

# tma news bulletin

the TECHNOLOGY & MANUFACTURING ASSOCIATION

MAY 2015

VOLUME 72 | ISSUE 5



## Rauschenberger reflects on first year as president of TMA

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## tma | member profile



### GALL MACHINE COMPANY, INC.

If you're familiar with knurling, fettering, rolling, swedging, swagging, chamfering or deburring, then you know what John and Tiffney Harper do at Gall Machine Company, Inc. in Countryside, Illinois.

"You name it, we do something for it," says Tiffney.

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## STEVE RAUSCHENBERGER REFLECTS ON HIS FIRST YEAR AS PRESIDENT OF TMA

SCHAUMBURG, IL – The Technology and Manufacturing Association's President Steven J. Rauschenberger (SJR) began his career running the Rauschenberger Furniture Company, a third generation retail business. He served 15 years in the Illinois Legislature holding various leadership positions, including Assistant Republican Leader and Chairman of the Senate Appropriations Committee.

Steve is a former president of the National Conference of State Legislatures (NCSL), where he also served as co-chair of the Taskforce on Telecommunications and Electronic Commerce. He represented the organization throughout the United States and internationally; concluding two cooperative agreements between NCSL and regional parliaments in Europe, and leading a senior delegation to India.

Steve served as faculty instructor to the Algerian Parliament for the U.S. State Department Middle East Partnership Initiative (MEPI). And assisted in a survey of the Niger and Senegal parliaments as part of a MEPI initiative.

With some prompting, the self-effacing Rauschenberger agreed to share with News Bulletin (NB) readers his reflections on his first year at TMA and his vision for the future.

**NB:** *What are your thoughts after completing your first year as president of TMA?*

**SJR:** It's been like sipping from a fire hose. There's so much to learn, so many good member companies. TMA is a very complex organization. We do everything from organizing breakfast meetings, all the way to insuring the health and safety of our members' employees. There's a lot to learn.

**NB:** *Were you familiar with manufacturing before getting involved in TMA?*

**SJR:** A little bit. If you serve in the legislature or public office, you develop some appreciation for manufacturing. It is, of course, an important part of American history, currently a part of a vibrant economy and a big part of the future. But I certainly didn't have the appreciation for the complexity and

the adaptability of manufacturers.

It's amazing to see the adaptations manufacturers have made over the years. They've survived offshoring and the threat of cheap labor in Mexico and China. Manufacturers are adapters, they're innovators, they've recreated themselves in large measure over the last 15 years. These are amazing people to work with.

I've had a varied career from retail to public service to private consulting, and now my work at TMA. Through all of it, one thing has helped me - customer service. Whether you're helping a family select the one sofa they're going to have for the next 15 years, or trying to compassionately execute public policy, it's really about listening effectively and understanding what your constituencies need - whether it's a family in your store, citizens in your state, or an association.

What's always been good for me is what I learned while listening. I think retail people are particularly well-suited for politics and it's the one thing I bring to the association that's a little different. It is a different approach to leadership.

It's less proscribing and more building consensus. To tell you the truth, I don't think I ever sold anybody a sofa. I helped them buy what they wanted. You don't talk someone into buying something, you help them find what fits their needs. And I think that's one value I'd like to help develop at

TMA - that servant leadership, that consensus model. We get better here by listening better.

**NB:** *It's been a challenging year at TMA. Full of change?*

**SJR:** Yes, and what we're proudest of is that most of our members don't realize we've gone through these monumental changes. Most members aren't aware that we had to reduce the size of our Park Ridge office by 50 percent when the new tenants performed asbestos removal and construction; or we found the building we're in now and had to be prepared to move in about ten weeks. I think people would be surprised to know we were closed for only five days during the move





from Park Ridge to Schaumburg.

**NB:** *What should members expect to see happen at TMA over the next few years?*

**SJR:** One of the values we've adopted as a management team is developing a deeper, richer relationship with inactive members. We're working to find ways to take TMA to them.

We're going to move our events and meetings all around TMA's geography in order to make the association more accessible to members. We're expanding our membership staff and profiling members in the News Bulletin as well as a new email series called "People You Should Know."

