

## ICOSPA Congress Brings Together Global Metalforming Executives

One of the major industry events that took place during 2008 was the 16th International Council of Sheet Metal Presswork Associations (ICOSPA) Congress, which took place in Grand Rapids, MI, in September. Held in the United States for the first time since 1993, the Congress was hosted by PMA.

Three hundred metalforming industry executives attended this event to discuss key industry business issues, review new technologies and share industry-specific management practices. Highlights of the Congress included well-known keynote speakers, including former U.S. Treasury Secretary John Snow;

reports from the six ICOSPA countries; and plant tours of eight worldclass metalforming facilities, all of which revolved around the theme of the 2008 Congress—"Shaping the world of metalforming—connecting ideas, best practices and people." A number of networking events were held as well, including a special reception for next-generation leaders.

"The ICOSPA 2008 Congress was a unique networking opportunity that brought metalforming executives from nine countries together to learn from speakers, exhibitors, plant tours and each other during outstanding social events," said William E. Gaskin, PMA president. "The critical success factor was active leadership by dedicated PMA member volunteers who spent countless hours recruiting sponsors and helping to make decisions on venues, speakers and plant tours. And, real business was done at the Congress too. On the first day of the Congress, I was approached by an executive from a German company who



From left: Past ICOSPA President Kent Bank, Former U.S. Treasury Secretary John Snow, NEVAT Chairman Jellard Koers and GIMEF Chairman Eric Moleux gather during the ICOSPA Congress.

was seeking a potential strategic alliance with a U.S. company. By the end of the Congress, he had two viable candidates and a set agenda for following up, visiting U.S. plants and solidifying relationships."

More information and pictures from the Congress are available at [www.icospa.com/2008](http://www.icospa.com/2008).

### Inside

- Year-End Report from 2008 PMA Chairman Ralph Hardt ..... 2
- PMA Lobbying Efforts Yield Success ..... 2
- District Volunteers Recruit New Members ..... 4
- PMA-OSHA Alliance Develops New Safety Products for Industry ..... 4
- PMAEF Introduces New Industry Resources ..... 6
- MetalForming Magazine: 2008 in Review ..... 7

PMA Update is also available online at [www.pma.org/about](http://www.pma.org/about). Update is published by the Precision Metalforming Association as a service to its members.

Editor: Christie Carmigiano  
Art Director: Donna D'Amico

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



## METALFORM Co-Location Benefits Exhibitors and Attendees

2008 marked a year of big changes for PMA's METALFORM tradeshow. Regional METALFORM was held for the first time in Birmingham, AL, April 1-3, where nearly 2,000 metalforming professionals viewed the latest industry technology being displayed by 309 exhibiting companies, more than one-third of whom unveiled new products, services and technologies.

At the Birmingham show, PMA announced that it had formed a strategic alliance 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 North America from the fields of fabricating, tube and pipe, welding and cutting, metalforming and related processes. The organizations will



hold the first official combined FABTECH International, AWS Welding Show including METALFORM, November 15-18, 2009, in Chicago.

To kick off the new alliance, METALFORM ...continued on page 2

# PMA Lobbying Efforts Yield Success

In 2008, PMA continued to work with The Franklin Partnership and The PBN Company, the association's Washington, D.C.-based lobbying and public relations firms, to have the metalforming industry's voice heard in our nation's capital and in the media. Several successes were achieved:

**Research & Development Tax Credit** – In

October, Congress passed a financial rescue package that included a two-year extension of the R&D tax credit. This provision, which expired in December 2007, strengthens the R&D tax credit by increasing the Alternative Simplified Credit (ASC) rate to 14 percent in 2009 from 12 percent, while extending the credit through 2009. The extension is retroactive to January 1, 2008. PMA lobbied

extensively for more than a year to help secure passage of this investment credit.

