

Tri-State Tooling & Manufacturing Association

Serving Southwestern Ohio, Northern Kentucky & Southeastern Indiana



Volume 10 Issue 5

May 2007

Thoughts from the Executive Board

The Workforce Development Golf Umbrella

It is golf outing time again! At long last, winter is exiting and spring is finally here. Spring, of course, means it is time to turn our attention to our annual educational fund raising event—our Golf Outing. If you haven't signed up yet, please contact Joy so you'll be assured of having a reservation to play.

The TTMA has awarded thousands of dollars in the past years for scholarship assistance, as well as donated charitable funds to the Oaks Vocational schools and iSpace to assist with their scientific and engineering activities for students who are considering and pursuing careers in manufacturing. Our goal this year is to replenish our fund so we can continue the effort. In the last year, we have strengthened our partnership with the Oaks' pre-engineering, machining, and weld shop programs. We are working closely with Cincinnati State and Miami University for apprenticeship program development with the Ohio State Apprenticeship Council. Jeff Smith, the Live Oaks machining instructor has spoken at our meetings and has brought the robot built by students to show our members the fruit of their labor. He also attends our board meetings so we are focused on alignment with the educational system.

Your Board is currently working on an educational committee mission statement that we will share with all members in the fall. Our collective goal is to do everything we can as a manufacturing organization to support workforce development so that we can find the workforce of the future to fill our shops. Funding scholarships and educational endeavors is a way in which we can accomplish that goal. Your generosity at our golf outing fund raiser provides the financial resources needed. We want to thank all of our members and manufacturing industry colleagues for their support.

We hope to see all of you at Crooked Tree Golf Club on Monday, May 21st!!!

John Cozad
General Tool Company

NTMA 2007 Legislative Conference

Our Workforce Is Our Future: *Taking the Message to Washington*

**Join TTMA and NTMA member, Ken Seilkop of Seilkop Industries in
Washington, D.C. on June 13 – 14, 2007
L'Enfant Plaza Hotel**

Wednesday, June 13

10:00 – 10:15 a.m.	Welcome/Opening Remarks
10:15 – 11:15 a.m.	NTMA Workforce Development and Training Initiative – An Overview
11:15 – 12:00 p.m.	Economic Outlook for Domestic Manufacturers
12:00 – 1:30 p.m.	Luncheon Session: Administration's Workforce Development and Training Strategy Speaker: Elaine Chao, Secretary of Labor (invited)
1:45 – 3:30 p.m.	Rising to the Workforce Development and Training Challenge Engage in the debate on workforce training during an extensive Q & A period. Panelists will include various stakeholders in the NTMA initiative such as key House and Senate committee staff, federal agency officials, career counselors, and workforce training experts.
4:00 – 5:00 p.m.	Making the Most out of Your Congressional Meetings
6:00 – 7:30 p.m.	Welcome Reception – Offices of Waterman & Associates An evening reception at NTMA's Washington office – Waterman & Associates—is the perfect opportunity to network with your colleagues and discuss your upcoming meetings on Capitol Hill

Thursday, June 14

7:30 – 9:00 a.m.	Breakfast Session: View from the Hill A key congressional lawmaker will share insights on what is in store for the new Congress and how NTMA members can influence it.
9:00 a.m. – 5:00 p.m.	To the Hill: Meet with Members of Congress Take our industry's message on workforce training and development to Capital Hill in pre-scheduled meetings.
5:30 – 6:30 p.m.	Closing reception Our final event gives you the chance to share your experiences on Capitol Hill with other attendees

For more information visit www.ntma.org.

"The punishment that the wise suffer who refuse to take part in the government, is to live under the government of worse men." ~ Plato ~

Business Matters...

Benchmarking: A Powerful Tool for Moving Toward World Class Manufacturing *by Rob Akers NTMA COO*

Many owners of closely held businesses believe that they are so closely involved with all facets of their operation that there is no need to participate in an industry benchmarking study. However, if your company wants to increase profitability and continue to grow in today's competitive environment, you have to realize that sometimes even your best instincts may not be enough (and without an industry benchmark, they're only instincts). It is essential that you take the time to analyze industry best practices and build them into your company's business plans.

As your company sets its performance goals, you must set them within practical and workable achievement levels. Obviously, impractical and unachievable goals won't be met, and in fact might as well not be set in the first place. But, how do you know if your goals are practical and achievable? By comparing your performance to reputable industry performance targets.

Benchmarking: Assesses What is Most Important
Determining managerial effectiveness and facilitating change are two of the primary roles of executives in manufacturing. Benchmarking can be a tool to support both of these important roles. Data empowers and stimulates business owners to address real issues and find solutions where results can be measured. When clear, systematic comparative data is available, it is difficult for managers and their employees to dispute weak performance or inefficient processes.

