



**FORGING INDUSTRY ASSOCIATION / Committee Meeting Record**

**MARKETING COMMITTEE**

**Date Held:** September 29, 2009  
**Time Started:** 8:00 a.m.  
**Time Adjourned:** 11:05 a.m.  
**Place of Meeting:** Grand Geneva Resort  
 Lake Geneva, WI

**PURPOSE OF MEETING - AGENDA**

- 1) Call to order
- 2) Minutes approved
- 3) General business update and concerns
- 4) 2009 Marketing Workshop – Last minute details
- 5) 2010 Marketing Workshop location
- 6) Power Gen 2009
  - booth volunteers
  - Committee meeting
  - registration & hotel info
- 7) FIA website stat review
- 8) FIA Board's new Strategic Plan
- 9) Goals for 2009-10
- 10) Review metrics
- 11) Review Orders & Shipments reports

Next Meeting

PRES      ABS.

Jason Artner, Scot Forge CHAIR	X	
Mike Kamnikar, Ellwood Group, Inc. EX-OFFICIO	X	
Denis Benetti, Vulbruna Slater Stainless	X	
Bob Buss, Milwaukee Forge	X	
Artemio Cuellar, FRISA		X
Christina Dahlin, Weld Mold Co.	X	
Kelly Daniel, A. Finkl & Sons		X
Carl Dirks, Jorgensen Forge	X	
Nancy Eisenman, Lakeview Forge		X
Greg Fitzgerald, Portland Forge	X	
Kevin Gilbank, Patriot Forge	X	
Gary Hatton, Ellwood City Forge	X	
Bob Hirsh, Erie Press Systems		X
Chuck Hopper, Composite Forging	X	
Jim Kaniecki, Ellwood National Forge	X	
Mike Klein, Turnkey Forging		X
Glenn Larson, C.E. Larson & Sons	X	
Shawn O'Brien, McInnes Rolled Rings	X	
LeAnn Rhoades, Meadville Forging	X	
Kathy Shumsky, Electralloy	X	

GUEST:  
 Sean Connolly, Composite Forging

**DISTRIBUTION:**  
 FIA Marketing Committee

**OTHERS PRESENT:**  
 Don Farley, FIA

**Item 1:** Chairman Artner called the meeting to order.

**Item 2:** The minutes of the June 9, 2009 meeting were reviewed and approved.

**Item 3:** Following a staff reminder concerning FIA's antitrust compliance guidelines, the Committee held a Business Roundtable during which attendees introduced themselves and discussed their general perception of current business conditions, general business concerns and their overall outlook for the future.

**Item 4:** Farley reviewed last minute Workshop details with the Committee, stating few changes since the last meeting. He announced a record high of 108 attendees – an impressive record considering the difficult economic times.

**Item 5:** After considering the pros and cons of seven US cities, Nashville was voted as the best location for the 2010 Workshop. Downtown was preferred. Staff will look into suitable hotels for review at the next meeting. If for some reason Nashville should not work out, Cincinnati was voted as back up location.

**Item 6:** At its last meeting, the Committee recommended FIA exhibit at the Power-Gen International Show, December 8-10, 2009 at the Las Vegas Convention Center. Because there is so much market potential in power generation across the three forging processes, it was decided to hold the December Committee meeting on December 7, just prior to the Power-Gen Show in Las Vegas. This meeting will also be held at the Las Vegas Convention Center from 1-5:00 p.m.(details too come) . Staff also suggested members seek hotel options ASAP as there will be no official hotel with rooms held as is normally the case for Committee meetings.

Most members indicated they could attend and will therefore get an exhibitors pass for the show. Staff will secure passes. Exceptions include **Fitzgerald, Hatton** and **Eisenman. Hopper** will be replaced by **Connolly** and **Benetti** by **Randy Kline**. A tentative FIA booth assist schedule was set up as follows:

**Tues., Dec 8**

11:30 a.m. – 3:30 p.m. - **Jason Artner, Shawn O'Brien**

3:30 – 6:00 p.m. – **Bob Buss**

**Wed., Dec. 9**

9:00 a.m. – 11:00 a.m. – **Jim Kaniecki, Sean Connolly**

11:00 – 1:00 p.m. - **Jim Kaniecki**

1:00 – 5:00 p.m. – **Kathy Shumsky**

Others are welcome to assist when and where they can.