**"As one of the oldest associations in the state, representing one of the most important manufacturing areas in the country, I want to make sure TMA meets the standards of those who've gone before."**

I hope what people will recognize in the next 12 months is that TMA is getting out of our building and to our members; making sure the services we provide are available to them and they're getting what they need from us.

My desk is overlooked by a picture of one of the early boards at TMA. I'm constantly reminded that this association has a deep tradition of service to each other, with staying power through the Great Depression, through two World Wars, and countless political and economic transitions. As one of the

oldest associations in the state, representing one of the most important manufacturing areas in the country, I want to make sure TMA meets the standards of those who've gone before.

**NB:** *Your thoughts on the future of Midwest manufacturing?*

While the Midwest is still an important area for manufacturing, many refer to it as the Rust Belt. We've got a big public perception problem. It has been engrained in peoples minds that manufacturing went away after the U.S. stopped being the world's largest producers of things like steel or cars. Truth is, the United States is still the world's largest manufacturer, and the Midwest is considered one of the top three manufacturing areas in the country.

Now, manufacturing has changed. We do less high volume, low value manufacturing. Our manufacturing today tends to be more complex, more precise, of higher value, and more important. And the exciting part is that TMA members are front and center - at the heart of that movement.

Of course, while manufacturers are fighting an uphill battle on public perception, those in Illinois have even

bigger challenges. They face issues like property taxes, infrastructure, and workers compensation, to name a few.

**NB:** *How do plan to help TMA members address those challenges?*

**SJR:** It's true - in Illinois, government is in the way of progress and making it harder for entrepreneurs and business owners to succeed. We have awareness and an appreciation for that here at TMA, and because I've spent 15 years in public interest, I have a pretty good understanding of the legislature and the state. I hope we're going to be able to help lead today's legislators and the people in the governor's office to the right kind of solutions. We're not going to get there quick, Illinois has a long way to go. But starting that journey takes appreciation and understanding.

One of the things TMA has worked hard at over the years is having a robust government relations and advocacy effort. I hope I can enrich and strengthen that effort with my understanding of Springfield personalities and perspectives.



**NB:** *Why is it important for manufacturers to have a strong relationship with their local officials?*

**SJR:** This past month TMA held its second Mayors for Manufacturing Summit. Our effort was to connect mayors with their own constituents in their own communities. Two reasons that this is important: 1.) Mayors and officials - whether they be city, local or county - wield a fair amount of authority over things that matter to businesspeople, and 2.) Mayors are probably one of the most effective lobbying groups with legislators. If the mayors understand our issues, it will make our advocacy in Springfield stronger.

**NB:** *So, you are working to help TMA members have a stronger voice in public policy?*

**SJR:** They've always had a strong voice, but we're hoping to make it more effective and targeted. TMA has been important

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### JOHN & TIFFNEY HARPER of GALL MACHINE COMPANY, INC.

The industries the Harpers serve include toys, lawn and garden, furniture, automotive and building. Gall Machine's wire products are in well-known brands.

The wire is brought in wrapped on coils, then Gall Machine stamps, pierces, cuts, coats and/or bends the wire as the customers need.

"Our customers give us a print, and we look it over, ask them what the part will be used for, and then we try to find the most cost-effective way to save them money and get the product to them how and when they need it," Tiffney said.

John, her husband, agreed. He's been working at Gall Machine since 1982, when he joined his grandfather George Gall's business. Gall, who was his mother's father, came out of retirement at age 78 to start Gall Machine.

"When I came on, he had one customer," John said.

That's when he called on his wife Tiffney to help with getting new customers.

"We had three kids at home, so I spent most of my time with them, but John thought I – as a woman – would get attention for sales on the phone and he was right. I was pretty good at getting through to the right people," said Tiffney.

Before working with his grandfather, John went to college to be a dentist and found that he hated the work. "So I went to work doing what I liked, and that was working with machines," he said.

When John's grandfather started the company, it was in a 2,500 square foot shop close to the old Comiskey Park. Now they're located in a 15,000 foot shop in Countryside, with

room for expansion.

