



January/2010 News

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A Letter to Our Members and Friends

by Bill Carper, IN District Chairman



Welcome, PMA Indiana District members and friends. 2009 was a year of mixed challenges and opportunities and, depending upon the industries your company serves, the better or worse of times. The article below was written to entice us to begin 2010 by thinking about a basic aspect of our businesses that facilitates our ability to produce and sell the products that sustain our cash flow. As we know, cash flow is not just about product going out in exchange for returned revenue. That trade is simply the end point of an ongoing process. I invite you to ponder and become involved.

Did you ever lose something of value? Something that was important to sustain, but not urgent because you thought occasional monitoring was all that was necessary? After only paying casual attention for many years, as you dealt with other urgent issues, you finally turned to discover the item of value had become entangled and encumbered in a rat's nest of complications. While you were focusing your attention elsewhere, others were dabbling and exploiting the opportunities that inattention can sometimes foster. The thing of value of which I am speaking is health care for us and other people in our businesses. Without completing my research, I believe history will show it

was business that initiated actions to make health care for citizen workers a national priority. Without healthy workers the businesses of yesteryear suffered from unacceptable absenteeism and workers infecting other workers with treatable diseases. Unpredictability in the assessment of labor availability and the loss of productive labor created unacceptable hardships upon business operations. After investing time and money training people to help a business be successful, business owners and leaders wanted people to be present to do the work. It was this desire for a viable and healthy workforce that spawned the creation of business sponsored health care benefits for employees. The success of those initiatives eventually brought preventive and curative healthcare services to nearly every American.

The common sense actions of yesteryear permitted the development of a health care system that helped the United States create the most powerful and prosperous economy in the world. Inattention and lack of understanding by our national leaders and others, however, permitted several decades of decline in manufacturing and the eventual cost cutting of benefits necessary to keep businesses profitable. Compounding the problem was the uncontrolled cost acceleration of medical care as support groups discovered and exploited the needs of business to have a viable workforce. Today the United States is once again examining a dilemma our national leaders contemplated 100 years ago-how to provide for a viable national economy by ensuring there is a healthy and viable workforce available to service the country's needs.

Attend the Executive Roundtable on February 18, 2010, to hear and discuss the topic "*Health Care – What's an employer to do?*" Before or after participating in the discussion at the CEO Roundtable, you may decide to get involved and become part of the greater statewide conversation by joining the Indiana Employers Quality Health Alliance for annual dues of only \$2 per Indiana employee, a bargain business leaders cannot afford to ignore. For more information contact Dr. Ned Lamkin at (317) 283-2780 or nlamkin@sbcglobal.net, or speak with him at the CEO Roundtable in Indianapolis on February 18.

Participation in the Precision Metalforming Association (PMA) helps us achieve excellence in the technical and networking areas of our businesses. The PMA Indiana District also hopes to provide you with the contacts and information you need to keep the other important parts of your business viable and contributing to your overall business success.

Best Regards,

Bill Carper
District Chair

Upcoming Programs: February 18, 2010



On **February 18**, Indiana PMA has an Executive Roundtable scheduled in Indianapolis at the Crowne Plaza Hotel (near the old airport). This is an all day event that will include presentations and open discussion. PMA's new Chair Gretchen Zierick (president of Zierick Manufacturing Corp. in Mount Kisco, NY) will be facilitating. The morning session will include PMA/NTMA lobbyist John Guzik; Bob Jones, CEO of Old National Bank; and Dr. Ned

Lamkin with the **Indiana Employers Quality Health Alliance**. The afternoon session will be a facilitated roundtable with attendees discussing topics TBD at the event.

Looking Ahead: March – June, 2010

Mark your calendars now so you won't miss any of these great networking opportunities:

- March 4: Tour of Schumacher Racing (time TBA)
- March 30/31: CFO/IT Roundtable in Indianapolis
- April 9: Lean Office and HR Issues
- May 6: Tour of Rolls-Royce Plant 5
- June 14: Golf Outing



Look What You Missed on November 19!

What do you get when you add 33 attendees, 25 organizations, two trade associations (PMA and PMPA), Old World German/American Cuisine and two very informative presentations? Great networking and attendees who now know a lot more about search-engine optimization (SEO), collections and bankruptcy!

