



THOUGHTS FROM THE EXECUTIVE BOARD

Happy New Year!

Most business indicators are pointing in a positive direction. Hopefully all members of TTMA will have better business conditions in 2011. With that in mind, just a few thought starters for 2011.

With the poor economic conditions of the last few years most businesses did not invest in capital or equipment. Is it now time to start thinking about an investment in either? The procurement process will not happen overnight.

Also the recent climate forced most of our companies to become a little leaner from a head count standpoint. Again finding a good employee(s) does not happen overnight so if business conditions in your company are going to be up, you might want to start the hiring process now. Recently Tomak has been recruiting and I have found that it takes about three to six months to find the correct candidate (a golden nugget to pass on--Craigslist is a free way to find potential candidates).

Finally, as business conditions pick up, new opportunities will arise. When this happens what will your company do--jettison some existing customers—pass, on new opportunities? You might want to consider reaching out to TTMA members now who might be able to help service both existing and new customers. Not all companies will be in the same position throughout the year so let's try and help every TTMA member have a Happy and prosperous 2011!

Sincerely,

Al "Aj" Schaeper Jr
Tomak Precision

Small Business Bill: Big Benefits for Business Owners *by Dean Zerbe*

For many small and medium business owners, the view has been that not much good comes from Congress. However, a recent bill passed by Congress and signed into law—The Small Business Jobs Act—is good news indeed.

What does the Small Business Jobs Act mean to you?

The bill has several good tax relief provisions that can possibly translate into real dollars in the pockets of business owners. While the focus of this article centers on the tax provisions in the bill, readers should be aware that the bill also includes efforts to increase SBA lending and lending to small businesses by banks and other financial institutions.

Money in Your Pocket

General business credits for small business not subject to alternative minimum tax. A great number of small and medium businesses are making expenditures that would qualify for a general business credit such as the R&D Tax Credit. However, these businesses are effectively barred from taking most general business credits due to the AMT. In a nutshell—if the business owners are subject to the individual AMT it puts the kibosh on taking most general business credits.

The change in law ends this AMT bar for credits for tax year 2010 for businesses with average gross receipts of \$50 million or less for the last three years. Business owners need to be talking to their tax advisors to revisit whether they are now qualifying for general business credits because of this change in law. We have found that nearly 80% of eligible companies cannot take advantage of the general business credits because of the AMT bar. This is truly a ground-breaking provision and one that business owners need to look hard at to see if it can provide them tax benefits.

Examples of general business credits, include the Research and Development Tax Credit, Work Opportunity Credit; Low Income Housing Credit; Disabled Access Credit; and the Empowerment Zone Hiring Credit.

Five-year carry-back for general business credits. Normally general business credits can only be carried back for one year (and forward 20 years). The new

law will allow a five year carry back. The carry back is available for small businesses (not publicly traded) that have averaged less than \$50 million in gross receipts for the last three years.

Partners/shareholders must meet the same test. The provision is effective for credits determined in the taxpayer's first taxable year beginning after December 31, 2009.

Section 179 Expensing Expansion. Under current law, Section 179 has allowed small businesses to expense (i.e., deduct immediately rather than depreciate with time) \$250,000 of qualifying property (basically tangible personal property and some software) placed in service the taxable year. The \$250,000 expensing is phased out if the taxpayer has purchased more than \$800,000 in qualifying property for that year.

The new law allows up to \$500,000 in purchases of qualifying property to be expensed in the year placed in service and perhaps even more importantly increases the point the benefit begins to phase out to \$2 million dollars (up from \$800,000). In talking to many business owners and accountants, changing the phase out point was vital in allowing more companies to take better advantage of Section 179 expensing.

Important to note, the new Section 179 also expands what counts for qualifying property to include certain real property—qualified leasehold improvement property, qualified restaurant property and qualified retail improvement property (but only up to \$250,000).

