

Join Metalworking Executives on Capitol Hill at the One Voice Legislative Conference

Make plans to join PMA and NTMA members in Washington, D.C., April 20-21, 2010, for the second annual One Voice Legislative Conference. With so many critical issues facing small and medium-sized manufacturers, including health care, card check, cap and trade and the estate tax, the conference is a must-attend event.

The conference kicks off on Tuesday, April 20, with lunch and a keynote presentation from speaker Susan Molinari on the current political landscape and upcoming mid-term elections. A member of Congress



The conference also includes presentations on the Administration's manufacturing policies, job training, and card check and other labor law issues. And, John Guzik and Omar Nashashibi of The Franklin Partnership, the One Voice lobbying firm, will brief participants on key issues in preparation for the congressional meetings. The day concludes with a networking reception attended by Michigan Congressman Mike Rogers.

On Wednesday, April 21, members will head to Capitol Hill for a full day of lobbying Congress on the issues that impact our industry.

Nearly 100 PMA and NTMA members convened in Washington, D.C., for last year's Legislative Conference, where we spread our message to 100 congressional offices. We want to build on that momentum and have an even more successful event this year. Please join us—the more people who participate, the stronger our message. View the complete [conference details](#) and [register to attend](#).

Contact Christie Carmigiano at 216/901-8800 or ccarmigiano@pma.org with questions.

from New York from 1990-1997, Molinari became the highest-ranking woman in Congress when her colleagues elected her to the eight-person Republican Majority Leadership after the GOP regained the House majority in 1994. As a member of the House Budget Committee, she was at the forefront of producing Congress's first balanced budget in 29 years. After leaving Congress, Molinari co-anchored "CBS News Saturday Morning." She is a Senior Principal in the government relations, advocacy and strategy section of Bracewell & Giuliani LLP in Washington, D.C., and a political pundit who often appears on television news shows.

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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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www.pma.org

Schedule of Events

Monday, April 19

1:00 p.m. – 4:30 p.m. — Registration
5:30 p.m. – 6:30 p.m. — Optional reception for early arrivals (cash bar)

Tuesday, April 20

8:00 a.m. – 5:00 p.m. — Registration
11:30 a.m. – 12:30 p.m. — Opening remarks and lunch
12:45 p.m. – 1:30 p.m. — Susan Molinari (keynote speaker)
1:45 p.m. – 4:00 p.m. — Presentations on manufacturing policies, job training, and card check and other labor law issues
4:00 p.m. – 5:00 p.m. — Issue briefing from The Franklin Partnership
5:30 p.m. – 6:30 p.m. — One Voice reception with Rep. Mike Rogers (MI)
6:30 p.m. — Social event for PMA and NTMA Next Generation Leaders

Wednesday, April 21

8:00 a.m. – 10:00 a.m. — Continental breakfast on Capitol Hill, review of issues and presentation by a member of Congress
10:00 a.m. – 4:00 p.m. — Lobby on Capitol Hill

Two Events Planned for Marketing & Sales Professionals

PMA is holding two events in 2010 designed specifically for marketing and sales professionals—the annual Marketing and Sales Roundtable and the inaugural Marketing & Sales Conference. Mark your calendar and make plans to attend both events.

Marketing & Sales Roundtable May 19-20 – Cleveland, OH

PMA's annual Marketing and Sales Roundtable will include a networking dinner; agenda-setting session; a business conditions forecast presentation by Dr. Ken Mayland, Clearview Economics; and facilitated roundtable discussion on the most pressing issues facing your business and sales today.

Benefits of attending include learning from and networking with peers, addressing marketing issues that affect businesses, gaining ideas to improve business and accessing timely information on how to infiltrate new markets.

To register or receive more information, contact Allison Grealis at 216/901-8800 or agrealis@pma.org. Space is limited so please register early! The registration deadline for this event is May 17.

Marketing & Sales Conference August 26-27 – Rosemont, IL

PMA's inaugural Marketing & Sales Conference will feature educational sessions facilitated by top-notch speakers for both marketing managers and sales representatives, giving you tried and true examples for reaching new customers, maintaining current customers and establishing strong company brands.

