New Year, New Opportunities

As SME’s new executive director and CEO, I would like to express to you how excited I am to be leading this great organization. What drew me to SME was its breadth of services, capabilities and rich history—all of which contribute toward moving manufacturing, and the workforce that supports it, forward.

I consider myself very fortunate to be part of an industry for over 30 years that plays such a critical role in the prosperity of the world. We all lived through the 18-month “Great Recession.” We can now take a brief moment to reflect that we are now experiencing a very innovative time of “manufacturing renaissance,” where our manufacturing industry is experiencing a rapid resurgence. Through this resurgence, job opportunities are abundant, the industry is profitable, manufacturing continues to lead the headlines, and technological advancements and innovation amaze with their applied ingenuity. There are, however, with the fast pace of innovation, unique challenges and solutions to trying to connect the people together with the rich manufacturing knowledge and developments.

You may be asking yourself, how does all that relate to SME? Throughout its 83-year history, SME has increasingly become the go-to organization for connectivity to manufacturing knowledge and resources. What started as a society with 33 members has evolved into a broad organization with five key business units—Tooling U-SME, Advanced Manufacturing Media, the SME Education Foundation, SME’s Events and Membership—each offer our customers a unique value proposition tied to SME’s overarching focus of connecting manufacturing knowledge.

Here are some brief examples:

- Tooling U-SME provides the current and future manufacturing workforce with the tools they need to be successful in a manufacturing environment;
- Advanced Manufacturing Media compiles the latest technological advancements in a variety of different print and digital platforms, keeping the manufacturing community informed and educated;
- SME Events offer individuals and companies a first-hand opportunity to showcase and experience the latest and greatest technologies;
- SME Membership is comprised of manufacturing experts in their fields who share their wealth of manufacturing knowledge; and
- Through its programs and funding, the SME Education Foundation is ensuring that there is a new generation preparing for the abundance of manufacturing careers.

As I mentioned earlier, one of the many reasons I was drawn to SME was because of the breadth of these products and services. As SME’s CEO, I intend to further develop our relevance in the manufacturing marketplace and continue the quest to offer innovative approaches, networking and solutions. This may be accomplished by expanding and enhancing events, publishing white papers, creating new media products and training and development courses, and additional activities to address the growing challenges pertaining to workforce development.

By continuing to evolve SME’s products and services, SME will contribute as a leading, knowledge-based source to parallel the ever-evolving world of manufacturing. With so much importance being placed on manufacturing, SME is uniquely positioned to make a difference in the industry itself and in the lives of the many individuals involved in this crucial industry.

As SME’s broad customer base, you obviously play a critical role in making SME successful. As such, I would like to invite you to share your thoughts and suggestions with me. Please feel free to email me at leadership@sme.org.
I appreciate the opportunity to share my thoughts and most certainly look forward to working with you to move manufacturing forward.

Nominate a High School with an Exemplary Manufacturing Program

The SME Education Foundation is committed to addressing the shortage of manufacturing and technical talent in the US. The Foundation’s Partnership Response In Manufacturing Education (PRIME) program actively engages and builds a collaborative network between manufacturing students, educators and industry to grow and train the next-generation workforce, while driving interest and awareness in advanced manufacturing. Programs selected for the PRIME designation will receive funding to provide postsecondary scholarships, equipment upgrades, continuing education for instructors and a STEM-based/manufacturing camp for middle school students.

PRIME site applications will be accepted through March 1, 2015. Nominations must come from local SME chapters or companies involved with a high school offering exemplary manufacturing education. For more information, nomination guidelines and application, visit www.smeef.org/prime.

New White Paper Available from Tooling U-SME

Even if two manufacturers have the same equipment, processes and materials, that does not mean they have the same success. World-class companies have a secret weapon: their people. These successful companies recognize the importance of recruiting the right people for the right job and providing the right training. They know a well-trained workforce drives innovation, customer satisfaction, quality, productivity and growth. Learn how investing in this precious resource—human capital—can build a competitive advantage. Download Tooling U-SME’s complimentary white paper, “People Power: Human Capital Drives Manufacturing Competitiveness.” Highlights include:

- Research demonstrating the importance of human capital for meeting business objectives;
- Industry best practices in training and development; and
- Case studies from world-class companies.

Download your complimentary copy at ppc.toolingu.com/human-capital.

What Does Manufacturing Mean to You?

SME is trying to address the misconceptions about manufacturing. We want to highlight the positive stories to negate the false and negative stereotypes. Through SME’s #MFGis campaign, we want to define what manufacturing is, one word at a time—and then tell the stories that highlight the progress, what is driving the industry and how these (and the people) will shape the future. Help SME dispel the myths surrounding manufacturing by submitting your story at www.sme.org/mfgis.

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