coverage

Throughout 2009, NTMA and PMA's public relations firm, Bracewell & Giuliani, helped the organizations receive increased media exposure in high-profile publications, including the *Wall Street Journal*, *Washington Post* and *USA Today*, as well as in the trade press and on television and radio, including CBS News, NPR and BBC America. This media outreach remains a critical component of One

Voice's efforts to be heard in Washington. On average, One Voice receives 10-15 media impressions per month.



Grassroots

The key behind PMA and NTMA's influence in Washington, D.C., is the participation of members. Nearly 100 members attended the One Voice Legislative Conference in May, visiting with approximately 100 congressional offices to share the industry's concerns on key issues. In addition, throughout the year, members educated lawmakers through plant tours of their facilities and by testifying before Congress.

A Look Ahead to 2010

2010 will be an important year with the midterm elections in November. PMA's Voice of the Industry Committee (PMAVIC), the association's political action committee, will be actively supporting pro-manufacturing candidates for Congress nationwide. Be on the lookout for more information on how you can support PMAVIC in this effort.

In addition, PMA will continue its lobbying efforts on the key issues identified by members in the annual advocacy survey, including health care reform, labor law issues such as card check and mandated paid sick leave, taxes, regulations, cap and trade, access to credit, trade law reform/currency manipulation, and employee training. Mark your calendar for April 20-21 for the second annual One Voice Legislative Conference in Washington, D.C., to join other industry leaders in lobbying Congress on these critical issues.

For the latest information on One Voice advocacy efforts, visit www.metalworkingadvocate.org.

New Service Delivers Timely Economic Analysis to PMA Members

In 2009, PMA added two new business reports to its "Center for Business Analysis"—*Economic Quarterly* and *Economic Trends Monthly*—offering members key information and insight into the current economic situation.

Prepared by Dr. Ken Mayland, president of ClearView Economics, LLC, *Economic Quarterly* contains a one-page summary of key economic indicators and approximately 20 pages of charts. Key indicators include measures of economic momentum, industrial demand, price and inflation trends, foreign exchange rates and international prices and interest rate trends.

In *Economic Trends Monthly*, Dr. Mayland provides a series of timely commentaries on economic indicators as they are released on a monthly basis with analysis of their importance to manufacturing industries.

Both the *Economic Quarterly* and *Economic Trends Monthly* are sent via e-mail directly to members. If you are not receiving the reports and would like to be added to the distribution list, contact Cindy Minn at 216/901-8800 or cminn@pma.org.

In addition to the new reports, PMA conducted 11 surveys throughout the year to help companies benchmark their performance against others in the industry. Members are encouraged to start 2010 with a commitment to gather business knowledge from PMA's selection of business reports. Participate in any of the surveys and receive the corresponding reports and supplements free. This year's survey schedule:

- Safety – February
- Executive Compensation – March
- Benchmarking – May
- Financial Analysis – May
- Wage & Benefit – June
- Business Conditions – Monthly
- Orders & Shipments – Monthly
- Operating Ratios – Quarterly
- Steel & Nonferrous – Quarterly
- Capital Spending – January
- Sales & Marketing – January



MetalForming Magazine: 2009 in Review

MetalForming magazine's global presence continues to grow via our expanding electronic-publishing operations. New in 2009 was the introduction of a new monthly free e-newsletter, *Tool & Die Authority—In Brief*. This monthly newsletter, with a circulation approaching 12,000, summarizes the columns of our five *Tool & Die Authority* columnists, who offer a combination of blog-style news and exclusive information about tool and die companies, markets, customers and much more. The publication provides solid technical tips not found anywhere else to help tool and die operations solve a range of challenges, enabling them to offer top-notch service to their customers while improving their bottom line.

MetalForming also spearheaded PMA's efforts to publish a new book in 2009, called "Die Protection for Lean Manufacturing—Error-proofing concepts for toolmakers and die designers," written by Drew Stevens. This new book shows readers step by step how to develop modern sensing technologies for the pressroom and apply them to a lean-manufacturing environment. Stevens is a journeyman diemaker and developer of specialized sensor-based die-protection training and application-assistance programs for metalforming companies. He also writes an error-proofing column for *Tool &*



Die Authority.

MetalForming added to its multimedia offerings by reproducing all of the magazine's 2008 feature articles on a searchable CD. We will continue to produce each year's feature articles on CD and also develop additional CD-ROMs on a variety of metalforming topics.

Subscriptions to our twice-monthly e-mail newsletter approached the 12,000 mark, and we

sold out the sponsorship opportunities available for the e-newsletter. The magazine's website, www.metalformingmagazine.com, continues to grow, in content and in activity. And, the staff is hard at working preparing to launch a freshly redesigned website in January 2010.