With four fulltime employees, Gall Machine is able to meet demands for 10 to 100,000 piece orders, and on occasion, orders as large as a million.

"We've been able to get the automation needed to get things done right and on time. The machines may cost more than they used to, but they do the job, and they save us labor costs," John said. "We're able to pass that on to our customers."

The Harpers say that their life priorities are family, then work. They hear people say that company owners are greedy and don't care about their employees. That's not true about them, and that's not why they're in the wire business.

"We care a lot about the people who work here," Tiffney said. "If your employees aren't happy, you're sunk."

Health care costs are a big challenge for the small business, and keeping orders coming in is another.

"We're working with Kent Gladish at TMA, who is helping us with ideas to get new customers," Tiffney said. "He said



if we follow his program, we'll get orders – it may take a while, but we're beginning to see results. He's really been a big help."

The Harpers say they've noticed a spike in orders coming back from overseas. "We've noticed that customers are turning back onshore for products like ours. They're still at smaller volumes, but they're coming back to the United States," John said.

"For us, it's about being fair and competitive, not making millions. Sometimes we can actually offer prices cheaper than China, and the time frame doesn't have to be so far in advance," Tiffiney said.

The Harpers are empty nesters now, but they're still not ready to retire. They're putting two through college and their oldest, having graduated, is getting ready to marry.

"If someone came along again and made another offer to buy Gall Machine now, it might be different, but I think John will always want to stay busy doing something with machines."

And Tiffiney? When she retires she'd like to go to Disney World. "I've said for a long time I'd love to be a street sweeper at Disney World when we retire. Can you imagine spending the day watching people and hearing kids having fun? That would be great."

But that's not going to be for a while. The Harpers are focused now on meeting their customers' needs and keeping their employees busy.

"If your readers have a need for wire products, we're the people they should call," Tiffiney said.

Gall Machine: [www.gallmachine.com](http://www.gallmachine.com).



## tma | advocacy

### MAYORS FOR MANUFACTURING | FORUM TO NETWORK MAYORS AND MANUFACTURERS

Last month TMA hosted a "Mayors for Manufacturing" forum where 13 area mayors met with over 90 manufacturing representatives to discuss mutual public policy challenges and solutions.

As part of the event, College of DuPage Technology Center teaching staff provided tours of their training facility used to teach modern manufacturing skills.

After the tours, five panelists – two mayors, a manufacturer, a policy analyst and a DuPage County advocate - discussed a variety of topics, including Cook County's complex property tax classification system, the state's infrastructure condition and the costly prevailing wage mandate.

Atlas Tools' Chief Alignment Officer Zach Mottl said his family business pays \$140,000 a year in property taxes on their 75,000 square foot plant in Lyons. Mottl urged his colleagues to get more involved in local public policy – even at the school board level.

"If you look at your property tax bill, you'll see most of your property taxes really go to the school system," Mottl said. "If you want to make a difference

in your property taxes, go to school board meetings and get involved."

Mottl, who chairs TMA's Government Relations Committee, said skyrocketing teacher and administrator salaries, pensions and benefits are a major reason property taxes are choking out Cook County businesses.

Hanover Park's Village President Rodney Craig, said Cook County's property tax classification system has affected Hanover Park's decision to invest more in the village's

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## OVER 50 EMPLOYERS ATTEND INTERNSHIP WORKSHOP

Student internships was the topic of a GCAMP and TMA Foundation workshop held in April, with over 50 employers on hand to find out how they can incorporate interns into their companies' futures.

TMA members Zach Ford of Scot Forge and Linda Wolff of Perfection Spring & Stamping shared their experience working with interns. Scot Forge currently has 20 interns, and have created safety programs that work to allow maximum benefits to interns. Ms. Wolff emphasized the importance of finding the right intern that fits into an organization and

provides experiences that lead to great, long term employees.

Representatives from School Districts 211 and 214 explained how their student internships work and how they work with students to set appropriate expectations and outcomes, along with job descriptions. They also explained the mentoring process and how to evaluate when internships conclude.