The NTMA annually conducts the Operating Costs and Executive Compensation (OCEC) survey. The OCEC study evaluates the degree to which a business is successful. This benchmarking analysis identifies and assesses the critical measures to help manufacturers thrive.

Benchmarking: Challenges Long-Held Beliefs
Benchmarking studies provide a comprehensive and comparative evaluation of performance, serving to identify strengths and weaknesses. Many manufacturers have a tendency to overestimate their

strengths and underestimate their weaknesses. Little progress can be made when performance evaluation is left to a debate based solely on experience and subjective evidence.

When owners and managers review benchmarking results, inevitably two types of conclusions are reached. First, some of the results reinforce what managers already believe, based on their previous experience and training. The difference is that now there is credible, comprehensive, comparable evidence to support what was previously opinion or supposition.

Second, owners and managers are predictably presented with results that challenge their long-held beliefs. These results are typically questioned because the evidence is contrary to long-held assumptions. Once the credibility of the results has been established, managers face the challenge of integrating the new information into their overall view of performance. These results typically have the greatest impact on the improvement process.

Credible results provide evidence for managers to rethink their assumptions about strengths and weaknesses. It requires them to incorporate new insights into a revised perspective of problems and opportunities. In either case, benchmarking results challenge managers to address the most critical issues.

Benchmarking: Informs Decision-Making
Few businesses have unlimited resources to invest in all aspects of their operation. Each year managers are faced with making resource allocation decision. One of the major barriers is the inability of managers to shift resources from historically established operating procedures. Benchmarking studies can provide information that details the level of performance as well as highlight important factors. Identifying low performance factors that have great impact on profitability allows managers to focus their attention and deploy their resources in the most efficient and effective manner. It prioritizes for the decision-maker where an investment of resources will have the greatest impact on improving performance.

The preceding article has been copied from the March 2007 edition of the NTMA Record.



Associations recommend Federated because:

- ❖ Their people are the highest quality
- ❖ Understanding associations is part of Federated's culture
- ❖ They offer specifically tailored quality insurance programs
- ❖ Their marketing representatives are dedicated and highly trained
- ❖ They offer Association Risk Management Services (ARMS)
- ❖ They offer safety promotion allowances
- ❖ They give convention and advertising support
- ❖ They offer safety group dividend opportunities

Safety & Health Classes for Ohio Employers & Employees

The Ohio Bureau of Workers' Compensation, Division of Safety & Hygiene Training Center offers occupational safety, health, and ergonomic courses in ten locations across the state. All courses are offered at no additional cost to Ohio employers and employees. Courses are designed to emphasize practical application of safety and health principles, development of a safety culture, and regulatory standards.

For course descriptions, dates, and locations, go to www.ohiobwc.com or call 1-800-644-6292, option 2, 2.

If you want the opportunity to make a stronger impact on our Association and work with a great Executive Team, think about serving on the Executive Board!

Every two years the TTMA Executive Board invites members to step up their involvement in the Association and join the Executive Board. The Association has been privileged to enjoy the long term dedication of Board Members, John Cozad, Ken Seilkop, Al Schaeper, Jr, Bob Hale, ; and we've welcomed influence and ideas of relative newcomers Linda Fullbeck and Sonny Welker, who joined the Board during the last few years. Each Board member's individual contributions continue to heighten the level of service the Association gives its members.

We hope that you will give the idea of Board service some thought and choose to join us in 2007 and 2008! Please contact Joy in the TTMA office or any Board member to get more information about Board service.

Human Resources Bits

12 Ways to Ruin Your Next Speech by Harvey Mackay, "Pushing The Envelope"

The perennial number one fear in America is public speaking. When I say that in speeches, everyone laughs. Then they nod. Why is public speaking so terrifying? It has a lot to do with feeling exposed. We're terrified of looking stupid or having something go wrong while we're up there, all alone. Luckily, over the years speechwriters, speech coaches, and technology experts have taken the terror of the unknown out of the speaking experience. Right? Wrong.