Carina M. de la Torre of Bose McKinney & Evans kicked off the presentation portion of our November 19 program with a well-prepared overview of customer credit management and bankruptcy protection. She reviewed the Top 10 best practices for customer credit management and then led the group in a crash (pun intended) Bankruptcy 101 course.

Next, Kevin Bailey and Jeremy Dearringer, founders of Slingshot SEO, fascinated the group with their story about how they, as high school students, started using the concept of SEO to not only move their car-hobbyist-related websites to a higher ranking on Yahoo's first page, but to earn money as well! Kevin and Jeremy continued to entertain and inform us about the cost of SEO per new customer, search engine marketing, how many people use search engines per month, and why we not only want to be on the first page, but where important info should be located on our websites. Here's a question for you: Do you know how many people searched online for metal stamping companies in October? According to Kevin (and Google AdWords) – 115,264! How many of these folks found your website?

Perhaps the best recap of the SEO presentation came from one of our guests: ***"I saw/heard myself decrying the value of a web site. Now (with the help of an SEO strategy) we can fully use what we have, and can build, to become a more important part of our selling approach!"***

Welcome Newest Indiana District Member!



Twoson Tool, Twoson ESP, TFX Plating, and Dakota Engineering – all combine to serve a wide variety of markets including: electronic, appliance, automotive, marine, RV, medical and others requiring precision-machined electrical and mechanical components. Twoson’s vast capabilities include: close-tolerance, precision stamping of precious metals, joining different metals, precision machining of precious metals, wiring harnesses, molded products, screw machine products, CNC machining, value-added assembly, plating capabilities (silver, bright and matte tin, copperflash, and zinc with various dichromates). For more information, contact Todd Murray, President.

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Muncie, IN 47302
P: 765-282-2221

Education Chairman Update

by **Stewart Rariden, Education Chairman**

The Education Committee is pleased to report on several items of interest to the Indiana District. We have a request from Bruce Broman of the PMA Educational Foundation for volunteers to serve on a Technical Workgroup to develop and design the new Department of Labor recognized apprenticeships (traditional apprenticeship – time on task and time in instruction and the new skill demonstration apprenticeship). The first two apprenticeships that the workgroup will be dealing with are tool & die making and mold making. Please contact Dietra Rosenkoetter (dietra@purdue.edu) for more information and/or to volunteer for this important work.

The National Association of Manufacturers (NAM) has asked PMA members to write to Congressman Walt Minnick in support of HR 4072. This bill would require giving priority for training dollars to programs and resources that result in nationally portable and industry-recognized credentials, like our NIMS metalworking certifications.

The Indiana Chapter of NTMA will host the NTMA national apprentice competition again on June 5-9, 2010. We will advise of the location as soon as possible. If you get the chance, plan on attending the competition next year.

Spotlight on PMA Educational Foundation’s New Skills Assessment!



The PMA Educational Foundation recently released a new Occupational Aptitude & Knowledge Assessment (OAKA), designed to evaluate industry-related aptitudes of employment applicants with little or no experience in metalworking!

Modular in design, the 60-item, multiple-choice assessment covers:

- Mechanical and spatial aptitude

- Mathematical reasoning and measurement
- Communications and information
- Industry understanding and behaviors

The OAKA is a predictor of an applicant's potential to learn the job and ability to function effectively in today's precision manufacturing environment. The assessment is ideal for those entering into manufacturing training programs or apprenticeships or applying for job vacancies as entry-level equipment setup/operators, assemblers and maintenance technicians. Instructions, scoring templates, cut score recommendations and diagnostics are provided. Assessment kits are packaged in groups of 20 (10 each of versions A and B). For more information, contact Bruce Broman, executive director of PMAEF at bbroman@pma.org or 216-901-8800.



Installment Purchasing Available for Training Products

As business improves and members bring back employees or hire new ones, PMA and PMAEF have a members-only offer to help you meet your workforce development challenges with minimal impact on cash flow. Training systems and curricula are available for purchase on an installment plan!