Accelerated Depreciation—50%. Continues in place for 2010 current law that had expired on January 1, 2010, allowing a 50% depreciation for the first year depreciable property is purchased and placed into service. Joint Committee on Taxation provided an example as follows:

Assume that in 2009, a taxpayer purchased new depreciable property and places it in service. The property's cost is \$1,000 and it is five-year property subject to the half-year convention. The amount of additional first-year depreciation allowed is \$500. The remaining \$500 of the cost of the property is depreciable under the rules applicable to five-year property. Thus, 20%, or \$100, is also allowed as a depreciation deduction in 2009. The total depreciation deduction with respect to the property for 2009 is \$600. The remaining \$400 adjusted basis of the property is recovered through otherwise applicable depreciation rules.

Both Section 179 expansion and the continuation of accelerated depreciation give business owners good tax incentives to make purchases now of equipment and other depreciable property for their business. The new Section 179 rules allowing expensing for certain property improvements maybe beneficial to many small businesses.

Overall, the Small Business Jobs Act provides business owners and their accountants a good opportunity to sharpen their pencils and save significant tax dollars—improving the bottom line and hopefully leading to new jobs.

TTMA Associate Member, Cincinnati Commercial Contracting announces the promotion of Amy Westheimer to Director of Leasing!

Currently, Amy has leasing opportunities on Red Bank Road, Reading Road, Amelia, and Monroe.

CONGRATULATIONS AMY!!

Business Matters...

Four Things Sales people Think They Know...And Why Those Myths Cost Them Big Money *by Carl Henry*

Each of us carries around a handful of “facts” in our minds that eventually turn out to be untrue—or would, at least, if we ever took the time to consider them for very long. Usually, these misconceptions are pretty harmless; they tend to be tall tales that were passed on to us by our grandparents, or some piece of gossip we picked up from a tabloid magazine.

Occasionally, however, we can focus on ideas that have more serious consequences. That’s because, even though they are not true, we treat them as if they are. I find this often in many of the sales groups that I work with. For whatever reason, lots of producers hang on to notions that are holding them back. Here are four of the most prevalent, and why you should banish them from your mind today.

Don’t let mistaken ideas about your customers keep you from becoming a superstar. As strong as these four myths might be, they’re all just misconceptions that you need to get past if you want to become a top producer. Why not let them hold someone else back while you go on to bigger things? Here are the four myths that are costing you big money.

Myth #1—Salespeople think customers are great negotiators – If there is one sales myth that really drives me nuts, it’s this one. I don’t know when or where, but it seems that somewhere along the line, salespeople picked up the idea that every customer is a great negotiator. Discounts have to be given, and margins slashed, or so the thinking goes, because the men and women we sell to are just too good at wearing us down.

But are they, really? Think about the non-salespeople at your own company. Do they strike you as incredibly intimidating figures? Of course

not. The problem isn't that our customers are master tacticians; it's that we make them out to be by giving in to the pressure we feel in our own minds.

Making a sale is hard. To get so close to one and lose it because of the small difference of opinion over price is devastating. And yet, our customers would gladly pay full fee most of the time if we just showed a little more faith in ourselves and our products. If you get the feeling that your customers are cunning and conniving, remember that they're probably not—you're just out-negotiating yourself mentally because of fear and anxiety.

Myth #2—Salespeople think that giving more information will lead customers to buy – One of the classic sales mistakes is what I like to call the “dump truck routine.” In this situation, one we've all seen, the salesperson attempts to secure an order by giving the customer an endless string of features and benefits, one after another, ‘dumping’ information on them until they're convinced to buy.

The only problem—it doesn't seem to work. Your clients buy from you for the same reasons you'd buy from anyone else—because the solution fits what you need, not because it does dozens of other things. Find out exactly what your prospect is looking for, take careful notes throughout the qualification process, and then show them how you can give them what they were asking for. If they need to know more, they'll ask you. But by throwing more and more facts and ideas at them, you're only going to confuse your customers and decrease your chances of making a sale.

Myth #3—Salespeople think big sales are too hard to make – Which is easier: making 20 small sales, or one big one that's worth 20 times your average commission? In most cases, it's going to be the bigger close. That's because, aside from a few details, the only thing that changes are the numbers. You still have one client, one proposal and one negotiation to deal with.