**Fuel-Efficient Vehicle Loans** – PMA successfully lobbied for inclusion of automotive suppliers in the \$25 billion loan-guarantee program for the automotive industry and its suppliers in September. The program gives preference to plants at least 20 years old and, in a success for small- and middle-market auto suppliers, excluded discriminatory language against non-union facilities while maintaining a 10 percent grant set-aside for companies with fewer than 500 employees. Under this loan program, the Department of Energy will develop a plan to disperse the loans. PMA is working with the Administration to ensure the program benefits smaller automotive suppliers.

**Job Training** – PMA helped lead the lobbying effort for Congress to increase FY'09 funding for the Manufacturing Extension Partnership program. In its budget, the Administration requested \$4 million for the program, well below the \$86 million provided in 2008. A coalition led by PMA, NAM and the U.S. Chamber of Commerce worked with Reps. Joe Knollenberg (R-MI) and Tim Ryan

...continued on page 5

## Year-End Report from 2008 PMA Chairman Ralph Hardt

2008 was surely a challenging time for our industry and for our PMA as well, but we cannot only examine the challenges but also the many good things that were accomplished.

During my term as PMA chairman, a main area of focus was to stress the importance of metalforming companies' participation in the global market. We did just that by hosting a very successful ICOSPA Congress in Grand Rapids in September. Three hundred metalforming industry executives from nine countries attended the event to learn from speakers, exhibitors, plant tours and each other during outstanding social events. A special thanks to Bruce Walker, our ICOSPA president; Bill Gaskin; P.J. Thompson; Jim Zawacki; Cindy Keat and the entire team who made it happen.

In addition to organizing PMA's fourth study mission to China in 2008, we also began discussions regarding missions in 2009. Countries that members have identified as potential sites include Mexico, Brazil, India, the Czech Republic, Slovakia and Poland. PMA will continue to schedule study missions to ensure that our members have access to opportunities that help them gain further understanding of the global market.

Several other exciting happenings took place in 2008. PMA forged a new partnership with the National Tooling and Machining Association to combine federal advocacy programs to better influence the policy debate on our priority issues. PMA and NTMA have both led effective Washington advocacy efforts independently, but we believe this joint effort will allow us to further enhance awareness of our industry among members of Congress and the Administration.

2008 also marked the beginning of our strategic alliance with the Society of Manufacturing Engineers, Fabricators and Manufacturers Association, and American Welding Society to produce North America's largest forming, fabricating and welding event. While the first official combined exhibition will take place in November 2009, PMA's METALFORM show was introduced during the 2008 FABTECH International & AWS Welding Show. We are anticipating that our combined 2009 show will fill more than 600,000 square feet and attract 30,000 attendees.

Throughout my term as chairman, I enjoyed being able to meet many of you and discuss the issues facing our industry. We also began to seriously review our financial and membership condition, and our strategic financial planning efforts, over a multi-year period and this project will continue forward. I ask for full support for PMA's new chairman of the board, Wayne Boeckman, as he continues to tackle our challenges and opportunities. He will be a great chairman and needs your support, so I encourage you to get involved with PMA in 2009.

Remember, it is YOUR PMA! Best wishes for a happy and prosperous year!

Sincerely,



Ralph Hardt, Feintool North America  
2008 PMA Chairman of the Board



*METALFORM Co-Location Benefits Exhibitors and Attendees, continued from page 1*

was introduced during the 2008 FABTECH

**TRADESHOW** International & AWS Welding Show, October 6-8 in Las Vegas. The show included a METALFORM pavilion, displaying innovations in stamping and tool and die technology. More than 21,000 manufacturing professionals attended the event. PMA looks forward to its successful combined FABTECH, AWS Welding Show and METALFORM exhibition in Chicago in 2009, which will cover 600,000 net sq. ft. with 1,300 exhibiting companies.

In addition, PMA, AWS, SME and FMA also will co-locate the Mexico editions of their tradeshows. The official launch of METALFORM Mexico, Weldmex and the new FABTECH Mexico will take place June 2-4, 2009, in Monterrey. The event is expected to attract more than 8,000 visitors and fill nearly 75,000 sq. ft. of exhibit space. PMA's 2008 METALFORM Mexico show met with success, as 2,500 attendees walked the floor of Mexico City's Centro Banamex exhibit hall on November 11-13, evaluating equipment and services from 120 exhibiting companies.