This offer is valid for members seeking any of the following training systems or resources: Coil and/or Manually Fed Stamping Press Operator and Die Setter Training System, Coil Fed Stamping Press Operator and Die Setter Training System in Spanish, Press Brake Operator & Setup Training System, Dimensional Variations in Flat Rolled Metals Training System, Metal Spinning Machine Operator Training System, Economic Literacy . . . Making Dollars & Sense, Metalforming Level I Curriculum, Metal Stamping Level II Curriculum, Metal Stamping Level III Curriculum, and Occupational English for Metalforming Curriculum.

Don't let limited cash flow hold you back from offering the training needed to recover quickly. Contact Amy Thacker at 216-901-8800 or athacker@pma.org so you can prepare and respond quickly and effectively as business improves.

Longest Running PMA Indiana Manufacturing Membership: M A Metal & Lime City Manufacturing



M A Metal, Inc. and Lime City Manufacturing both joined PMA in 1967.

M A Metal, Inc. is an Edinburgh-based contract metal stamper with more than 60 years of quality service to Indiana manufacturers. Since 1992, it has expanded sales over 20-fold, and has earned TS 16949 certification.

This precision metal stamping and service assembly plant produces a wide array of products for many of America's most demanding and cost-conscious OEMs. Its offerings include complex progressive stampings as well as multi-level assemblies with welding, riveting and threading in addition to stamping. It works with various metals and alloys including many types of steel as well as aluminum, copper, brass and other materials.

M A Metal can also help develop a comprehensive production solution that ranges well beyond just stamping metal parts. It is co-located with Tec-Tool, Inc. (www.tec-tool.com), an engineering tooling design firm, and C L Tech (www.cltech.com), a tool and die shop with CNC manufacturing capability. CLT earned ISO9000 certification in 2000.

The company's goal is to meet all customer requirements on quality, cost and delivery (even for the most complex requirements) in a friendly, cooperative and partnership type relationship. With a range of tonnage (12 to 400 tons), its presses and well-trained staff make M A Metal, Inc. a competitive, high-quality source for a diverse product base. These products include engine components, automotive body parts, electrical devices and appliance parts.

For more information about M A Metal and its team, visit www.mametal.com.



Located in Huntington (NE Indiana) in a 35,000 sq. ft. facility, Lime City Manufacturing Co., Inc. is an ISO 9001:2000 certified metal stamping operation serving the agriculture, appliance, automotive, electrical/electronics, plastic molding, rubber molding, medical/health care, audio components, consumer electronics, government defense, office systems, recreational vehicles and transportation industries.

Joining PMA in 1967, the company produces terminals, brackets, shallow drawn components, automotive components, interior support brackets, mold inserts, small laminations and assemblies.

Working with most ferrous and nonferrous metal alloys, the company's spectrum of stamped parts range from .006" to .390" in thickness, from less than 1/4" to 24" wide, and in lengths up to 48".

In addition to offering metal stamping services (progressive, compound, single station and line dies, medium to high-quantity runs, medium to high-speed capabilities, tap-in-die technology prototypes), Lime City Manufacturing also has expertise in die design and build, die manufacturing and repair, assembly, reaming, riveting, welding, vibratory deburring/tumbling, drilling, parts cleaning and rust prevention application.

The latest news from this 69-year-old metal stamping operation: the addition of a new high-energy centrifugal disc finishing system. More efficient than the standard vibratory tumbler, this new system provides customers with improved quality, finish and delivery at a reduced cost.

For more information about Lime City Manufacturing and its team (complete with testimonials and downloadable customer and supplier forms), visit www.limecitymfg.com.



**Tower Oil
& Technology Co.**

Longest Running Associate Membership: Tower Oil & Technology

The PMA Indiana District's oldest associate member has begun its 78th year. Founded in 1933 by Al Simon, who remains the chairman of the board, the company has grown from its modest beginnings to be a recognized leader in the area of metalworking lubricants and their application. The company, which is now employee-owned, still follows the tradition set by Mr. Simon at its inception, treating its customers with respect while providing quality products and service that give a competitive advantage. The company's field engineers are a technical asset to their customers as well. With hands-on experience in the metal trades, Tower Oil & Technology works with its technical development team and the customer to help provide some of the most economical solutions available. You may contact them by visiting www.toweroil.com or by calling 773-927-6161. Or you can contact Bob Anderson, your Indiana field engineer, directly at 317-670-8564.

