

# tma news bulletin



## WOMAN-UFACTURER

“ROSIE THE RIVETER”  
FROM FACTORY FLOOR  
TO FRONT OFFICE

PAGE 2

<u>profile: stacey bales</u>	<u>p.4</u>
<u>women of tma</u>	<u>p.7</u>
<u>tma womens' event</u>	<u>p.8</u>
<u>sen. durbin visits tma</u>	<u>p.10</u>
<u>tma spotlight</u>	<u>p.12</u>
<u>new members</u>	<u>p.13</u>
<u>events calendar</u>	<u>p.13</u>



A close-up, profile view of a woman wearing a red headscarf with a floral pattern. She is focused on her work, holding a large, silver, cylindrical riveting tool. The background is dark and out of focus, suggesting an industrial setting.

# WOMANUFACTURER

## ROSIE THE RIVETER: FROM FACTORY FLOOR TO FRONT OFFICE

If it weren't for women leaving their homes and entering manufacturing plants in the 1940s, the world we know today would be very different.

Not only did the world's political scenario change dramatically when America entered World War II, so did the nation's domestic environment – never again to return to pre-war settings.

In order to woo women into the workforce while men were fighting around the world, advertising campaigns appealed to women's patriotism and loyalty to their husbands and brothers fighting overseas. Publicity campaigns dominated magazines, newspapers, movies and radio airwaves.

That's when Westinghouse launched their "Rosie the Riveter" campaign, featuring an

illustration by J. Howard Miller. "Rosie," a fictional munitions worker, represented the crucial role of women making airplanes, where more than 310,000 women worked in 1943 – 65 percent of the industry's total workforce.

"We can do it!" Miller's "Rosie" reminded weary American women that worked eight to ten hours a day, and cared for their children and cleaned houses at night. During the years between 1941 and 1944, the Bureau of Labor Statistics says the number of women working outside their homes rose from 14.6 million to 19.4 million.

In *Rosie The Riveter Revisited*, by Sherna B. Gluck, women said their wartime work experiences changed the way they felt about themselves.





“Being able ‘to hold their own with men,’ gave a new sense of self, of competency, not only to women new to the world of work outside the home; but, also, to those who had worked at traditional women’s jobs,” Gluck’s interviews showed.

Many women said they were proud to have performed jobs viewed by the public as “necessary and valuable.” In other words, they were proud of their contribution to the cause.

Historians contend that without the American women labor force, the U.S. economy would never have been able to produce the military hardware needed to win the war.

When World War II ended, American men returned to the states, eager to get back to

work and the comforts of home they longed for while fighting overseas. America’s Baby Boom erupted as women, for the most part, returned to domestic chores and childcare.

But as that wave of babies and toddlers grew to elementary school age, American women began re-evaluating their contributions to society, and the rate of women returning to the workforce grew once again. From 34 percent in 1950 to 60 percent in 2000, the number of working women grew from 18 million to 66 million women in fifty years.

While the Korean and Vietnam conflicts drained men from the workforce, the overall economic effect was nothing compared to World War II. No longer needing women to fill manufacturing jobs, women instead headed for medical, educational, retail and social job sectors in the 1950s, 60s and 70s.

Throughout those decades, the Great Lakes Region became the heart and soul of American manufacturing. Large electronics companies such as Motorola, automotive companies like Ford, GM and Chrysler as well as Caterpillar, United Steel and other manufacturers thrived in America’s Steel Belt. Associations such as the Tool and Die Institute (now TMA) thrived.

Women in the Chicago area like TMA member Helen Karbin of Lexco Cable worked alongside their husbands when they returned from fighting in Korea. Helen’s husband Harold and his brothers were energized with ideas for using cable and soon the bicycle shop they started expanded into manufacturing cable locks for bicycles, and on from there.