Contact the METALFORM staff at 216/901-8800 for more information about the upcoming tradeshows.

# 2008 Networking Report

## Districts

PMA's 19 districts located in the United States and Canada experienced growth in meeting attendance during their 2007-2008 district year. Meetings held during this period attracted more than 4,100 individuals from 1,900 companies. PMA's district boards boast 158 officers, many of whom were trained during a two-day leadership conference held in June in Cleveland.

**NETWORKING**

## Committees and Divisions

PMA's 2008 standing committees were critical in the development of new products and services, including the *Safety First* DVD, industry safety posters and checklists created by PMA's Safety and Environment Committee, while PMA's divisions offered outstanding networking and learning opportunities throughout the year.

The **Metal Stamping Division** hosted the 15th annual Automotive Parts Suppliers' Council (APSC) meeting in May, which addressed automotive supply trends, market forecasts and performance benchmarks.

The **Next Generation Leaders Division** chair, Jeff Aznavorian, Clips & Clamps Industries, took over for outgoing chair, Robb McCoy, ART Technologies, Inc., in November. The division has three committees to help shape its goals and develop valuable meetings, and two active e-mail list serves.



Next Generation Leaders Division members network at a reception during the ICOSPA Congress. From left: Shigeaki Suzuki, Thad Reavill, Shinichi Kimura, David Klotz and Kousuke Kashimura.

In addition to Next Gen Leaders Day at METALFORM, the third annual Next Generation Leaders Fly-in to Washington, D.C. was held in June, during which members lobbied legislators on Capitol Hill on pressing manufacturing issues. There also were special events for Next Gens during the ICOSPA Congress and PMA's Annual Meeting.

The **Custom Roll Forming Institute Division** held a meeting in April featuring a plant tour of Worthington Steel's Monroe, OH, facility and presentations by company representatives. They also met in October during the FABTECH show. The division is looking forward to a meeting in 2009 featuring retired industry and division leaders "giving back" to the industry with a full day of topics relevant to their businesses.

The **Tool and Die Division** held its annual roundtable in April, which included a plant tour of E & E Manufacturing and technical presentations on low-cost tooling initiatives and sensors. This division next plans to meet in Nashville in March 2009. This meeting will address topics such as offshore tooling, reducing lead time, building dies for less and forming simulation.

**Metal Spinning Division** members met in Ft. Lauderdale in February when Bill Kaupp, C.B. Kaupp & Sons, hosted his first meeting as division chair. In September, the group met in Chicago for roundtable discussions and a tour of Columbia Metal Spinning. The division will next meet in March 2009 in Ft. Lauderdale.



GADA Group members tour Weiss-Aug Company in East Hanover, NJ.

## Executive Networking Groups

PMA launched a new networking group in 2008—**Women in Metalforming**—led by Gretchen Zierick, Zierick Manufacturing. The group met twice in 2008 and enjoys an active e-mail discussion group.

PMA's other networking groups continued to have successful meetings in 2008 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 groups provide an incomparable experience for peers to learn from each other and grow their businesses.

## Boeckman Aims to Help Metalformers Expand Opportunities

Wayne Boeckman, president/CEO of Quick-Way Stampings, Inc. of Texas, has been elected PMA's 2009 chairman of the board. His term as chair will focus on helping metalforming companies expand opportunities through new ideas, products and markets.

"In today's economy combined with the global marketplace, companies must find different solutions to the variety of challenges they face," Boeckman says. "You can't continue to do things the same way you've been doing them. And likewise, the Precision Metalforming Association must expand its opportunities to help North American metalforming companies survive and thrive."

A primary way that PMA can expand its reach and its effectiveness is to continue cooperating with other associations that share some of PMA's basic goals. These include creating a united lobbying front to influence public policy on issues such as healthcare for small to mid-sized manufacturing companies; and joining with other trade associations to produce the nation's single largest manufacturing tradeshow.