The conference will consist of two concurrent tracks for managers and sales representatives.

- **Management Track Topics:**
Methods for Managing Your Sales Team



Mutual Action Planning
How to Add Value to Your Brand
Diversifying in a Stressed Economy

- **Sales Track Topics:**
Understanding the Sales Process
Seven Steps to Closing a Profitable Sale
Reporting and Data Management
Conceptual and Strategic Selling
Sponsorships and table-top exhibits are available.

Contact Deanna Nwosu at 216/901-8800 or dnwosu@pma.org for more information.

EXAMPLES OF LEADERSHIP

Bob Clay, PMA's 2010 first vice chairman, is actively involved across several areas of the association.

He is a strong supporter of PMA's advocacy efforts, participating in PMA Lobby Days on Capitol Hill since 2002 and donating annually to the association's political action committee and advocacy fund. Last year, Bob testified on behalf of the metalforming industry before the U.S. House of Representatives Ways and Means Subcommittee on Trade at a hearing titled "Trade Aspects of Climate Change Legislation." He explained how manufacturers would be directly affected by a potential cap-and-trade system or import tariffs on goods from countries that do not implement climate change policies.

Bob is a member of the PMA Board of Directors and Executive Committee. His previous committee involvement includes service as chair of the Finance Committee, a



In each issue of *Update*, PMA features a member who has contributed a tremendous amount of time and effort to the industry through volunteer service to the association. This month we are pleased to acknowledge **Bob Clay**, CEO of Pridgeon & Clay, Inc., Grand Rapids, MI.

member of the Strategic Financial Planning Committee, and a member of the ICOSPA Congress Steering Committee, which planned the successful 2008 ICOSPA Congress in Grand Rapids. During the event, Bob also hosted a plant tour of his company for Congress attendees.

In addition, he generously supports PMA through Pridgeon & Clay's sponsorship of association events, including the PMA Annual Meeting and ICOSPA. The company also contributes annually to the PMA

Educational Foundation.

A PMA member since 1984, Pridgeon & Clay is one of the largest independent, value-added manufacturers and suppliers of stamped and fine-blanked components for the automotive industry. The company received three of PMA's Awards of Excellence in Metalforming in 2009, in the areas of quality, process control, and training and education. PMA thanks Bob Clay for his ongoing volunteer service and leadership!

PMA/NTMA Plan 5th Annual Joint Purchasing Fair

PMA and NTMA will host the associations' fifth annual Contract Manufacturing Purchasing Fair, May 12 at the Hyatt Regency Irvine, CA. This year's event has a focus on re-shoring and bringing back work to the United States.

At this event, contract manufacturers can meet with qualified buyers and specifiers directly involved in the purchasing of special tooling or assemblies/subassemblies, precision sheetmetal stampings and fabricated components. Purchasers from more than 45 companies are

expected to attend.

Registration has begun for this event and, for your convenience, registrations may be made online at www.pma.org, and by fax or phone. To obtain additional information, contact Allison Grealis at 216/901-8800 or agrealis@pma.org.



*Emphasizing Re-Shoring:
Bringing Work Back to the U.S.*

PMA Launches Registration for METALFORM Mexico

PMA is accepting registrations for METALFORM Mexico, which once again will co-locate with AWS Weldmex and FABTECH Mexico, on May 11-13, 2010 at Centro Banamex in Mexico City. COATech—the only show for finishing and corrosion control in Mexico—will join the event again as well.

The four shows, considered Mexico's "Mega Event" for tool and die, stamping, forming, fabricating, tube and pipe, welding, assembly and finishing of sheetmetal component parts and assemblies, is the only event of its kind in Mexico.

Visit the METALFORM Mexico website, www.metalform.com/mexico, for registration details, the growing list of exhibitors, the floor plan, hotel and travel information, and more. Those interested in exhibiting at METALFORM Mexico also can find the information they need at the exposition's website or may contact Roger Judson at 800/541-5336. The METALFORM Mexico exhibit floor is nearly 80 percent filled.