At age 86, Helen still does much of Lexco Cable’s billing. She and her husband, son and now, grandson work together – with plans to

*continued on page 6*





**stacey bales**  
modern day rosie the riveter

**Manufacturers are a “bunch of MacGyvers” to Stacey Bales, president of Bales Metal Surface Solutions. They make up a unique group of creative, ingenious and determined folks with whom she loves working and being associated.**

“Not only is it great to have people to work with every day like that, but it’s nice to have a network of friends that own businesses and work with family,” she said.

Every year for the past five, Bales’ work of polishing and finishing has grown 20 percent - altogether, an amazing 100 percent. Their trademarked specialties of Nibore, Nicklon and Diamond EN coatings are among several available for metal components.

2009 was a difficult year for most manufacturers - that’s no secret. But for Bales, 2009 will be remembered as one of its most wrenching.

That was the year Stacey’s father, who launched Bales with his brother in 1978, died unexpectedly at age 53 while visiting Bales USA’s Harlingen, Texas facility.

“My dad just didn’t show up at work one day,” Stacey said. His death was devastating to her and her sister, but they were allowed no time to grieve and process. Within days, the bankers were sounding an alarm.

“They called a meeting and demanded to know how we were going to liquidate,” she said. The bank, like so many others at the time, was on a mission to pull in any possible outstanding cash.

Immediately, the Bales sisters sought counsel and advice from their manufacturing friends and trusted associates, that Stacey says were invaluable to the company’s successful transition to new leadership.

Soon after the transition, Kutchins, Robbins and Diamond Ltd - a group of Schaumburg-based financial advisors she found through the TMA network – brought more insight while paving the company’s future.

“We switched advisors, switched banks and,” she sighed, “It was a nice feeling to be able to prove them all wrong. It’s taken six long years.”

Stacey was already very familiar with Bales’ work, their customers and finances. Longtime company salesman Harry Raimondi, who she calls “Uncle Harry,” took calls and reassured nervous customers that everything was “going to be fine” throughout the transition. Cousin Jon Bailey, who had managed the shop floor for years, kept the work flowing.

With their indispensable help, Stacey, who started working at Bales when she was 15, and had managed the office since she was 23, took the big step into presiding over





Bales, with her sister Sara alongside as vice-president.

During that difficult time, Stacey recalled her fondest memories of being in a manufacturing family when she was 10 or so, and her father would take her and her sister to work with him. To keep them busy, he would set them up with creative fun projects that piqued the girls' interest in machines.

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***"I think about our employees all the time. I want them to be able to drive nice cars, and not be afraid to take their kids to the doctor. I want for them what I want for myself. That's what we're trying to do." - Stacey Bales***

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"He probably shouldn't have let us play with some of the things we did," she laughed, but that hands-on experience whetted her appetite for more. She wanted to know how things worked and learn all she could. That's missing for the most part these days, she said.

"Number one, people don't take their kids to work with them anymore, and they certainly don't take their daughters to work with them, and two, when they do, they don't get to have that hands-on experience and get to play," she said.

"I think there are a lot of mechanically-minded people that like to create with their hands. If they don't get that exposure when they're growing up, they don't know whether that's something they may be passionate about."

Manufacturing, and especially the Bales company, is obviously something Stacey is passionate about.

"I love what we do as electroplaters. We work on just about

every industry out there," she said. "So I go to work on the floor and can see machine components that make kitty litter bucket molds, Nike shoes, Simply Orange juice caps, Weather Tech mats. It's astonishing what our customers are doing."

As for women and manufacturing, Stacey says she thinks maybe women are more family-centered, and committed to

their jobs because their families are counting on them.

Stacey's daughter Sarina is excelling in high school and is a major reason Stacey stays focused on the future. Her vision for Bales USA includes expansion - building up their 30,000 square foot building in Downers Grove.

"I hope we keep growing so we can take care of as many people as we can," she said. "I think about our employees all the time. I want them to be able to drive nice cars, and not be afraid to take their kids to the doctor. I want for them what I want for myself. That's what we're trying to do."