Learn more about Boeckman's goals during his term as chairman by visiting [www.metalformingmagazine.com](http://www.metalformingmagazine.com) and referencing the article that appeared in the November issue of *MetalForming* magazine.

Gretchen Zierick, Zierick Manufacturing Corporation, and Bob Clay, Pridgeon & Clay, join Boeckman with leadership roles on the Board of Directors. Zierick will serve as first vice chair and Clay as second vice chair and treasurer.



# District Volunteers Recruit New Members

PMA districts continued to be instrumental in recruiting new members in 2008. Thirty percent of all new members came as a result

**MEMBERSHIP**

of district leads. The Share the Lead campaign, which ran from February through May of 2008, was successful in obtaining 13 new manufacturing and associate members. The Tennessee District was awarded \$1000 toward its district fund by earning the most overall new member points during this campaign. Individual monthly prize winners were: Wayne Boeckman, Quick-Way Stampings, Inc. of Texas; Steve Izzo, Covidien; Dean Phillips, Link Systems; and Vince Westendorp, Anchor Dany.

Congratulations to Steve Izzo from the Southern New England District who earned 3&Free, which entitled him to free registration to PMA's 2008 Annual Meeting. By

recruiting a total of seven members, he also won Super 3&Free, giving him free airfare and hotel accommodations too! Steve was awarded a special plaque of recognition by PMA President Bill Gaskin for his hard work.

PMA's 2008 member survey showed that more than 89 percent felt that PMA has responded to their point of view. Nearly all members rated training products, statistical reports, seminars, networking opportunities and legislative advocacy with a good to excellent rating, with training products ranked the highest. The survey also revealed that 87 percent feel the overall value of membership is rewarding.

PMA also recently developed a new membership brochure, highlighting all of the ben-



Dean Phillips of the Tennessee District (left) accepts the \$1,000 Share the Lead award from 2008 PMA Chairman Ralph Hardt and PMA Vice President of Membership and Marketing Paul Veryser.

efits members receive. To receive a 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 2009!

# PMA Addresses Training Needs of More Than 1,000 People

More than 700 people representing 459 companies attended PMA Educational Foundation seminars and roundtables throughout the United States and Canada in 2008.

**SEMINARS**

This represents a 32 percent increase from 2007 and the largest attendance in the past eight years. 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. All seminars and speakers received high ratings in attendee evaluations and were considered extremely valuable.

The schedule for 2009 features 32 seminars, including six new programs to meet the changing educational needs of the industry. New top-

ics include green manufacturing, pressroom optimization, welding 101 and zero-defect stamping. More webinars also will be planned throughout the year to offer training without requirement of travel or time away from the plant.

## In-Plant Training and Management Webinars

In 2008, PMA expanded speakers and topics for customized in-plant workshops to help companies with their specific training needs. For several years, Stu Keeler has designed and facilitated these workshops on sheet metal properties and formability. Last year Jeff Bennett and Robert

...continued on page 7

# PMA-OSHA Alliance Develops New Safety Products for Industry

In 2008, PMA introduced several products for the metalforming industry created by PMA's Safety and Environment Committee and the Occupational Safety and Health Administration (OSHA) as part of the PMA-OSHA alliance. The most popular of the products is PMA's revised *Safety First* video training program—a first-day-on-the-job safety awareness DVD that provides an introduction to safety issues in the metalforming industry. It is short, to the point and ideal for new employees, temporary workers and contractors, and is the perfect tool for periodic refresher training.

**SAFETY**

In addition to the video, the DVD includes a facilitator's guide with an employee post-test and four industry safety posters, that also were created through the OSHA alliance, on the topics of PPE; slips, trips and falls; machine guard-

ing; and back safety. Safety First, while not intended to replace or substitute for more comprehensive, on-the-job safety training, can help companies begin that training quickly and effectively.

In addition, PMA worked with OSHA to create ergonomics and mechanical power press checklists that either one person at a metalforming facility or a full safety committee can use to identify issues in the plant. Useful reference sections are included at the end of each checklist to offer additional resources related to these topics.