So what makes bigger deals so hard to find? Certainly there are fewer customers and prospects that have the resources to place blockbuster orders with us, but I suspect the bigger problem exists in the intimidation many of feel when calling on top prospects. We think they'll be hard to close and so they become hard to close.

The best way to remedy this is through practice. Take a little bit of time each week to go “elephant hunting.” You might not get that big order right

away, but the sooner you make yourself comfortable in those circles, the easier time you're going to have doubling or tripling your sales income.

Myth #4—Salespeople think small sales aren't worth the effort – Here's the other side of the coin. Some salespeople get so focused on bagging the “big game” that they forget about smaller, every day sales that can smooth out the potholes in your production and paycheck.

You definitely don't want to spend a lot of time generating lengthy proposals for tiny orders, but don't ignore the little guys who can give you steady business month after month. Not only can they bring some continuity to your income, as I've mentioned, but there's always the chance that they'll grow into bigger accounts. Today's small company could be tomorrow's huge account, and if they do, don't you want to have an early foot in the door?

Besides, every successful manager entrepreneur knows a dozen other people who are in the same boat. Do a great job for one, and there's a good change they'll introduce you to similar clients—accounts that will keep your sales numbers steadily rising.

Don't let mistaken ideas about your customers keep you from becoming a superstar. As strong as these myths might be, they're all just misconceptions that you need to get past if you want to become a top producer. Why not let them hold someone else back while you go on to bigger things?

Carl Henry is a sales educator, keynote speaker and corporate consultant. During the course of his own successful career, he developed The MODERN Sales System, which he has been sharing with companies and associations around the world for many years. Both as a speaker and a trainer, Carl's work has always been focused on one area—results. Each of his books and seminars is designed to teach easy-to-use skills and fundamentals from which professionals can immediately profit.

A Certified Speaking Professional and a member of the National Speakers Association, Carl teaches essential sales skills with humor, insight and personal experience. Hundreds of companies throughout a diverse range of industries have used his highly acclaimed seminars to educate and inspire their sales teams.

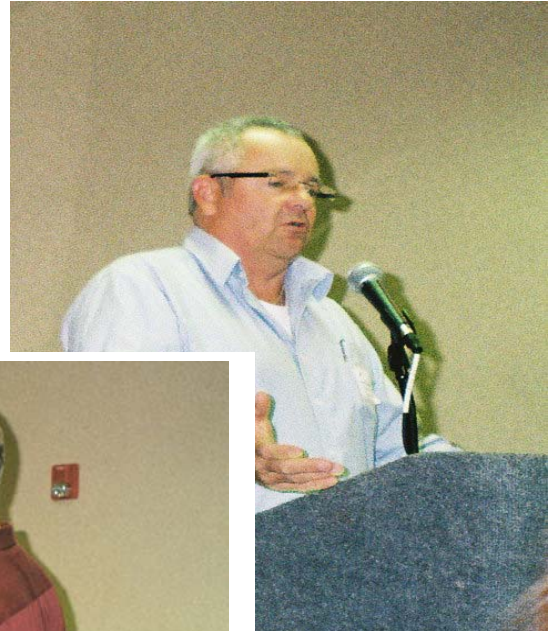
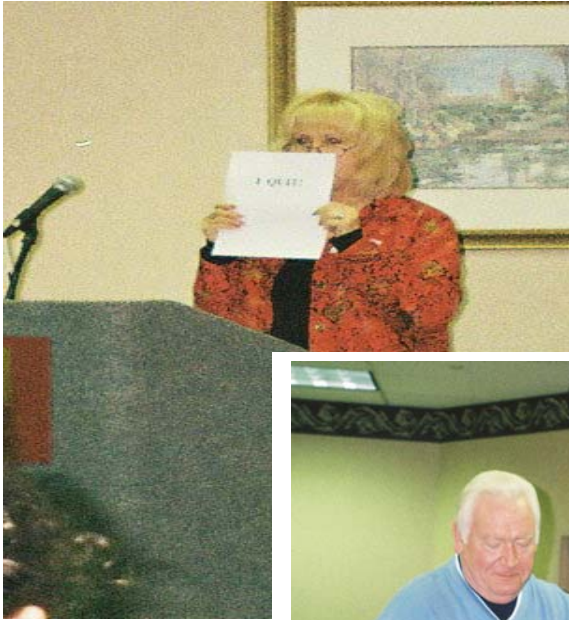
Carl's books include The MODERN Sales System, The PEOPLE Approach to Customer Service, 15 Hot Tips that Will Supercharge Your Sales Career, 52 Things Every Sales Manager Needs to Know, High Energy Sales Thoughts, Sell Something Everyday and Hiring Top Talent.