<p>METALFORM Mexico 2010 Exhibit Hours</p> <p>Tuesday, May 112 p.m. – 8 p.m.</p> <p>Wednesday, May 12.....2 p.m. – 8 p.m.</p> <p>Thursday, May 132 p.m. – 8 p.m.</p>	
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PMA Member Hosts Congressional Plant Tour



Indiana Congressman Mike Pence (left) visited Batesville Tool & Die, Batesville, IN, on February 17 for a meeting and plant tour with company president/CEO Jody Fledderman.

Plant tours are a great way to educate elected officials and candidates about the needs of the metalforming industry. PMA is available to help arrange tours for interested member companies. Contact Christie Carmigiano at 216/901-8800 or ccarmigiano@pma.org for more information.

Automotive Recovery Ahead

Attend the 17th Annual Automotive Parts Suppliers' Council Meeting

Join fellow automotive suppliers May 4-5 at the Sheraton Detroit Novi, MI, for the 17th annual PMA Automotive Parts Suppliers' Council (APSC) meeting. On Tuesday, May 4 at 3:00 p.m., PMA will offer a panel featuring buyers and procurement professionals from the automotive sector, followed by a networking cocktail reception decorated with supplier exhibits from companies such as Anchor Danly, Plex Systems and AP&T North America. On Wednesday, May 5, morning presentations will address timely topics impacting the automotive industry such as planning for growth and legal strategies.

This is an ideal forum for chief executive officers, presidents, chief financial officers and other senior executives of companies serving the automotive market. Benefits of attending include cutting-edge and timely automotive-industry trend analysis, production forecasts that can be used to develop marketing plans, the ability to network with fellow automotive suppliers, benchmarking, and discussion on strategic trends and changing conditions in the automotive market.

To register for this event or to receive more information, contact Allison Grealis at 216/901-8800 or agrealis@pma.org.

Submit an Entry for PMA's Awards of Excellence

PMA encourages companies that excel in the areas of design, quality, training and education, safety, productivity, process control and product development to submit an entry for PMA's 2010 Awards of Excellence in Metalforming.

Winners receive valuable recognition in *MetalForming* magazine, on PMA's website, and at PMA's Annual Meeting and FABTECH tradeshow; and are honored with a special plaque, commemorative flag and cash prize.

View the [award descriptions and submission requirements](#), and enter to win! The submission deadline is May 31.

Contact Christie Carmigiano at 216/901-8800 or ccarmigiano@pma.org with questions.

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New Design Guidelines, Fourth Edition

Design Guidelines, Fourth Edition describes manufacturing processes so you may better understand the advantages and limitations of metalforming, emphasizing design considerations and values that will lead to realistic product expectations. This edition takes you step by step through the planning process.

The new edition contains nearly 200 pages, including, photos, illustrations, charts, tables and schematics. *Design Guidelines, Fourth Edition* provides guidance in key areas of design and specification where general information is lacking. The guidelines represent good design best practices, utilizing current technology, to create cost-effective products appropriate for general usage.

This is a must-have guide! [Order yours today!](#)

Member: \$55
Nonmember: \$95

Occupational Aptitude & Knowledge Assessment

The 60-item, multiple-choice 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 job vacancies. Instructions, scoring templates, cut score recommendations, diagnostics and security practices are provided for two assessment versions. [Get more information.](#)

Member: \$125
Nonmember: \$195



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Visit Marketplace for a wide selection of technical materials, business and safety products, management books and professional services. Purchase at a discount when you use your MemberNet ID number. To obtain a number, contact Marianne Sichi at 800/540-1757 or mp@pma.org.

Electricity Highlights!

Through the Affiliated Power Purchasers International LLC (APPI) Savings Solutions Program, APPI offers PMA members power energy solutions by providing education, information and customized solutions that reduce and manage energy costs. As an unbiased and fully independent energy consultant, APPI works only for you, never the suppliers.

APPI is offering free upcoming webinars to PMA members in Pennsylvania, Ohio and New Jersey. These webinars will educate participants about the status of electricity deregulation in these states and the decisions that can be taken to develop an energy procure-



ment strategy. Presidents, owners, CFOs, facility managers and energy managers are encouraged to participate.

View details about the webinars and register to attend:

- [PA Energy Webinar](#) - 3/10/10
- [OH Energy Webinar](#) - 3/17/10
- [NJ Energy Webinar](#) - 3/18/10

See additional information about the [APPI program](#), or contact at 800/520-6685 or info@appienergy.com.