The *Safety First* DVD, posters and checklists are available free of charge to metalforming companies. Contact Christie Carmigiano at 216/901-8800 or ccarmigiano@pma.org to receive these items. The posters and checklists,



along with other helpful safety resources, also are available at [www.pma.org/about/osha](http://www.pma.org/about/osha).

New products expected to be completed through the PMA-OSHA alliance in 2009 are checklists on lockout/tagout, general machine guarding and electrical safety.

Also in 2009 the PMA East and West Michigan Districts will enter into an alliance with the Michigan Occupational Safety and Health Administration (MIOSHA) to foster safer workplaces in Michigan and to improve knowledge among metalforming companies of the requirements established by MIOSHA.

Contact Christie Carmigiano at 216/901-8800 or ccarmigiano@pma.org for more information.

PMA Lobbying Efforts Yield Success, continued from page 2

(D-OH) to pass an amendment in the House to increase funding to \$122 million, while the Senate called for \$110 million.

**Raw Materials** – PMA continued to work to provide relief for metal-forming companies suffering from high costs and low availability of raw materials. PMA met with the U.S. Trade Representative's lead counsel on China trade affairs to discuss pressing China to remove export restrictions it places on certain steel

products, which limits the global supply and inflates prices in the United States. In addition, PMA is negotiating with the Department of Commerce to discontinue its use of a WTO-illegal policy known as zeroing, which artificially increases the price of imports.

**Media Coverage** – Throughout 2008, The PBN Company helped PMA and its members get media exposure in high-profile publications, including the *Wall Street Journal*, *Business Week* and *USA Today*, as well as on television and radio, including NPR and the BBC World News. As a result of PBN's efforts, PMA is well known in the media and is a regular source for numerous publications when looking for the metalforming industry's opinion on manufacturing issues.

### Grassroots

As always, the key behind PMA's influence in Washington, D.C., is the participation of its members. PMA's Board of Directors, Government Relations Committee and Next Generation Leaders lobbied on Capitol Hill in 2008. These groups, combined with the efforts of PMA's lobbying team, made hundreds of congressional visits.

Numerous members also educated lawmakers through plant tours in 2008, and Bayloff Stamped Products hosted a town hall



PMA member Richard Bayer, Bayloff Stamped Products, greets Senator John McCain as he arrives for the town hall meeting.



Dan Fredrickson of Amada (left) gives a tour of his facility to State Senator Roderick Wright during a PMA California District event.

meeting at its facility for presidential candidate, Senator John McCain.

### Election Results and a Look Ahead to 2009

In the 2008 elections, PMA's Voice of the Industry Committee (PMAVIC) contributed more than \$125,000 to 74 pro-manufacturing candidates for Congress. Eighty-four percent of these candidates were elected. To view the list of PMAVIC-supported candidates and the outcome of their elections, visit [www.metalformingadvocate.org](http://www.metalformingadvocate.org).

The Democrat-controlled Congress and President Obama will have a significant impact on the metalforming industry's agenda in 2009. The new Congress and Administration will likely address several issues that will affect small and medium-sized manufacturers, including union card check, tax policy, climate-change legislation, the expansion of the Family Medical Leave Act, healthcare reform, job training funding, trade law enforcement and regulations.

PMA will have an even stronger voice on Capitol Hill in 2009 through its new alliance with the National Tooling and Machining Association (NTMA). PMA and NTMA have



combined federal government advocacy programs to promote government policies that will ensure a strong manufacturing sector in the United States. This new coordinated effort will allow the metalworking industry to develop a larger, more effective footprint in Washington, D.C. Through PMA and NTMA's lobbying firm, The Franklin Partnership, the metalworking industry will have its voice heard on Capitol Hill on a daily basis. Members will have an opportunity to lobby Congress during the

NTMA-PMA Legislative Conference to be held May 12-13. More details will be available soon.

PMA also encourages members to host congressional plant tours to educate their representatives about the issues that are important to the industry. Those interested should contact Justin Ketchem at 216/901-8800 or [jketchem@pma.org](mailto:jketchem@pma.org).