At the end of the event, eight companies signed on to host interns in the coming year. TMA Education Foundation is currently working with high schools and colleges from all over Northern Illinois and can assist member companies in connecting with area schools or local colleges to set up summer internships.

If you have questions, contact Greta Slamando at 847.993.2140 or [gsalamando@trmaef.org](mailto:gsalamando@trmaef.org).



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10 a.m. - 6 p.m.  
(Lunch provided daily.)

**Where:** Mazak Corporation  
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**Register:** [mazakusa.com/moremidwest](http://mazakusa.com/moremidwest)  
Call 847.490.7927





## 2015 TMA & DISTRICT 214 CAREER FAIR

Last month, nearly 30 students from Elk Grove and Wheeling high schools participated in the TMA & District 214 Manufacturing Career Fair. The event, now in its second year, brought together students and manufacturers to introduce careers in manufacturing to the next generation.

Students arrived with resumes in hand to discuss job opportunities and continue their manufacturing training with TMA. “I have always enjoyed working with my hands; taking things apart and putting them back together,” said one Wheeling high school student. TMA members met with the students, displaying and discussing the parts each make at their facilities.

“This career fair has provided our manufacturing students with the opportunity to meet and socialize with passionate members of the manufacturing industry,” said Tom Steinbach, Engineering and Machining instructor at Wheeling High School. “This unique event creates a collaborative effort between the educational and industrial sectors, promoting critical thinking, soft skills, and the passion for building things, while working together to solve our nation’s skills-gap problem,” he added. Last year, seven Wheeling students were hired as a result of the TMA and District 214 Career Fair.

Bob Willer of United Displaycraft in Des Plaines participated in the first career fair in 2014 and returned this year ready to meet with a new group of students. “Last year we offered a graduating high school senior an internship that turned into a full-time position, and we are looking to offer an internship again this year,” Willer said. “It is nice to see young people

excited about manufacturing. The industry needs fresh, young minds,” he added.

After students networked with TMA members, eight students from Wheeling High School and three students from Elk Grove High School received a TMA Junior Related Theory certificate. “The idea behind the TMA Junior Related Theory certificate is to show employers that these students have completed coursework similar to what we cover in the first year of our Related Theory Apprentice Training program,” said Patrick Osborne, TMA Vice President of Training and Education. “We are recognizing the manufacturing education completed at their high schools so that they can take this credential, get hired, and come back to TMA to continue their training.”

As he presented the certificates, Osborne addressed the students. “Everything you use—everything—is manufactured. It is an industry with endless possibilities. If you stay on the manufacturing path, you will not be disappointed,” he said.

This event would not have been possible without the generous support of our sponsors. TMA would like to thank the following members for their sponsorships:

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Paragon Manufacturing, Inc.  
Wiegel Tool Works

For more information, please contact the TMA Education Department at 847-825-1120 or email [education@TMAIllinois.org](mailto:education@TMAIllinois.org)



DuPage County region over the village's Cook County section.

"We're developing the area around our Metra station, and it will be significantly more developed on the DuPage County side just for that reason," he said.

Another panelist, Mayor Craig Johnson of Elk Grove Village, said he's seen firsthand the negative affect Cook County's property tax classification system has had on businesses. But on the positive, Cook County has been slowly lowering the property tax rate on businesses and raising it on residences.

"The only way we're going to do better is to start doing more of what the governor wants to do in his Turnaround Agenda," Craig said. "We've got to straighten this thing out."

When the panel's discussion turned to the need for infrastructure investment throughout Illinois, Craig said the state's mandatory prevailing wage is a costly deterrent to the state launching a major construction program.

"Prevailing wage - that's our biggest frustration. We are forced by state law to adopt prevailing wage," Craig said.

Prevailing wage, along with high workers compensation insurance, is bloating the cost of infrastructure repair statewide, said Michael Lucci of Illinois Policy Institute.

"The cost of infrastructure is an issue, and prevailing wage drives the cost of projects up by 25 percent," Lucci said. In addition, workers' compensation costs Illinois employers 25 percent of their payroll, compared to Indiana's 7 percent.

"That's an 18 percent difference," said Lucci. "We should

work towards those infrastructure projects being as cost effective as possible.