NEW MEMBERS this month

PMA is pleased to welcome new member company **Metal-Era, Inc., Waukesha, WI**, a leader in commercial roof edge and roof ventilation solutions. Metal-Era joined PMA to take advantage of the health insurance program offered to members. The company also looks forward to participating in PMA's surveys and executive-level networking opportunities.

Acme Wire Products Co., Inc.
Mystic, CT
Rep: Michael A. Planeta

DeMilta Iron & Metal
Willoughby, OH
Rep: Chris Jekutis

Cullen Building Products, Inc.
Canada
Rep: Barry Hart

Metal-Era, Inc.
Waukesha, WI
Rep: Gene Mallinger

Find out how you can be rewarded for sponsoring new members under PMA's "3 and Free Program." Contact Janet Krall at 216/901-8800 or jkral@pma.org for more information.

PMA's Preferred Partners

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21st Century Apprenticeships

Under the NIMS, U.S. Department of Labor grant, the PMA Educational Foundation's *WorkingSolutions* has completed the first round of job analyses for press

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setup operators, tool and diemakers, moldmakers and precision machinists. These sessions were conducted at PMA headquarters, the Tooling and Manufacturing Association and at the University of Pittsburgh's Manufacturing Assistance Center. Each workgroup developed a detailed job-task and skills analysis for its discipline. These analyses are currently under review at selected validation sites throughout the country. Subsequent sessions will focus on designing skill-based learning progressions, developing master activity plans (MAPs) and developing and validating hands-on performance assessments. NIMS and PMAEF's *WorkingSolutions* thank the following companies and institutions for participating in these first sessions:

- A.J. Rose Mfg. Co.
- Anchor Mfg. Group
- B. Braun Medical
- The Boeing Company
- Buhrke Industries
- Die Service Ltd.
- Hamill Mfg.



- Hydromat, Inc.
- Manor Tool & Mfg.
- Manufacturing Assistance Center
- Oberg Industries
- Penn United Technologies
- Ramcel Engineering
- REXAM Mold Mfg.
- S&C Electric Co.
- Small Parts, Inc.
- Stamco Industries
- Tooling & Manufacturing Association
- Westmoreland Career Centers
- Wiegel Tool Works

EDM technician, CNC operator and precision assembler workgroups are currently being recruited. If you would like more information about this project or want to get involved, please contact Stephen Mandes, Executive Director, National Institute for Metalworking Skills (NIMS) at 703/352-4971 or smandes@nims-skills.org.

PMAEF Hosts Putt for the Future

Exhibitors in the METALFORM Pavilion at FABTECH have a unique opportunity to attract attendees to their booths while supporting the work of the PMA Educational Foundation. PMAEF is now seeking putting hole sponsors for its Putt for the Future Challenge. For a donation, the foundation will provide exhibitor sponsors with a putting green for their booths and will direct show attendees to pick up a scorecard featuring the location of all exhibitors who will make up the putting course. In addition to seeking participating exhibitors, the foundation also seeks event sponsors and prize donations from companies and individuals. To learn more about this opportunity to boost booth traffic and support your industry's workforce development initiative, contact Amy Thacker at 216/901-8800 or athacker@pma.org.

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PMA Members Invited to Participate in NTMA Apprenticeship Competition

The National Tooling and Machining Association (NTMA) invites eligible apprentices from PMA member companies to participate in the 2010 NTMA/NIMS Apprenticeship Competition. The National Competition will be hosted by the NTMA Indiana Chapter, in Indianapolis, IN, June 9-12. Participation is open to all active employees of member companies who are in the 4th or 5th year of a formal apprenticeship or who have earned a minimum of nine

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Machining Level I-II Credentials recognized in the NIMS Competency-Based Apprenticeship Guidelines. Qualification for the national competition can be earned through success at regional contests or through successful completion of the required projects and testing under approved supervision.

To receive a copy of the eligibility rules and scope or to learn about other details about the competition, contact Dave Sansone at 216/901-8800 or dsansone@pma.org.



At Work

NEWS & NOTES

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