New to the website in 2009 were two pavilions added to our expanding Pressroom Technology Show on the Web, our virtual tradeshow. The new pavilions feature equip-

ment and technology for welding and assembly, and parts cleaning.

The print edition of *MetalForming* hit several key editorial focal points for the year, including detailed coverage of welding and assembly of metalformed parts; state-of-the-art automated packaging systems for stampings and fabricated-metal parts; metalforming opportunities in the medical industry; big-bed mechanical presses working in the agricultural industry; and new technology developments in laser cutting and CNC punching.

MetalForming also proudly introduced a new monthly columnist in 2009, Michael Bleau, to write the new column—The Business of Metalforming. Michael, president of Industry Scope, a strategic B2B and B2C sales and marketing consulting firm, has held executive positions for several automation and press manufacturers. Michael regularly consults with manufacturing companies on strategic planning, sales and marketing, brand and product development, PR and sales-channel development. His column has been a welcome addition to the magazine.

And, again in 2009, *MetalForming* published three Spanish-language magazines for the Mexican metalforming market. Each issue was delivered to 10,000 prequalified metalforming professionals throughout Mexico, and they were all again generously supported by advertisers.

PMA Creates New Training Opportunities for Metalforming Companies

The educational needs of metalforming industry employees continue to be met through seminars, conferences, PMA's Annual Meeting and new training materials.

New Training Offerings

To address the industry's reduced ability to travel for training, PMA introduced the Technical Training Library. This resource contains archived webinars, PowerPoint presentations from popular technical seminars and other training materials. These affordable offerings allow companies to continue to train their workforce on-demand, in their facility. As webinars are held throughout 2010, they will be added to the library, in addition to other educational resources.

PMA also introduced a monthly Training Bulletin e-newsletter to keep managers and training individuals aware of updates in the industry. This communication also contains information about upcoming PMA training events. To subscribe to this publication, visit: www.pma.org/webinars/subscribe.asp.

Seminars

During 2009, more than 300 people from 229 companies participated in seminars and roundtables sponsored by PMA's Educational Foundation. Although the attendance was down from our record-setting year in 2008, all seminars and speakers received high ratings in attendee evaluations and were considered extremely valuable. Subjects focused on various aspects of tool and die, short-run stamping, materials and formability, human resources, sensors, and other areas of operation and management.

To address the current status of the metalforming industry, we have reduced the schedule for face-to-face seminars and roundtables for 2010 to 13. The Technical Seminar Committee converted several popular basic seminars to six month-long webinar series as well as four stand-alone webinars. This will allow PMA to still offer training to metalforming companies, without requirement of travel or time away from the plant.

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In-Plant Training and Management Webinars

In 2009, PMA continued expanding speakers and topics for customized in-plant workshops to help companies with their specific training needs. Peter Ulintz and Eric Theis were added last year, offering workshops on Making Flat-Rolled Flat and Designing & Building Dies for High-Strength Steel Stampings.

PMA continues to offer training for management-level employees, through a relationship with webinar providers. Programs from such prestigious organizations as Kiplinger Washington and Harvard Business School are now available through the PMA website—either live or archived—at a significant member discount. They cover topics to enhance the skills and knowledge of senior management, customer service, sales and marketing, financial, human resources and workforce development staff. A full leadership training curriculum also is available online, covering such things as effective coaching, motivating, interviewing and negotiating.

Educational Conferences

During the 2009 FABTECH International & AWS Welding Show

including METALFORM, 327 people attended the educational conference held in conjunction with the exhibition. One hundred and eight speakers made presentations in 63 tracks, including 23 covering stamping subjects such as higher-strength steels, automation, sensors and control systems, value-added, tooling, safety, press technology and die design. Save the date for the 2010 FABTECH show, November 2-4 in Atlanta.

PMA also held an educational conference at METALFORM Mexico in June 2009. Due to low interest in the Mexican market, PMA will not hold a conference in conjunction with METALFORM Mexico in 2010.

Annual Meeting

“Expanding Opportunities Through Markets, Products and Ideas” was the theme for the 2009 Annual Meeting, held in Palm Desert, CA, October 8-10. More than 150 registrants were in attendance to network and learn more about the metalforming industry. Mark your calendar now for the 2010 Annual Meeting at the Amelia Island Plantation, Amelia Island, FL, on October 7-9, which will be co-located with NTMA’s Fall Conference.

You can find full details about all of these programs on the [PMA website](#) or by calling the meetings team at 216/901-8800.



PMA 2009 Chairman of the Board Wayne Boeckman addresses Annual Meeting attendees.

2009 Networking Report

Districts

PMA’s districts located in the United States and Canada offered excellent networking close to home for their members throughout the 2008-2009 district year. Meetings held during this period attracted nearly 3,000 individuals from more than 1,300 companies. PMA’s district boards boast 154 officers, many of whom were trained and educated during an online leadership conference held in June.