And if there's anyone that can do it, it's the creative, ingenious and determined Stacey Bales – who could teach TV's MacGyver a few things.

Bales is located at 2824 Hitchcock Avenue in Downers Grove, IL and on the web at [www.BalesUSA.com](http://www.BalesUSA.com). ●





# womanufacturers

continued from page 1



expand the business further in the days ahead.

Annette Lovelace helped her husband Jim start TMA member Quality Fabrications in 1973 by delivering parts orders out of the family's car trunk. She has been her husband's most trusted

advisor and confidante during the company's growth to nearly 100 employees. Today, three of her four sons oversee the plant's growth and customer commitments.

Other Chicago area women are today heading up manufacturing companies that their fathers or grandfathers established. Others are grabbing the reins of newly-purchased companies.

And then there are those women – although their numbers remain a fraction of their male counterparts – on shop floors that are working as assemblers, quality control managers, molding, die and CNC machine operators. Every year, TMA's training programs include women eager to learn machine skills.

With women representing nearly half of the total U.S. labor pool, and just over a quarter of the manufacturing workforce, there is plenty of opportunity for women to re-enter manufacturing.

But a recent study by The Manufacturing Institute, APICS and Deloitte says that Americans appear to be reluctant to choose careers in manufacturing, and too few are encouraging their children to go into the field.

In particular, the study says, Generation Y (born 1977-1994) showed the lowest likelihood for selecting manufacturing as their first career choice, ranking manufacturing as their last choice among seven industries.

However, those familiar with manufacturing ranked it third-most-popular out of seven industry choices. And 64 percent of those that have worked in manufacturing agree or strongly agree that manufacturing jobs are interesting and rewarding.

Only 12 percent of those surveyed said that their school system actively encourages female K-12 students to consider manufacturing. Over a third said the schools neither encourage nor discourage manufacturing careers and 53 percent said the schools do not encourage girls at

all to consider manufacturing as a career.

One executive said, "The focus must start early, garnering interest in grade school and maintaining the interest of high school students." Another said, "We have to put pride in manufacturing jobs."

And the mention of pride, if one weighs the 20th and 21st centuries' evolution of women in American manufacturing, brings the discussion full circle.

Why, again, did women leave their homes and families to work at munition and steel plants in the 1940s?

Pride – pride in their country, pride in their husbands fighting for freedom overseas, and pride in their newfound abilities to "get things done." It was socially acceptable, esteemed and promoted by the culture around them.

21st Century women want respect for the work they do, flexibility in their schedules, fair wages and opportunities to excel and advance – the very same things "Rosie the Riveters" wanted 70 years ago.

Indeed, with a little advertising, encouragement and flexibility, women and manufacturing could come full circle.

"We can do it!" ●

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Learn the essentials of an effective website and digital marketing requirements for the unique needs of manufacturers. We'll share insights and best practices that increase website traffic, leads and sales.

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[www.northwoodsoft.com](http://www.northwoodsoft.com)  
[doug.lantz@northwoodsoft.com](mailto:doug.lantz@northwoodsoft.com)  
847-752-1095



# women of tma

SOME OF THE  
WOMANUFACTURERS  
OF THE  
TECHNOLOGY &  
MANUFACTURING  
ASSOCIATION (TMA)

Helen Karbin at age 86 still works at the Karbin Family's Lexco Cable, a business she started with her husband Harold. Today her son Neal and her grandson David are successfully expanding the company. She loves working with their progeny, she says.

