

**IVERSON & COMPANY**

MACHINE TOOL SALES, SERVICE & ACCESSORIES

*Since 1931*



**“Changing Perceptions in Manufacturing  
– Our future depends on it!”  
C.H.A.M.P.I.O.N. Now!**



**“The MFG Meeting – The  
Manufacturing For Growth  
Meeting”**

**Sheraton Wild Horse Pass Resort & Spa  
Chandler, AZ**

**March 3-6, 2011**



## Iverson & Company:

Sells machine tools to manufacturers, job shops & tool and die machine shops, partners with technical colleges in states of Illinois, Wisconsin, Indiana & UP Michigan.

Started in 1931 by my grandfather, then my father (53<sup>rd</sup> year), and now my 31<sup>st</sup> year)

- Formulate partnerships with Industry leaders
- Invest & instruct to the highest level of technology and stay connected (to the changes in requirements)
- Change perceptions about manufacturing

# What is a good educational partner?

- As a machine tool distributor we feel that it is our responsibility to bring value in a variety of ways:
- First and foremost we must bring the latest in technology to the technical college. In addition we:
  - (1) Encourage machine tool builders to provide potential consignment machine tools. (keep in mind this needs to be a win-win for both sides)
  - (2) Train & support personnel at technical college so that they not only understand, but also excel in the technology.
  - (3) Bring local, regional, and national publicity to promote technological advancements at our partner's facility.
  - (4) Bring local manufacturers to know our educational partner by holding seminars, demonstrations and promoting training at their location.

- Today more than ever manufacturers in the US are facing many challenges – **competition from China and India**, escalating production costs, as well as a lack of qualified technically educated and skilled workforce.
- These all present American companies with difficulties being globally competitive.



## Manufacturing 2.0 -- Building a Lean, Mean Profitable Machine Industry Week – February 16,2011

- Even with the rise of imports in recent years, the United States remains the world's largest manufacturing economy, responsible for 21% of global manufactured products and \$1.6 trillion of value each year. After remaining resilient through the recent recession, U.S. manufacturing is now poised to become leaner and more efficient, with companies better prepared to seize new opportunities.

- Yet America remains by far the No. 1 manufacturing country.
- It out-produces No. 2 China by more than 40 percent. U.S. manufacturers cranked out nearly \$1.7 trillion in goods in 2009, according to the United Nations.



## U.S. Factories Keep Edge Over China Manufacturing.Net – January 31, 2011

- The industry's fortunes are brightening enough that U.S. factories are finally adding jobs after years of shrinking their payrolls. Not a lot. But even a slight increase shows manufacturers are growing more confident. **They added 136,000 workers last year -- the first net increase since 1997.**
- What's changed is that U.S. manufacturers have abandoned products with thin profit margins, like consumer electronics, toys and shoes. They've ceded that sector to China, Indonesia and other emerging nations with low labor costs.
- **Instead, American factories have seized upon complex and expensive goods requiring specialized labor: industrial lathes, computer chips, fighter jets, health care products.**



- Consider Greatbatch Inc., which makes orthopedics and other medical goods. The company is expanding its manufacturing operations near Fort Wayne, Indiana. Greatbatch wanted to take advantage of a specialized work force in northeastern Indiana, a hub of medical research and manufacturing.
- "A common misperception," Greatbatch CEO Hook says, is that the United States doesn't make anything anymore.
- The reality is rather different. "We need a highly skilled work force," Hook says. "So it's very advantageous to be in a country like the United States where people are educated and ready to be hired."

- **ADVANCED MANUFACTURING –**  
***Where is America Today?***
  - Manufacturers are using a combination of technologies, processes, and education to promote a new era of US manufacturing that can't be easily replicated by competitors.

»

Jonathon Katz

- • A [2010 Manpower Talent Shortage Survey](#) found that jobs in the skilled manual trades are among the most difficult jobs to fill.
- Similarly, a [2009 report by the Manufacturing Institute, Deloitte and Oracle](#) found that among companies involved in skilled production, 51 percent not only report shortages but also see increased shortages ahead.