Committees

PMA’s 2009 standing and project committees were critical in the development of new products and services, including the 4th edition of *Design Guidelines*, produced by a project committee chaired by Bob Byrne with American Trim. The Conference Committee successfully transitioned the conference to blend with the FABTECH Conference, while the Technical Seminar Committee assisted with the transition of several seminars to webinars, with a comprehensive schedule of webinars planned for 2010. The Training &

Education Committee was instrumental once again in developing the agenda for the Trainers Roundtable and assisting foundation staff in developing new workforce development tools, such as the *Occupational Aptitude and Knowledge Assessment*.

Divisions

PMA’s divisions offered outstanding networking and learning opportunities throughout the year.

The Metal Stamping Division hosted the 16th annual Automotive Parts Suppliers Council (APSC) meeting in May, which addressed automotive supply trends, market forecasts and performance benchmarks. This meeting attracted a record number of individuals and first-time attendees and for the first time ever was extended by a half-day to offer an auto supply chain panel, a networking cocktail reception and supplier exhibits.

The Next Generation Leaders Division chair, Jeff Aznavorian, Clips & Clamps Industries, worked with the division’s three committees to help shape its goals and develop valuable meetings. In addition to Next



Bill Dee, Pridgeon & Clay, gives a presentation during the annual Trainers Roundtable, organized by the Training & Education Committee.

Gen Leaders Day at METALFORM, where members chose the most innovative new products at the show, the group held a conference call to discuss business conditions. There also were special events for Next Gens during PMA’s Annual Meeting.

The Custom Roll Forming Institute
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2009 Networking Report...continued

Division held a meeting in September to begin work on creating more value-added benefits for custom roll formers to increase involvement and membership in the division. At the meeting, a new Task Group was formed to facilitate the process, concentrating on marketing the process to design engineers and purchasers. Plans are being developed for a technology-based meeting in April 2010.

The Tool and Die Division held its annual roundtable in Nashville, which included a plant tour of prospective member Vaughn Manufacturing and technical presentations on topics such as machine tool technology and high-speed machining.

Metal Spinning Division members met in Ft. Lauderdale in March for roundtable discussions and presentations on ERP software and a legislative update. In September, the group met in Cleveland for roundtable discussions and a tour of Anchor Manufacturing Group, Inc. 2008-2009 Chairman Bill Kaupp, C.B. Kaupp & Sons, passed the torch to John McGeever, Charles Schillinger Co., who will serve as 2010-2011 division chairman. The group will next meet in March 2010 in Clearwater, FL.

Executive Networking Groups

The Women in Metalforming group, led by Gretchen Zierick of Zierick Manufacturing, continued to gain new mem-

bers, and had an outstanding social event in conjunction with METALFORM in Chicago. The e-mail list serve continues to be a resource for people to share perspectives and advice.

PMA's other networking groups continued to have successful meetings in 2009 as well. The **GADA Group**, **Naples Group** and **COO Group** each met three times in locations around the country, usually in conjunction with plant tours and/or speakers on topics chosen by the groups. Networking is consistently ranked as a top priority for PMA members. These three groups provide an incomparable experience for peers to learn from each other and grow their businesses.

ICOSPA Activities

Delegates from France, Germany, Japan, the Netherlands, United Kingdom and United States gathered in Boston in October 2009 for the 44th International Council of Sheet Metal Presswork Associations (ICOSPA) Presidents Council meeting.

The event included reports from each association, discussions on the impact of the manufacturing recession and survival strategies, and special presentations from Canadian and Mexican metalforming association representatives. Participants also discussed future ICOSPA activities, including preliminary plans for the next ICOSPA Congress, which will be held in Aachen, Germany, September 18-21, 2011.

The Presidents Council meeting marked the final event chaired by



PMA member Bruce Walker, Walker Corporation, who served as ICOSPA president from 2007-2009. The meeting concluded with the election of a new president, Dr. Gerhard Brüninghaus of Brüninghaus & Drissner GmbH, Hilden, Germany, who will serve in that role from 2010-2012. Mandy Basel, PMA's executive and international networking manager, was elected to continue serving as ICOSPA secretary general.

For more information about ICOSPA, visit www.icospa.com or contact Mandy Basel at 216/901-8800 or mbasel@pma.org.

PMAEF Introduces New Products and Industry Partnerships

In 2009, despite the down economy, the PMA Educational Foundation (PMAEF) continued its focus on addressing the industry's workforce development needs, with the knowledge that the impending skills shortage was most certainly delayed by the poor economy, but was probably not alleviated. The reality remains that the average age of skilled employees in metalforming facilities is over 55, and there is not a workforce development structure in place nor people lining up to replace them. In fact, many experts now believe that skilled laborers will indeed delay their retirements, but once their retirement funds recover, they're going to rush to the doors in unison, causing a more precipitous loss of skills than earlier expected.