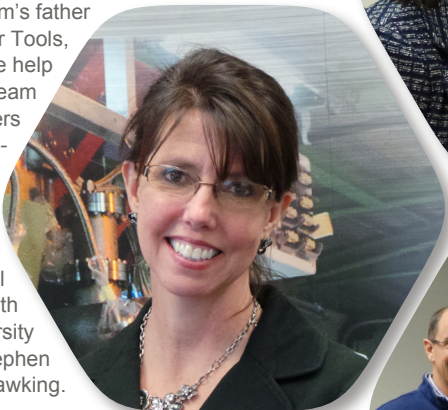


Jean Pitzo (R) became owner and president of Ace Metals when she was 35 years old. Deb Benning (L) has been Pitzo's right hand assistant for nearly 15 years. The two of them, with the help of Jean's sister, led the company as it thrived through the tough 2008 - 2009 recession.



Hillary Mottl (L) is the floor supervisor at her family's Atlas Tool Works, where she's training Ashley Agnew (R) in quality control.

Eileen Cunningham's father started Meyer Tools, and she - with the help of longtime team member engineers and machinists - has drawn the manufacturing world's attention to her company's technological projects with Princeton University and physicist Stephen Hawking.



Annette Lovelace helped her husband Jim jumpstart Quality Fabricators by delivering parts out of the family's car trunk in 1973.



Melva Breitenstein worked for years as an interior designer, but returned to help her husband Tom's Taurus Tool in Batavia recover after a devastating fire in 2013.







• Last month, Women in TMA toured HST Materials, a certified woman-owned business in Elk Grove Village, Illinois.

• Kathryn E. Miller is owner and president of HST Materials, which is a fabricator and converter of rubber, plastic and tape materials used as custom seals and gaskets by OEMs. The company occupies a 10,500 sq. ft. facility in Elk Grove Village, just west of O'Hare Airport.

• After an outside luncheon, staff members of HST Materials introduced TMA members to the company and provided tours throughout their shop and loading areas.

• HST Materials fabrication capabilities include die cutting, slitting, rotary die cutting, dieless cutting, kiss cutting, laminating, parts assembly and kitting. •



# STONHARD

TMA's new, state-of-the-art training center has been completely remodeled, including the installation of a new floor by Stonhard.



# INSURANCE RENEWAL SEASON IS HERE

December and January health insurance renewals are set to be released shortly. Since 75% of our clients have a renewal date in these months, it is important to start working on this ASAP.

TMA - Benefit Services Inc. (BSI) would like to offer a free review of your employee benefits program.

A review will consist of:

- Carrier and plan design audit
- Review of TMA-appointed carriers (different carriers your broker may not be showing)
- ACA compliance - TMA compliance package
- Online enrollment options
- Telehealth and claims assistance
- TMA Benchmarking data (compare your plan against other TMA members)

TMA-BSI is the health insurance broker for 175 TMA member companies, and it is the only insurance agency in Illinois that's owned by the manufacturing community and uses its profits to support manufacturers.

**Please contact Brian Wohlfeil at 847-993-2122, or [bwohlfeil@tmaillinois.org](mailto:bwohlfeil@tmaillinois.org), to schedule a consultation.**



## women in tma luncheon

Panel Discussion: "Women at the Table"



*Hotel Baker*

Friday, October 23 | 11:30am-2:00pm



# senator durbin visits tma

Says “TMA is a leading voice for manufacturing”

Recently, TMA hosted U.S. Senator Dick Durbin at its headquarters in Schaumburg. Senator Durbin was given a tour of TMA’s new hands-on training facility and classrooms, and was able to interact with TMA manufacturing students, including several from Bethel New Life in Chicago.

Following the tour, Durbin met with TMA board members and other TMA members to discuss a wide range of issues including the skills gap, job training and retention, federal jobs programs, the federal highway bill, and TMA’s relationships with community colleges and high schools.

About his visit, Durbin stated, “TMA is a leading voice for manufacturing and I thank Steve Rauschenberger and his team for giving me an inside look at their new training center. These workforce initiatives are helping close the skills gap and are preparing a new generation of workers for good-paying jobs in the manufacturing industry.”