» By Jeanne Yocum

- “Is this Good for Manufacturing”?

- Manufacturing Czar Ron Bloom goes to work each day to answer that question. Statement made in August at Ohio Manufacturing Roundtable Event.

Manufacturing must play a key role in sustainable prosperity....

“Revitalizing American Manufacturing”...government’s role is as a partner

US mfg strategy has to take advantage of what we do uniquely in America

Need for permanent R&D tax credit

Need for addressing China’s currency valuation

Lack of access to capital to improve businesses



MICHELE NASH-HOFF

- **Saving American Manufacturing**
- Michele Nash-Hoff's crusade to save American manufacturing and the middle class.
- "Can American Mfg. Be Saved?- Why We Should and How We Can."
  - **Why Should We Save American Manufacturing?**
    - Manufacturing is Critical to our National Defense
    - Manufacturing Supplies Millions of Jobs
    - Manufacturing Jobs Pay Higher Wages than Service Jobs
    - Manufacturing Creates Secondary Jobs
    - Manufacturing is the Engine of American Technology Development and Innovation
    - Manufacturing Generates Exports
    - Manufacturing Supports State Economies
    - Manufacturing Affects Our Infrastructure
  - *"The American people have a choice to make. We can either accept the continued destruction of America's industrial base and allow all the gains achieved by America's industrial workers to be wiped out to compete with Third-World labor. Or, we can Choose to secure a future for American Industry and our industrial workers."*

Manufacturing is interesting, challenging, motivational, and an excellent place to learn and grow. It is all about mindset, attitude, innovation and creativity, and making a quality product. **But the manufacturing industry has to do a better job of marketing itself.**

**by Karin Lindner**



- (1) Offer manufacturers the **highest level of technology** and automation in turning, milling, and grinding solutions: By reducing operations, streamlining processes and increasing throughput we can make manufacturers more competitive and profitable.

- (2) Try to partner with educators and make sure they can facilitate training and demonstrate such technology to give graduates of their programs the edge needed to not only get a good job but also **sit on the cutting edge of the manufacturing processes** to make their employers better.



- (3) Raise the awareness to young people and parents that manufacturing in 2011 and beyond is not a dirty dingy low paying profession, but instead an honorable, well paying clean career path that is high tech, computer driven with many job opportunities due to an aging work force.
  - High school tours-
  - Feb 19,2009 -4 High Schools
  - Promote IMTS visits High Schools
  - Teacher/Parent/Guidance
  - Counselor Event at Iverson
  - March 2010 (You Tube)



- Technical Colleges should partner with companies who are invested in the common goal for the betterment of the industry and also promote careers in skilled areas for manufacturing based companies.

- A national poll of teenagers, conducted by the foundation of the Fabricators & Manufacturers Association, found that 52% of teens have little or not interest in a manufacturing career. Another 21% are ambivalent. (Totaling 73%)
- When asked why, 61% said they seek a professional career.



- **So how can we get our youth interested? Some examples could be field trips to manufacturing plants; manufacturing leaders going into schools to give presentations and answer any questions students may have; greater promotion of apprenticeship programs; and co-op positions or internships in the manufacturing sector, to list a few.**
- **As a manufacturer, it is your responsibility to go out and initiate these collaborations with academia. Some companies do this very well, but not enough manufacturers are collaborating in this manner, perhaps because of lack of awareness.**

**by Karin Lindner**



- Model partners
- Highest level of technology to bring their students to the cutting edge
- Iverson attempts to connect with technical colleges in the Midwest and around the country as well as high school students bringing this message.

I&Co.