**Item 7:** The FIA website user statistics for August 2009 were reviewed. A high of 91,000 visitors were logged. FIA has been averaging about 65,000 users a month. Forging Facts continues to be the top page visited.

**Item 8:** Staff briefly discussed the highlight elements of FIA's new Strategic Plan - bound for Board of Directors review and official adoption at their October meeting. Ex-Officio **Mike Kamnikar** will share details discussed at that meeting with the Committee at its December meeting. The fundamentals are as follows:

## 1) BENCHMARKING

### Objective:

- Strengthen FIA's benchmarking programs and expand data gathering to a global scope

### Action Items

- Inventory benchmarking programs of international forging associations
- Develop a reciprocal arrangement with international forging associations to exchange benchmarking data

## 2) GLOBAL NETWORKING

### Objective:

- Increase FIA global networking opportunities

### Action Items

- Commit to consistent involvement in IFC and IFM
- Sustain a FIA presence at EUROFORGE and other international forging associations
- Invite representatives of EUROFORGE and other international forging associations to Forge Fair; Industry Meetings, etc.
- Establish a mechanism to facilitate reciprocal plant tour opportunities with offshore forgers through forging trade associations

**Item 9:** The Committee reviewed and updated its goals for FIA FY 2009-10 as follows:

- Program and promote the 2010 FIA Marketing Workshop in Nashville. Content will continue to contain market updates and a forecast along with sales motivation and training.
- Look at marketing the FIA website better to the design engineering community. (**Kevin Gilbank** to offer suggestions at Dec 2009 Meeting.)
- Discuss and address 2008 Technology Roadmap Marketing Challenges
- Continue offering input/recommendations/subcommittees towards FIA Strategic Plan, Marketing sector
- Promote/distribute new edition of the FIA Forging Capability Guide CD to customer list.
- Promote FIA RFQ via same as FCG CD.
- Continue to promote/distribute FIA customer education CD, "The Forging Advantage".
- Discuss post 2010 FIA customer trade show exhibition; determine shows; determine committee involvement
  - Great Designs in Steel 2010 ?
  - Windpower 2010 ?
- Continuously monitor and re-evaluate the FIA website and modify the following Marketing-related sections as needed: Request for Quote; Buyers Guide of Custom Producers; Global Insight Economic Outlook; Design Engineering Center

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**Item 10:** The Committee reviewed FIA marketing services metrics – both the methodology and the results -- and determined they were on target.

**Item 11:** At the request of new Ex-Officio **Mike Kamnikar**, the Committee was asked of its interest to help re-think FIA's Annual Orders & Shipments (O&S) reports in order to add more value for participants. Prior to today's meeting, staff sent out sample questionnaires and results for Committee review.

At today's meeting, preliminary discussion led to the following comments and considerations. These along with others will be considered by this Committee and a subcommittee of the Board for possible incorporation into future Annual Orders & Shipments (O&S) and Marketing Benchmarking reports:

### **Marketing Benchmark and O&S reports:**

- Determine why participation falling
- Ask companies why they chose NOT to participate when sending out initial questionnaires.
- Determine what % of volume the 41% of participating Marketing Benchmarking companies encompasses.

### **O&S Reports:**

- What is the real definition of a 'market' ? Do we mix/confuse markets and applications ? Crankshafts and engines are a couple applications used across several markets.
- Is it more important to define by market over application ?
- What holds as a defined market for one forging process may not be the case with another.
- Do we blow up history to redesign questionnaires ?
- Do we send a simple form and a detailed form to encourage some form of participation ?

Committee members were asked to e-mail **Kamnikar** and **Farley** their thoughts in writing on any points they felt strongly about. **Shawn O'Brien** and **Jason Artner** were two members that volunteered to do so.

### **Next Meeting:**

The next meeting of the FIA Marketing Committee will be **Monday, December 7 at the Las Vegas Convention Center, Las Vegas, NV at 1:00 p.m.** A group dinner that evening is likely.

No other business was transacted.

/s/ Donald J. Farley  
Director of Marketing

**THESE MINUTES HAVE BEEN APPROVED BY LEGAL COUNSEL.**