## The Business Report Year

In 2008, PMA conducted 11 surveys to help companies benchmark their performance against others in the industry. New in 2008, PMA's benchmarking report offered additional value with the inclusion of Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) data.

In November, members received a scorecard showing which surveys they participated in and who is responsible for completing them. Members are encouraged to start 2009 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:

- Capital Spending – January
- Safety – February
- Executive Compensation – March
- Benchmarking – May
- Financial Analysis – May
- Wage & Benefit – June
- Sales & Marketing – November

*"I believe having similar industries to benchmark is a great opportunity, and all reports are beneficial in helping us set goals and objectives. Many times we have included a new measurement based on PMA's reports. PMA is tremendously beneficial for small companies that do not have the advantage of great resources."*

–Carmen Prieto, CFO  
Walker Corporation

- Business Conditions – Monthly
- Orders & Shipments – Monthly
- Operating Ratios – Quarterly
- Steel & Nonferrous – Quarterly

In 2009, all business reports will be delivered electronically, making it quicker and easier for you to distribute the reports to your staff. This also will reduce delivery times by three weeks. Don't miss the opportunity to receive your business knowledge for free—participate in PMA's surveys in 2009! Contact Cindy Minn at 216/901-8800 or [cminn@pma.org](mailto:cminn@pma.org) with any questions about PMA's business reports.

# PMAEF Introduces New Industry Resources

The PMA Educational Foundation is continuing its focus to address the industry's needs by providing products and services that companies and educators can use to train incoming and incumbent workers and by promoting careers in the metalforming industry.

## New Products and Services

Under the umbrella of PMA University, the foundation continues its work in some areas and has added to its offerings of products and services to help metalformers meet their workforce development needs. In 2008, a new 14-week, 72-hour curriculum, *Occupational English for Metalforming*, was introduced. This curriculum, developed in the Twin Cities District with foundation grant support, teaches non-English speakers the English necessary to succeed as an employee in the metalforming industry regardless of native language. This curriculum is now available for anyone in the industry to use, and it may serve as a model for development in other manufacturing industries.

Among new instructional resources developed in 2008, the "Tools of the Trade" series is a teaching resource that companies and schools can use to enhance, supplement or update current



workforce development programs. The PowerPoint slides, which

can be modified and customized to meet your exact needs, are available on *Basic Safety*, *Metalforming Basics*, *Measurement and Prints*, *Introduction to Quality*, and *Communications and Teamwork*. In addition, another *SkillStart* booklet, "The Meaning of Quality," was completed and added to the existing library of *SkillStarts*. Additional *SkillStarts*, more *Tools of the Trade* and other new resources will be developed in 2009.

## WorkingSolutions Consulting

Through *WorkingSolutions*, PMAEF's consulting unit, foundation staffer Bruce Broman continues to deliver top-quality workforce solutions delivered right to your employees at your facility. Last September, *WorkingSolutions* successfully completed a two-year pay-for-skill/multi-skill project for PMX Industries, Inc., a hot- and cold-rolling mill for nonferrous alloy coils located in Cedar Rapids, IA. Under a signed union-labor/management agreement, *WorkingSolutions* designed and developed

skill-based training progressions, competency assessments and performance documentation for 18 work groups throughout the plant. PMX also became a licensed in-plant provider of PMA's Expert On-the-Job Trainer workshop (*Expert OJT™*), providing them internal capability to expand the skills of their OJT trainers to implement the competency-based and cross-functional skill requirements of the "learn and earn program." Regardless of your company's size, *WorkingSolutions* can effectively address expert on-the-job training, competency-based learning, new-hire selection strategies, test and assessment development, and pay-for-skills compensation.