The preceding articles were copied from the NTMA
December 2010 issue of The Record

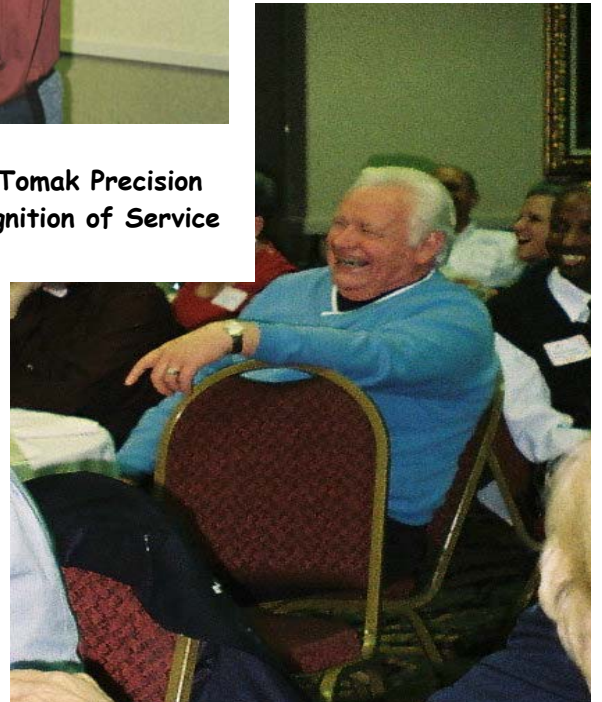
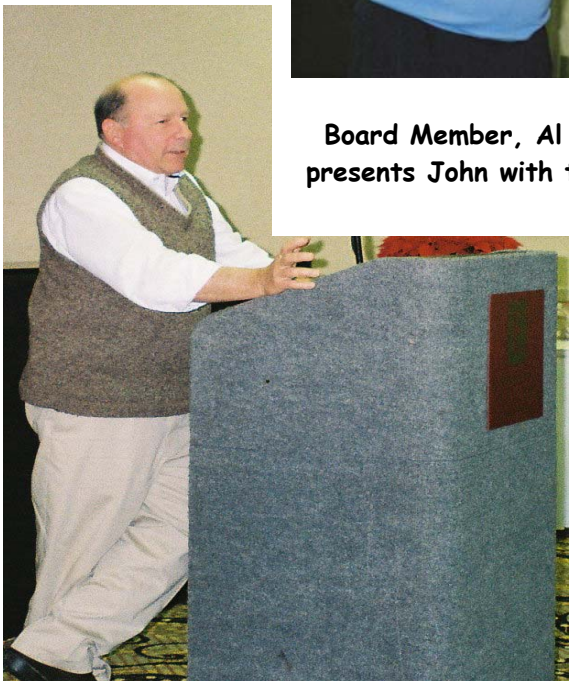
The beef and chicken were not the only things that got “roasted” at the December 2010 Dinner Meeting! John Cozad enjoyed an evening of good natured jibes delivered in several anecdotal “roasts” by some of his closest colleagues and friends, including his wife, Cynthia Cozad. Also in attendance were John’s sons and their families who surprised him with their presence at this special celebration.

For those unable to attend, these pictures reflect part of the fun and laughter that dominated the evening.