New Products

With that in mind and with early signs of an economic recovery, PMAEF recently released its newest product, the *Occupational Aptitude & Knowledge Assessment*, to assist the industry in the employee selection process. This assessment—a multiple-choice test—is an industry-validated instrument for evaluating entry-level job applicants with little or no industry experience. It's designed to be a predictor of an inexperienced applicant's potential to learn the job and his/her ability to function in today's precision manufacturing environment. The 60-question test assesses mechanical aptitude, spatial and mathematical reasoning, measurement, use of communications and information, and the



understanding of basic industry knowledge and behaviors of applicants for either entry-level training programs or to fill internal job vacancies.

WorkingSolutions, the foundation's consulting unit, also provided workforce development solutions while providing revenue for the foundation. It continued its long-standing work with Hennepin Technical College in Plymouth, MN, on the Minnesota M-Powered program by completing performance requirements, job standards and documentation for targeted occupations.

WorkingSolutions also was contracted by the National Institute for Metalworking Skills (NIMS) and work began in 2009 to develop in-

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PMAEF Introduces New Products and Industry Partnerships...continued

plant implementation and administration materials for the *21st Century Apprenticeship Program for Precision Manufacturing* project, through a grant funded by the U.S. Department of Labor. These new apprenticeship programs will incorporate industry-designed competencies and assessments; national certifications; best practice on-the-job training designs; related technical instruction including distance/e-learning and traditional curriculum; and NIMS-certified "Train-the-OJT Trainer" workshops. Competency-based apprenticeships will be designed for seven occupations including stamping press setup/operator, tool and die maker, CNC machining operator, EDM operator, mold maker, precision assembler and machinist. Work will continue through at least the first-half of 2010.

Grants

While the foundation's ability to fund new grants was severely limited due to stock market losses impacting its endowment, it continued to reap the benefits of previously funded grant projects. The M-Powered Program referred to earlier is continuing to serve the industry in Minnesota with residual benefits to metalformers throughout the country. *The Occupational English for Metalforming* curriculum developed through M-Powered is one example of a learning tool available for use throughout the industry, and a sensor training program being developed by the Indiana District (and partially funded through a PMAEF grant) also will be made available for distribution and use by others.

Partnerships

At the direction of the Board of Trustees, PMAEF's limited grant funding was used to enhance and solidify partnerships. Work with NIMS continued, now in its 17th year. Through NIMS, the foundation participated in and had exposure at the SkillsUSA 2009 Machine Tool Technology Competition in



A machining apprentice competes during the annual NTMA/NIMS National Apprentice Competition.

Kansas City, MO. This competition, based on the NIMS Level I and Level II Skill Standards, brings together contestants from high school and post secondary technical education programs who survived regional and state competitions to advance to the "Super Bowl" of skills.

Funds also were granted to the Indiana Chapter of the National Tooling and Machining Association (NTMA) to support the 2009 NTMA National Apprenticeship Contest. This was done in the spirit of greater cooperation with NTMA and other metalworking associations to work together in fostering a greater emphasis and impact on workforce development. Along these lines, PMA has been awarded a contract to manage the NTMA Foundation, which should result in greater synergy in the future.

Another partnership introduced in 2009 resulted in a joint student event with the Society of Manufacturing Engineers (SME) and the Fabricators & Manufacturers Association (FMA) at the FABTECH

tradeshow in November at McCormick Place in Chicago. Staff and volunteers from the three organizations planned and implemented the event. It attracted nearly 300 students from secondary and post-secondary schools throughout the region who learned about the technology and career opportunities in metalforming and fabrication.

PMAEF has also gone beyond traditional funding sources to provide for the workforce development needs of the industry. With the support of the Board, staff has worked with Time Wise Management Systems to write a multi-million dollar grant proposal under the American Recovery and Reinvestment Act. Time Wise has experience bringing training to industry through a fleet of semi-trucks and RVs filled with equipment and simulators used to train prospective employees, through a rigorous curriculum and on-the-job training. The substance of this proposal is to provide basic skills training in limited geographic areas. More importantly, however, it could create a model for similar programs in years to come. These grant proposals are currently under evaluation and will be awarded early in the new year.

Looking Ahead

PMAEF is positioned to assist you, your MEP and/or community college in designing and developing education and training programs to meet your current and future workforce needs. Contact us for assistance in writing curriculum, developing competency-based skill progressions and on-the-job learning programs, training of on-the-job trainers, providing instructional resources and materials for custom designed training programs and activities, implementing apprenticeships, assisting in new-hire screening and assessment practices, and promoting careers and advanced opportunities in the metalforming industry.

We thank you for your assistance in the past and look forward to your continued support.

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