Tower Oil & Technology received the PMA Next Generation Innovation Award at this year's METALFORM, for Saf-T-Vanish. The Saf-T-Vanish Series is a cost-effective, environmental-friendly product designed to replace traditional vanishing lubricants in many applications.



Resource Roundup - R&D Tax Credit Recovery

You don't have to be in aerospace technology development or new software development to take advantage of the Research and Development (R&D) Tax Credit!

A common misconception is that the R&D Tax Credit only applies to traditional manufacturers involved in new product development or high-tech businesses. While these industry segments qualify, so do other industries that engage in:

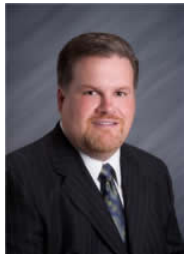
- Process improvements and development
- Improvements in function, reliability and quality to existing products
- Research and specification design
- Developing and/or improving new products, processes, formulas, software, techniques
- Creating more reliable products, processes, formulas, software, techniques
- Developing prototypes or models
- Designing dies, molds, tools and jigs
- Applying for patents
- Testing new concepts, new technology, or sourcing for new raw materials
- Improving existing or building new facilities
- Employing consultants/contractors to perform these activities

Companies that perform any of the above activities (like PMA Indiana District members) may significantly increase their cash flow by taking full advantage of the R&D Tax Credit.

Performing the R&D Tax Credit and initiating the recovery can be very complex and requires specialized knowledge and expertise. So, to assist in this area, Purdue TAP/MEP has recently completed a third-party service agreement with SourceCorp that will allow a nationally reputed specialty tax services group, to join its forces in serving you. Due diligence with this company shows a strong track record of integrity, results and unparalleled expertise in the specific tax code relating to this credit.

If you are interested in learning more about this program, or would like to set up a meeting to introduce you further to the potential benefits that lie ahead for your company, please contact the PMA Indiana District Administrator Dietra Rosenkoetter at dietra@purdue.edu or 317-275-6812.

Resource Roundup - Automotive-related Resource: Autoconomy™



Auto industry forecast expert Erich Merkle has launched Autoconomy.com, including a subscription newsletter, *Autoconomy Letter*, to provide auto industry news, economic data, trends and product introduction information to dealers, automakers, suppliers, and investors. For those of you who attended PMA's December 2008 meeting at the Rathskeller, Erich Merkle's face is a familiar one – you'll recognize him as our featured speaker that night.

Erich Merkle has been working in the auto industry as an economic analyst and automobile sales forecast expert for more than 10 years. Erich predicts car trends based on his own economic analysis and automotive historical expertise. Many of his car trend projections and automobile sales forecast assessments have proven to be highly accurate over the years. He has authored numerous articles on car trends and the economy and often conducts economic and auto industry presentations around the country. He is regularly quoted by the news media including, *The Detroit News*, *The Detroit Free Press*, *The Wall Street Journal*, *Automotive News*, *The New York Times*, and numerous trade journals and newspapers.

Take a look at Erich's creation at Autoconomy.com. If you're interested in subscribing, give our District Director Fred Stadler a call (812-526-2666, ext. 12). He's talking to Erich about "volume discounts" for PMA members.

Hot off the Press – PMA + UPS = New PMA Benefit!



PMA and UPS are pleased to announce a new savings program for PMA members! This specialized program offers discounts on customized solutions for all of your shipping needs from small packages to palletized freight with UPS and UPS Freight®.

Package services:

- Ground, air and international shipping services

- Guaranteed time-definite and day-definite delivery worldwide--based on shipment destination
- Value-added services: pickup/delivery options, delivery notification and special notification

Freight services:

- LTL service backed by a day-definite, on-time guarantee at no additional charge
- Complete and reliable offshore coverage
- Regional, interregional and long-haul capabilities – all under one carrier

Take advantage of specialized pricing through your PMA membership. Enrollment in the UPS member benefit program is fast and easy! Simply call your dedicated sales representative today at 866-443-9303, ext. 4081, or e-mail associations@upsfreight.com.

IN District PMA Assistance is Only an E-mail or Phone Call Away!



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