## NIMS

The foundation's partnership supporting the National Institute for Metalworking Skills (NIMS) reached a new level in late October when the *Final Revised Regulations for the National Apprenticeship System* appeared in the Federal Register. These new regulations allow for competency-based apprenticeship programs to be used at the discretion of the sponsor as an alternative to a traditional time-based approach. The newly approved regulation requires the apprentice to demonstrate competency by successfully completing required on-



the-job learning and related technical (knowledge-based) instruction without regard to time. In addition, these regulations allow the use of electronic media (online courses, web-based learning, CD/DVD coursework, etc.) as an acceptable alternative to traditional classroom work for the related technical, knowledge-based instruction and recognize "interim credentials," such as NIMS. New apprenticeship models for *Stamping Operation and Setup* and *Tool and Die*, as well as other metalworking occupations, have been released. In light of the remarkable shift in strategy, PMAEF and *WorkingSolutions* are offering assistance to companies and districts in designing and developing these new, innovate apprenticeships.



Students participate in the 2008 SkillsUSA precision machining technology competition.

## Best Practices

Once again in 2008, the foundation hosted its signature event, the Best Practices Workshop, for the first time held concurrently with the District Leadership Conference in June. The event was attended by company representatives and educators from 13 districts who shared workforce solutions being implemented throughout the country.

## Fundraising

The foundation awarded \$133,000 in grants to programs in nine states. Grant support included the "Manufacture Your Future: Careers Expo" in Connecticut which brought nearly 4,000 students to the Hartford Convention Center to view manufacturing processes and to meet Connecticut manufacturers; the Precision Machining Technology Competition as part of SkillsUSA, an event where more than 5,000 students from high school and community college programs throughout the nation competed in 93 skill areas for national recognition; launching targeted schools in Chicago that effectively link public education to manufacturing careers; and advanced training programs for press operation and setup in Milwaukee.

METALFORM Bingo at Regional METALFORM Birmingham was the major fundraising event for the year. This fun, well-received event will provide \$9,000 for grants in 2009. However, the foundation is faced with a significantly reduced grant budget for the year due to poor investment results from the endowment fund.

## Looking Ahead to 2009

Looking forward to the year ahead, one of the more exciting new projects in our strategic plan is the development and validation of a *Metalworking General Knowledge and Aptitude Assessment* to provide a valid means

...continued on page 7

# MetalForming Magazine: 2008 in Review

**MAGAZINE** *MetalForming* magazine's audience continues to grow well beyond its 60,000-plus readers from throughout the metalforming industry in the United States, Canada and Mexico. And, our global presence continues to grow via our expanding electronic-publishing operations.

New in 2008 was the introduction of our paid-subscription e-newsletter, *Tool & Die Authority*. This monthly electronic magazine features five highly qualified 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* added to its multimedia offerings by reproducing all of the magazine's 2007 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 topped the 11,000 mark, and we sold out the sponsorship opportunities available for the e-newsletter. The magazine's website, [www.metalformingmagazine.com](http://www.metalformingmagazine.com), continues to grow, in content and in activity. And, the staff is hard at work preparing to launch a new and vastly expanded website early in 2009.

New to the website in 2008 were three pavilions added to our expanding Pressroom Technology Show on the Web, our virtual tradeshow. The new pavilions feature equipment and technology for lubrication, pressroom safety and tool and die design and build.

The print edition of *MetalForming* hit several key editorial focal points for the year, including detailed coverage of heavy-duty mechani-

cal presses for big, heavy stampings and for forming advanced high-strength steels; value-added processes for the automotive industry;



pressroom automation in the appliance industry; metal fabricating for short-run stamping; and metalforming in the Southeast-U.S. corridor.

And, again in 2008, *MetalForming* published three Spanish-language magazines—February, May and September editions—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.

## *PMAEF Introduces New Industry Resources, continued from page 6*

of assessing prospective employees. PMA members will be asked to support this project by having internal company experts participate in its development and validation to make it a useful, effective tool for the industry. PMAEF also plans to step up its activity working with districts in developing local programs.