Regardless of the huge investments made in making public speaking more hazard-free, the number of things that can go wrong is still pretty close to infinite. During my speaking career, I've experienced fire-drills, building evacuations, power outages, medical emergencies, burst water pipes, etc. It's up to you to manage the factors you can control by challenging the 12 lethal assumptions that lead a well-intentioned speaker to the gallows. Here they are:

1. **They've finally managed to make microphones that work.** True, microphones work better than they used to, about 80 percent of the time. Not bad, but how would you feel about air travel if it worked about 80 percent of the time? The solution: make sure you have a backup mike (with new batteries), and see to it that whoever is responsible for making the sound system work is in the room when you speak.
2. **Just ignore that noise coming from the room next door.** Virtually every hotel in America has a runway or kitchen adjacent to one of the walls in your meeting room and it's an automatic speech killer. Meet with the hotel or catering staff and insist on no table clearing, kitchen noise, next-door-activity, no action whatsoever, while you speak. Your goal is to be able to hear a pin drop.
3. **Dim the lights. That quiet, restful atmosphere will help the audience concentrate.** Quiet, restful atmospheres are for sleeping. Be sure the lights are turned up as high as they'll go. Audiences remember more in brightness and share laughter much more frequently. Skip the slides unless they're absolutely necessary. They're another excuse for your audience to snooze.
4. **Give your audience plenty of extra space to spread out.** Every speaker must know by now that if you expect 500 people in your audience, you want a room that seats 400. Empty seats announce that what you had to say wasn't worth the effort to show up. The sardine effect commands attention.
5. **Don't bother filling the first couple of rows.** Here's a great way to lose touch with your audience. Move your audience toward the front by roping off the last third of the room and not opening up these seats until the crowd is bumper to bumper.
6. **The occasional clang of huge entry doors adds a festive note to your remarks.** I may be the only guy in the world who carries a roll of masking tape in my briefcase. Just nail down that latch and voila, you have noiseless doors.
7. **Make sure there's plenty of aisle space in your room.** Make sure there isn't. Direct the staff to put the seats as close together as the fire marshal will allow. Crowds generate enthusiasm.
8. **When you're addressing a luncheon or dinner meeting, don't bother giving the people with their backs to you a chance to turn their chairs around.** The only creature with the ability to rotate its head 180 degrees is a barn owl. Have your introducer invite everyone to face the podium before you get underway.
9. **Anyone can handle an introduction.** An introduction is as important to a speaker as a leadoff hitter is to a ball team. Insist on the best-qualified public speaker in the organization.
10. **A podium is a podium.** Go state of the art. Get a lectern that has its own light so you do not have to rely on room lighting.
11. **At last, it's almost over. Q&A time. Relax and enjoy it.** Start your question and answer session five minutes before the real end of your speech. Never, never end on a Q&A because you want to end with your own "killer close". Trust me, 99.9 percent of speakers never go for the big finish! To avoid a dead silence when you ask for questions, a pro makes sure there are several questioners planted in the audience. I didn't say "questions", I said "questioners". Canned exchanges are easy to detect and destroy a speaker's credibility.
12. **If you avoid the pitfalls set out in rules 1-11 you've got it made.** I was the keynote speaker in front of 1,000 charged up IBM people and had just gotten rolling when a fire alarm went off. The room emptied in total pandemonium. False alarm, of course. After milling around outside for the next fifteen minutes, we all went back inside. The audience never settled down and I gave the worst speech of my life. Murphy's law was made for moments like this.

It's not just a golf outing...

INVEST IN THE FUTURE OF MANUFACTURING! Talk to your colleagues, talk to your suppliers, and talk to your customers about hole sponsorship or contributing a prize! Support the TTMA Educational Fund and participate in the TTMA 2007 Golf Outing on Monday, May 21, 2007.

“Golf is a game whose aim it is to hit a very small ball into an even smaller hole, with weapons singularly ill-designed for the purpose.”

~ Winston Churchill ~

Don't Forget!!

Post the Scholarship Guidelines and Applications throughout your workplace so that your employees and their families may benefit!!

The deadline for submitting Scholarship applications to the TTMA office is Monday, May 7, 2007

“If you think an education is expensive, try ignorance.”

2007 TTMA Calendar of Scheduled Events

May 21, 2007 Annual Golf Outing –Crooked Tree Golf Club - Revenue Supports the TTMA Educational Fund

June, 2007 Visit/Tour Clifty Engineering

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, 2007

Tri-State Tooling & Manufacturing Executive Board

Robert Hale
Auto-Valve Inc.
937/854-3037
haleb@autovalve.com

John Cozad
General Tool Co.
513/733-5500
johnc@gentool.com

Joy Cariaga
Administrative Director
ttma@fuse.net
859/431-8862

A. J. Schaeper
Tomak Precision
513/421-1853
aj@tomak.com

Ken Seilkop
A-G Tool & Die
513/353-3090
kensei@epcorfdy.com

Linda Fullbeck
Ace Manufacturing
513/541-2492
lindaf@cinci.rr.com

Sonny Welker
Atlas Machine & Supply
513/874-9337
dlwelker@atlasmachine.com

Russel Crosthwaite
Scarlet Oaks Career Dev.
513/612-3688
crosthwr@greatoaks.com

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.