After the discussion, the mayors and manufacturers had a chance to discuss issues one-on-one during a reception and over dinner at the College.

DuPage County Board member Tonia Khouri welcomed TMA members to DuPage County, and encouraged them to consider making the county home for their families and their businesses.



"Whether you're for or against the governor's agenda, it's open season for the first time in 15 years on all these topics that are costing manufacturers more in Illinois," TMA President Steve Rauschenberger told the attendees.

"For the first time, people can talk about what it would be like to get a job and not be forced to join a union, Rauschenberger said, "and ask questions like, 'What if municipalities were allowed to make decision not based on statutory requirements that they pay union scaled workers?'"

TMA hopes to have similar events around the area over the coming year.





## tma | cover story (continued from page 3)

on the scene as long as I've been involved in public service. I'm just trying to help them strengthen it.

**NB:** *Does your experience thus far with Illinois manufacturers change your outlook for the state's future?*

No. Illinois politics has a long way to go to catch up to the states around us. It does make me more optimistic about my kids' future. You realize that despite how dysfunctional Springfield is, businesses thrive anyway. Smart people figure out workarounds that regardless of what kind of trade policy or economic manipulation, they figure out a way to win. If we can get out of the way of American entrepreneurs, free their spirit, and give them the ability to compete, they'll figure out solutions.

Whatever they're doing is not working. It's filling your prisons, imprisoning your businesses. The idea that Springfield ought to be debating the content of school lunches or the size of your soda is crazy. Illinois has the largest pension deficit, the largest budget deficit, and a deteriorating infrastructure because we have bad public policy that encourages over-expensive construction costs and doesn't let our dollars go far enough. They need to go work on those issues.

People figure out problems if they're left alone. Overwhelmingly, people are satisfied with their employers and working conditions. Politicizing working conditions and pay doesn't improve society. It divides people.



**NB:** *If you could see TMA do one thing in the next year, what would it be?*

I would like to ensure we retain our members. If we could continue modest, thoughtful growth, through services to members, I would be very proud of the work I did at TMA.



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## TMA SALES & MARKETING TAKES DISCUSSION ON THE ROAD

How to get new customers, attract attention to your company's expertise and tap into the worldwide web were discussion topics at a gathering in late April hosted by TMA's Marketing Committee.

In order to make the sessions more accessible for members, TMA's Marketing Committee staff is moving from the association's headquarters to more convenient locations. Their inaugural "On the Road Lunch and Learn" was held at TMA member Missler Software in Addison.

"We're providing an opportunity for members to share their marketing challenges, their success stories and maybe learn some tricks of the trade," said Suzanne Henn, part of the TMA Membership staff in attendance.

After introductions, the conversation moved to the topic of Internet customer outreach. Customers now commonly research potential suppliers through the Internet, making a company's website their first impression.

"If driving up to a company, seeing it from the outside and touring it inside gives a different impression than what a prospective customer would get from a visit to their website, that company could lose a potential lucrative account," Henn said. "You've got to be focused on the customer, and how the customer will find you. It's important to make good use of the technology that's available to attract those customers in the way they are looking for their needs to be met."

"Internet marketing is a starting point, a place to get attention. Having a clear message about what your company does is very important," Missler Software's founder Bill Genc said.

Mike Weber of MLW Marketing agreed. "Expectations from consumers about websites has evolved over the years, as smart phones and mobile access has grown," Weber said. "All it takes is one missed opportunity to lose a big customer. It's good to evaluate your web presence often. You've got this great information, make sure it is easily accessible."

Genc recommended using free Google Analytics to evaluate how much traffic comes to your website, and then following up with email campaigns and direct contact with potential clients.

"Message is key," Julie Poulos of Red Caffeine noted. "Until you know who you are, we can't even design an image."

"I view marketing and strategy as one in the same," said Tyler Jeffrey of Nilan Tool and Mold Corporation. "You can't market anything unless you know what your strategy is. Our challenge is to make it clear why we're different from other companies and how we can meet that customer's needs."

The discussion continued for an hour, lunch and networking followed, and then all those attending went back to work, energized with helpful ideas.