The foundation is committed to continuing work with NAM and other manufacturing associations to attract young people to manufacturing and improve the perception of the industry. Despite the current economic climate, there is much challenging work ahead. Skilled employees are mostly baby boomers or older who will retire soon. The combination of workforce reductions and new technology will require highly trained and motivated employees with broader capabilities and advanced skills. At the same time, vocational programs in high schools have all but disappeared and the industry now struggles to find not only highly skilled workers, but people who are willing and able to learn the required skills. The need for a trained workforce has never been greater than it will be in the next several years—and perhaps never harder to meet. The foundation's work will be critical in the years to come.

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

## *PMA Addresses Training Needs of More Than 1,000 People, continued from page 4*

Braswell were added, offering workshops on die planning, quoting and sourcing, safety and productivity.

**SEMINARS** For the first time in 2008, PMA expanded its reach to include 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 2008 Regional METALFORM tradeshow, 102 people attended the educational conference held in conjunction with the exhibition. Thirty-five speakers made presentations in 13 tracks on subjects such as higher-strength steels, automation, sensors and control systems, value-added, tooling, safety, press technology and die design. Looking forward, the 2009 METALFORM Conference will be held in conjunction with the FABTECH International, AWS Welding Show and MET-

ALFORM, November 15-18 in Chicago. This creates new learning opportunities for attendees on a broader range of topics, but still geared toward metal stampers.

PMA also held an educational conference at METALFORM Mexico in November 2008. The conference attracted 46 attendees to one or more of the five conference tracks. In 2009, PMA again will sponsor a conference during METALFORM Mexico, which will be held in Monterrey, June 2-4.

## **Annual Meeting**

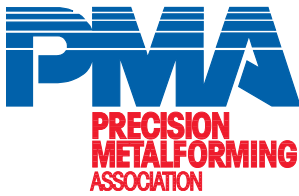
“Prospering in a Global Market” was the theme for the 2008 Annual Meeting, held on Grand Bahama Island, November 6-8. More than 250 registrants were in attendance to network and learn more about the metalforming industry. Mark your calendar now for the 2009 Annual Meeting at the Desert Springs JW Marriott Resort & Spa, on October 8-10.

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

### **Correction**

PMA inadvertently failed to include Atlantic Tool & Die in the last issue of Update as an Annual Meeting sponsor. PMA thanks Atlantic Tool & Die for its sponsorship of the 2008 Annual Meeting welcome gift.





6363 Oak Tree Boulevard  
Independence, OH 44131-2500

RETURN SERVICE REQUESTED

PRESORTED  
FIRST-CLASS MAIL  
US POSTAGE  
**PAID**  
CLEVELAND OH  
PERMIT NO 687

## PMA's Mission:

To shape the environment of the metalforming industry, leading innovative member companies toward superior competitiveness and profitability.

## PMA Calendar of Events

### JANUARY

**January 13**  
Going Green to Make Green Roundtable  
Cleveland, OH

**January 22**  
Deep Draw Technology Seminar  
Nashville, TN

**January 22-23**  
COO Networking Group Meeting  
Ft. Lauderdale, FL

**January 29**  
Die Protection Clinic  
Chicago, IL

### FEBRUARY

**February 5**  
Zero Defect Stamping Roundtable  
Cleveland, OH

**February 5-6**  
Naples Group Meeting  
Ft. Lauderdale, FL

**February 6-7**  
GADA Group Meeting  
Charleston, SC

**February 12**  
Die Maintenance and Troubleshooting Seminar  
Atlanta, GA

**February 19**  
Welding 101 Seminar  
Cleveland, OH

**February 25**  
OSHA Compliance Seminar  
Knoxville, TN

### MARCH

**March 5-6**  
Metal Spinning Division Meeting  
Ft. Lauderdale, FL

### APRIL

**April 26-28**  
PMA Technical Conference  
Cleveland, OH

For more information on upcoming PMA events,  
call 216/901-8800.

## PMA's Preferred Partners



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

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



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

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

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



[www.pma.org/health](http://www.pma.org/health)

**OfficeMax**

[www.pma.org/office](http://www.pma.org/office)



6363 Oak Tree Blvd.  
Independence, OH 44131-2500  
216/901-8800 • Fax: 216/901-9190  
[www.pma.org](http://www.pma.org)