“It was really great to have Senator Durbin at our headquarters,” said TMA Board Chairman Fernando Ortiz, Jr. “It is important that our elected leaders understand not only the challenges we face, but also the successes we continue to achieve.”

“I’d like to thank Senator Durbin for his support of manufacturing overall and his support for the Ex-Im Bank’s reauthorization,” stated TMA Government Relations Committee Chair Zach Mottl. “I look forward to working with him in my role on the Commerce Department’s Manufacturing Council.”



Other attendees included TMA Board Treasurer Aaron Wiegel and Board Members Al Panico and Jeff Pope. TMA members present were Mark Glennerster from John Crane, Inc., Curt Snyder from Atlas Tool Works, Inc., and Kathy Amatulli from Pure Metal Recycling along with Edward Coleman with TMA Training Partner Bethel New Life. ●





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**10:00AM - 1:30PM**  
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## tma | spotlight

TMA Chairman Fernando Ortiz, Jr., Vice Chair Jim Carr, and Board Member Patricia Miller participated in a panel discussion on “How to convert Smart Manufacturing vision into reality” hosted at the Digital Manufacturing and Design Innovation Institute (DMDII) in Chicago.

Joining them on the panel were TMA members Jason Zenger of Zengers and Bill Fienup of Catalyze Chicago.

“We’re all on a journey together and there are many facets of Smart Manufacturing,” said Ms. Miller, CEO of Matrix IV, Inc. “It’s exciting to see two great associations, with different missions but the same goal of improving manufacturing and keeping its strength in the U.S. come together and see synergy.”

“Small legacy manufacturers can integrate new technologies in the same way we integrate ‘smart manufacturing marketing’ in our business, including our wildly successful podcast entitled “Making Chips,”

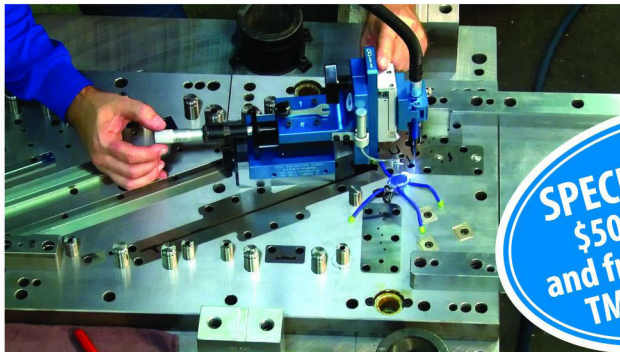
stated Mr. Carr, President of Carr Machine Tools Inc. “It’s critical we get the message out to the larger companies that we are the ones who make things and we are open for business.”

TMA can play an important role in facilitating the relationship between suppliers and customers as well as serving as the face of small to mid-size manufacturing in Illinois and the region. “We are the supply base. As an organization, TMA has gathered a community of manufacturers that feed into the OEM’s (original equipment manufacturers),” said Mr. Ortiz, Vice President and General Manager at Roberts Swiss, Inc. “TMA can teach this community how to integrate Smart Manufacturing into our shop floors.”

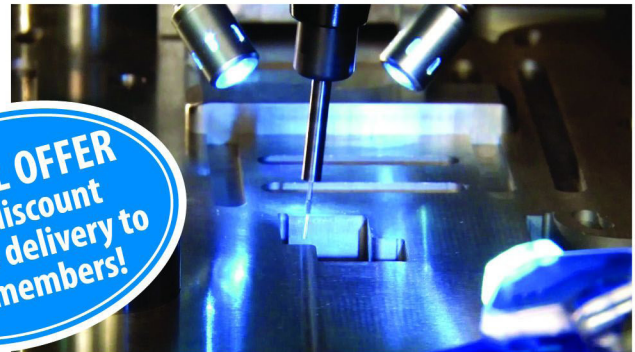
A federally-funded research and development organization, DMDII encourages factories across America to deploy digital manufacturing and design technologies, so those factories can become more efficient and cost-competitive. ●



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# tma | events

## SEPTEMBER 17

### HR Peer Group

Bruce Kijewski, Director of Client Services for Sedgwick, will be speaking on the topic of "Unemployment Insurance Claims Management," and the core strategy of aggressively protesting unwarranted claims to effect the lowest possible rate for your company.