"I found this time to be very helpful," said Teri De La Puz of Kiene Diesel Accessories, who just moved into sales following the retirement of her company's sales representative.

The TMA Marketing Committee is planning to hold more of these meetings in other locations. For more information, connect with Suzanne Henn ([shenn@tmaillinois.org](mailto:shenn@tmaillinois.org)) or Kent Gladish ([kgladish@tmaillinois.org](mailto:kgladish@tmaillinois.org)) at TMA.



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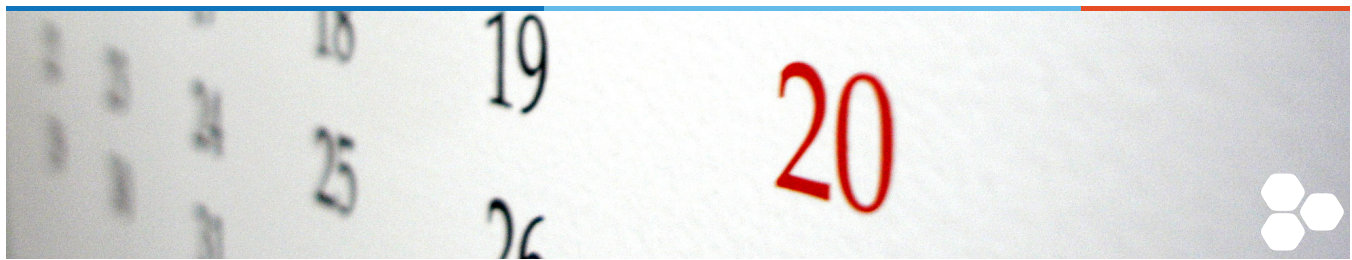
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For more information, contact TMA at 847.825.1120 or visit our website at: [www.tmaillinois.org](http://www.tmaillinois.org)





## MAY 26

### 2015 Related Theory Graduation

Come celebrate The Related Theory graduating class of 2015.

TIME: 5:30pm

COST: \$80/ind. \$600 table (8)

LOCATION: Schaumburg

## MAY 28

### Young Leaders Structured Networking

The Young Leaders Committee is hosting a facilitated networking.

TIME: 5:30PM-8:30PM

COST: \$35-\$65

LOCATION: Schaumburg

## MAY 30

### TMA Career Fair

TMA is hosting a career fair connecting members to skilled manufacturing candidates focusing on job opportunities in: production, quality, engineering, tool room, maintenance and logistics.

TIME: 9:00am-2:00pm

COST: \$275

LOCATION: Schaumburg

## JUNE 11

### Regional Meeting at RelaDyne

RelaDyne's FRM services division addresses lubrication-related equipment failures through the identification of their root cause. The company's blending division designs lubricants to solve any issue, and its condition monitoring program is an online reporting tool that monitors equipment health.

TIME: 11:30am-1:30pm

COST: \$35/person

LOCATION: Elk Grove Village

## Got News?



Let us know!

Contact Dennis LaComb | 847.825.1120 or [dlacomb@tmailinois.org](mailto:dlacomb@tmailinois.org)

## JUNE 25

### Owner's Circle Dinner

Exclusively for Owners, Presidents & Company Executives of TMA manufacturing members, this event is to discuss the current business climate, share stories and swap strategies.

TIME: 5:30pm-8:30pm

COST: \$125

LOCATION: Mokena

## JULY 9

### Regional Meeting at Toyoda

Toyoda Machinery USA is a top machine tool service and supplier for the U.S. Canada, and Latin America. Thoughtful engineering has been the cornerstone of Toyoda machines since the company's beginning days in 1941 as Toyoda Machine Works.

TIME: 11:30am-1:30pm

COST: \$35/person

LOCATION: Arlington Heights

## JULY 10

### TMA Golf Outing

Tickets include game, cart, lunch and sleeve of golf balls. Golf scramble: up to 25% win prizes. Closest to the pin, longest and straightest drive...and more!

TIME: 8:00am sign-in

COST: \$125 | Foursome \$480

LOCATION: Schaumburg Golf Club

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## tma | new members

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