

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, innovative 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, 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.