TIME: 8:00am-10:00am

COST: Free

LOCATION: TMA in Schaumburg

## SEPTEMBER 17

### HR Peer Groups | Rockford & Alsip

TMA is holding two regional HR Peer Group meetings. One will take place in Alsip at the First Midwest Bank. The second will take place in Rockford at the Midwest Community Bank.

TIME: 2:30pm-4:30pm

COST: Free

LOCATION: Alsip & Rockford

## SEPTEMBER 15

### Owners' Circle Dinner

Exclusively for owners, presidents and company executives of our manufacturing members, the dinner is designed to discuss the current business climate and exchange strategies.

TIME: 5:30pm-8:30pm

COST: \$125/person

LOCATION: Medinah Country Club

## SEPTEMBER 18

### TMA Members Reception

Join TMA members for a reception at Anderson Japanese Gardens in Rockford. Heavy hors d'oeuvres and open bar.

TIME: 4:00pm-6:00pm

COST: \$55/person

LOCATION: Rockford

## tma | september calendar sponsor



## OCTOBER 1

### Oktoberfest Dinner

Join fellow TMA members and manufacturers for an evening of dinner and fellowship at Chef Klaus' Bier Stube in Frankfort, Illinois.

TIME: 5:30pm-8:30pm

COST: \$50/person

LOCATION: Frankfort, IL

## OCTOBER 8

### Tour: ACE Metal Crafts, Co.

ACE Metal Crafts is a unique business with strengths in Continuous Improvement & Employee Engagement while serving OEM's with stainless steel fabrication and machining in the food processing, packaging and environmental industries.

TIME: 11:30am-1:30pm

COST: \$35/person

LOCATION: Bensenville

## OCTOBER 12

### Made in Elk Grove Village Expo

The 3rd Annual Made in Elk Grove Manufacturing & Technology Expo provides attendees a unique opportunity to connect and collaborate with 1000+ manufacturers, as well as find suppliers and services spanning electronics, plastics, metals and more.

TIME: 1:00pm-5:00pm

LOCATION: Elk Grove Village, IL

REGISTER: [madeinelkgroveexpo.com](http://madeinelkgroveexpo.com)

## OCTOBER 25

### Ops/Plant Managers Peer Group

pTMA's Operations/Plant Managers Peer Group meeting will take place at Dreisilker Electric Motors, Inc.

TIME: 11:30am-1:30pm

COST: Free

LOCATION: Glen Ellyn

### TMA NEWS BULLETIN

Chairman: Fernando Ortiz  
Vice Chairman: James Carr  
Treasurer: Aaron Wiegel  
President: Steve Rauschenberger  
Editor: Dennis LaComb  
Contributor: Fran Eaton



## tma | new members

### Advance Molding Concepts

Plainfield, IL

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

### AMark Consulting

Chicago, IL

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

### Clad-Rex. LLC

Franklin Park, IL

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

### Factory Fix

Chicago, IL

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

### Fujitsu Glovia, Inc.

El Segundo, CA

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

### Haumiller Engineering Company

Elgin, IL

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

### JaSun Tool & Gun Drilling, Inc.

South Elgin, IL

847.760.6515

### Louvers International

Elmhurst, IL

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

### OSG USA, Inc.

Glendale Heights, IL

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

### Sandler Training – Breakthrough Selling

Schaumburg, IL

[www.breakthroughselling.sandler.com](http://www.breakthroughselling.sandler.com)

### Smalley Steel Ring Co.

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





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Tool & Die Institute's Annual Dinner | 1957

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