# ECAM-MATC

Machine Tool Lab





# C.H.A.M.P.I.O.N. – NOW!

- I recently founded CHAMPION - NOW! which stands for **“ Change How American Manufacturing's Perceived In Our Nation”**. Please join me in this nationwide movement to change people's perceptions about what we as manufacturers do. In doing so, **we can give the next generation a reason to pursue a career in manufacturing**. With this movement will come an influx of bright young minds and innovation and ingenuity needed for the American manufacturers to compete globally. Let's bring prosperity back to the US in high technological manufacturing-based employment. **BE A CHAMPION!**

I hope my vision has sparked a fire in all of you. With this spark, we can collectively accomplish something that is bigger than any of us individually and build a better future for not only our companies, **but also the youth of tomorrow**

**I&Co.**

**WWW.CHAMPIONNOW.ORG**



**C.H.A.M.P.I.O.N. - NOW!**  
"CHANGE HOW AMERICAN MANUFACTURING'S  
PERCEIVED IN OUR NATION-NOW!"







## Where are the young people to replace us in our industry?

- Our average age here at Iverson & Company is 45, which is younger than the industry average of 55. The manufacturing workforce in this country is aging. I am like many in the manufacturing sector, in that I need to replace an aging workforce. The problem is, **too many youth do not view a future in manufacturing either because they do not see the intrigue or excitement**, or because they do not even know that these jobs exist. Both these reasons share the same problem or ignorance: **A MISPERCEPTION OF WHAT MANUFACTURING IS & HAS TO OFFER** in today's industrial market in the USA. The job market has changed and perceptions must catch up with reality.

- Geoff Gilmore, president and CEO of Newberg, Ore.-based Climax Portable Machine Tools Inc., has heard the drumbeat echoing throughout the halls of high schools and at dinner tables across the country: "Don't go into manufacturing."
- "It's kind of a dirty, blue-collar environment, and all those jobs are going overseas anyway," Gilmore laments. "Go into software and computers and service work."

- But the company is facing the reality of an aging workforce of skilled machinists "getting closer and closer to retirement."
- "Our education systems are not adequately preparing our young adults for work today," asserts Gilmore. "For example, in our business, we have a critical need for machinists. We have good-paying jobs with benefits that we can't fill because there simply is a lack of qualified workers."



# Let's promote manufacturing skills to the youth - for tomorrow.



- C.H.A.M.P.I.O.N.-Now! - National Event
  - Involved in all 50 states
  - Several cities in each state
  - Multiple locations in each city
    - AMTDA, ACTE, NCATC & local manufacturers
      - Publicity from:
        - » USA Today
        - » Wall Street Journal
        - » 60 Minutes

## Today's Machining World February 2010



- John Ratzenberger is best known for his role as Cliff the mailman on Cheers.
- Today he hosts Made in America, a documentary-style television show on the Travel Channel in which he travels around the United States visiting American manufacturing companies and meeting factory workers.
- He also recently started the *Nuts, Bolts and Thingamajigs Foundation* to encourage and help kids develop the manual skills required to work in the manufacturing industry.

- We have TV programs like:
- “How its Made”
- “Dirty Jobs” .....BUT
- Documentary on Manufacturing
- [www.manufacturingthefuture.com](http://www.manufacturingthefuture.com)
- (Short clip shown earlier)
  - Meghan Stiles & Lindsay Iverson  
filmed in part at Iverson & Company, TMA,  
& at Bliss Machine



- **TMW:** Do you see things going in the right direction in any respects?
- **JR:** Not with the media. Any time you see a movie or a TV show, they depict someone who works with their hands as losers. Your job and my job are not important for the overall civilization. But if all the factory workers decided not to show up for work, or if all the heavy equipment operators decided not to show up for work, the country would collapse.



- My hope is to reach not only today's youth but the prior generation – **the youth's parents** to change the perception in this country. This will encourage their children to pursue education in these technical fields. This of course is not an easy task. In my opinion this must be done in **print, television and radio**. Word of mouth will also dictate the success or failure of this quest.

<http://www.youtube.com/watch?v=6RfQr6JzP4A>

- We also need to convey that the brightest in math and science are those who will excel in these fields and positions.

- I hope that I have been able to present my background and ideas that will give some indication of what our industry needs to be globally competitive as well as the value of educational partnerships.
- [www.championnow.org](http://www.championnow.org) and sign up to help!
- Contact me in several ways:
- [tiverson@iversonandco.com](mailto:tiverson@iversonandco.com)
- 847-391-4211 work direct
- Fax 847-299-6016
- [www.iversonandco.com](http://www.iversonandco.com)