Thanks for everything, John, and have a long and happy retirement!



Board Member, Al Schaeper, Jr., Tomak Precision presents John with the special Recognition of Service Plaque



Resolve to get motivated and stay motivated this year!

- ✚ Are you frustrated about doing quotes and proposals that don't turn into business?
- ✚ Have your prospects turned you into an unpaid consultant
- ✚ Are you tired of “winging it” and want a system that gives predictable results?
- ✚ Are you tired of feeling like you're not in control?
- ✚ Are you missing business that you should be closing, but you don't know what to do?
- ✚ Does the lack of prospects in your funnel keep you awake at night?

If so, you are not alone. If you want to find out why this is happening, you need to attend this interactive workshop with Sandler Training Associate, Jared Lockwood

Early in his career, Jared found himself struggling to achieve his sales goals. Frustrated with not achieving the results he desired, he asked Sandler Training for help. Sandler Training educated Jared on the art and science of professional selling. It positively changed his beliefs about how he felt about himself and his outlook on professional sales.

Today, Jared works with clients to rehearse and reinforce Sandler sales techniques and share best practices. He is also a chosen resource on sales, sales management and business development.

Register for the January 17th TTMA dinner meeting and be part of the “Sales Improvement Workshop—Learn Seven Tools to Increase Sales”

2011 TTMA Calendar of Scheduled Events

January 17, 2011	Jared Lockwood – Sandler Training – Sales Improvement Workshop – Seven Tools to Increase Sales
February 21, 2011	John Gresehover – Federated Insurance – Changes in Healthcare and their Impact on Manufacturing – An Overview
March 21, 2011	Monica Pfarr – American Weld Society
April 18, 2011	To Be Announced
May 16, 2011	Annual TTMA Golf Outing – Crooked Tree Golf Club – Supports the Educational Fund

Except where otherwise noted, meetings will be held in the Redwood Room at the Embassy Suites Hotel in Blue Ash:

4554 Lake Forest Drive
Cincinnati, OH
513/981-3763

Monthly Meetings are suspended from June through August and will resume in September, 2011

The TTMA Announces New Student Reimbursement Program!

The TTMA has developed a new program that will provide reimbursement to eligible students for the costs of course-required tools and books/manuals that are not otherwise covered. **The program is designed to award monies to students based on two separate categories of eligibility: Academic Excellence or Financial Need and Hardship.** It is offered to students enrolled in **Welding and Precision Machining programs** at Great Oaks, Butler Tech, and Cincinnati State; and not only will the instructors play an important part in identifying eligible recipients, but TTMA member companies will be key in promoting this new benefit to their employees.

The new **program is designed to benefit all eligible students, whether they are juniors and seniors in high school or experienced adults who are enrolled in the designated programs for retraining and already part of the manufacturing workforce.**

This benefit of membership replaces the Scholarship Fund, so be sure your co-workers get the information by making copies of the applications and announcement that were e-mailed to you in October available to them!

For more information about the new Student Reimbursement Program or for additional copies of the Announcement Posting or Applications, contact the TTMA at tma@fuse.net or 859/431-8862

OHIO BUREAU OF WORKERS' COMPENSATION

2011 Ohio Safety Congress – Save the Date

The Ohio Safety Congress & Expo is one of the finest occupational safety and health events in the Midwest. The event, scheduled for March 29 - March 31, 2011 at the Greater Columbus Convention Center, will offer dynamic keynote speakers, a variety of educational sessions and displays of occupational safety and health products.

Free registration makes Safety Congress a valuable tool for your injury prevention program.

- Reduce training costs for you and your employees.
- Earn free CEUs for accreditation and BWC discount programs.
- Save on registration fees and out-of-state travel expenses.
- Fewer injuries mean lower workers' compensation costs.
- Choose from 150 educational sessions to help your business save lives and save money.

For more information contact BWC at 1-800-OHIOBWC or visit ohiobwc.com

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The TTMA mission is to be the best metalworking and manufacturing trade association with comprehensive information resources for its members and interfacing with community partners.