

## Dayton Spring Meeting Soars

65 delegates and guests ascended on Dayton, Ohio and the DoubleTree Dayton Downtown Hotel April 24-27 for the 2001 Resistance Welder Manufacturers' Association Spring Meeting. Dayton is the home of the United States Air Force Museum as well as the home of Orville and Wilbur Wright. With Dayton as the backdrop, the Spring Meeting proved to be high flying as well. It was one of the most productive meetings in recent memory. Each committee and subcommittee moved forward on a number of exciting projects and began planning new projects.

One of the highlights of the Spring Meeting for the delegates was an opportunity to visit Stillwater Technologies, Inc. located just up the road in Troy, Ohio. The delegates were treated to a 2 for 1 tour, because Stillwater Technologies shares a lobby with Motoman, Inc. Delegates were able to see Stillwater's resistance welding operations and learn about the robotic resistance welding systems created by Motoman. A special thank you to Bill Lukens, Ray Shook and the entire Stillwater family for a fabulous learning experience and the delicious cookies.



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## Charlotte Site for the 2001 Spring Welding School

The Hilton Charlotte University Place is located on a lake was an idyllic site for the 37th RWMA Welding School. A total of 58 students participated in the school, which was held March 27-29. Attendee evaluations showed that for the first time, students have begun to learn about the welding school on the internet through the RWMA homepage.

A big welcome to Bruce Kelly of General Motors, who taught Machine Controls Systems at his first welding school. In other news from Charlotte, Barry Schultz of Taylor Winfield was voted as the Vice Chair for the Welding School Committee.

One of the newer and dynamic elements of each welding school is the Member Tabletop Exhibit Program, held once for both sessions. The students have an opportunity to meet with RWMA members and learn more about the resistance welding industry during the popular tabletop exhibit program. A special thank you to the 13 RWMA member companies which participated in the program:

- Banner Welder, Inc.
- CenterLine (Windsor) Ltd.
- CMW, Inc.
- DTI, Peer Division

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## President's Perspective

*Bill Brafford, CMW, Inc.*

Many of us in the Resistance Welding Industry attended the MAX INTERNATIONAL Show in Cleveland. It was a first that the American Welding Society and Precision Metalforming Association combined to put on an exhibition of common interest for their members. The intent was to make the combination of the two shows larger than the simple sum. In all of industry, companies and associations are combining their technologies, talent and assets to better market their combined goods and services to the "World Market". RWMA is active in this role. Through the combined knowledge of our members and input from other associations RWMA has been utilizing new media to distribute our Standards and Technology to the marketplace. The RWMA web site is up and running. It will become a major site for information exchange in the Resistance Welding Industry. Meetings and data exchange at the committee level are being planned for the world wide web. Through technology RWMA will be able to deliver more data in a shorter period of time for the improvement of the Resistance Welding Process.

RWMA has adopted a new strategic plan with the intent of delivering more value for association members as well as the Resistance Welding marketplace. Our goal of publishing the latest standards will be accomplished. At the same time information of interest to all of our members will become a part of our information exchange either at meetings or available on the RWMA web site.

Growth through sharing with other organizations has led RWMA to lend its support as a cosponsor of the 2002 MAXI Exhibition in Chicago. The draft of a Resistance Welding Technician Certification program has been presented to AWS and is being refined by their technical committee with help from RWMA members. This program will define the skills and knowledge required for a person to be classified as a Resistance Welding Technician. New or experienced personnel will have a goal to strive for and at the same time receive recognition for their accomplishments in the Resistance Welding Industry. The Resistance Welding Process itself will improve with the added effort and knowledge shared by the increasing trained talent pool. It is the growth and sharing of Resistance Welding knowledge that RWMA maintains as its primary goal. Be it a growing web site, a revised Resistance Welding Manual or other standards RWMA will continue to generate the technical data and information that industry needs.

Though all these new initiatives, membership value will continue to increase for RWMA members. Join us and help improve the Resistance Welding Process!

## Welcome New Staff!

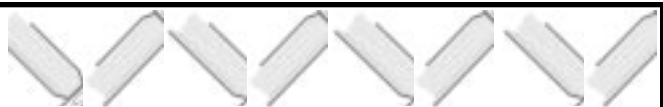
*Join us in welcoming two new staff members to the RWMA!*

### **Julianne Paisley**

Julianne Paisley joins the RWMA team as an Administrative Director. Julianne is a graduate of Immaculata College and has pursued Graduate work at The George Washington University in Event Management. Julianne brings several years of corporate event and meeting planning experience as well as a very thorough knowledge of the travel industry. Welcome Julianne!

### **Jessinia Austin**

Jessinia Austin was already working at Fernley & Fernley on several other accounts when she was offered the position with the RWMA. Born in Brooklyn and raised on Long Island, NY, her studies concentrated on mathematics and computer science. Jessinia is a very quick learner and has a natural knack for the computer. Welcome Jessinia!

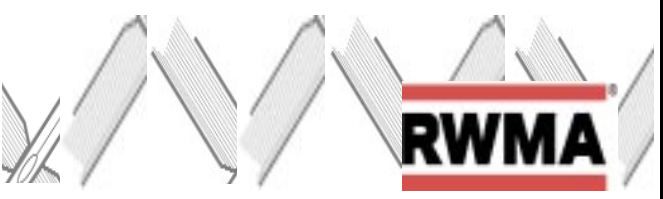


## 2001 RWMA Membership Directories Available

The RWMA is pleased to announce the availability of the 2001 Membership Directory. The 2001 directory includes a complete list of company personnel, addresses, telephone, fax and e-mails for both Regular and Associate Members. Included is also a brief description about member companies and the types of products they manufacture.

Please use the pull-out membership application located in the center of the directory to give to those who would be interested in becoming a member of RWMA.

If you need additional copies of the directory, contact Headquarters at (215) 564-3484 or [rwma@fernley.com](mailto:rwma@fernley.com).



## Planning for the Future of RWMA through Strategic Planning

What began as a simple comment, less than six months ago, during the October 2000 Executive Committee Conference Call has evolved into the establishment of an ongoing Strategic Planning process for RWMA

Chairman Patricia Adams was searching for a way to refocus the Strategic Planning Committee into a force for positive change within RWMA. When the Strategic Planning Committee was first established in 1994, the focus shifted from the future of RWMA to the rewriting of the Bylaws. Once that task was completed, the Strategic Planning Committee returned to concentrating on the future. But meeting only twice a year bogged-down the committee's progress.

Pat Adams voiced a desire to return the Strategic Planning Committee's purpose to planning for RWMA's future. Headquarters staff presented Pat a Visioning Plan within a few days. Both the Strategic Planning Committee and the Board of Directors approved the Visioning Plan during the Association meeting in Orlando less than three weeks after it was first proposed.

A Strategic Planning Committee meeting was set-up in Indianapolis, Indiana for January 11-12, 2001. Marcia Holstein of the Harrison Coerver & Associates was selected to be the group facilitator. The day and a half session focused on analyzing RWMA's current situation, historical background, organizational and membership profile, competitor organizations and alternatives to RWMA, the financial situation, basic association values, culture and beliefs. To complete the situation

analysis, the Strategic Planning enumerated a list of assumptions based on four factors

- the future market conditions for resistance welding
- the technology trends of the industry worldwide
- the profile and characteristics of members
- the characteristics of RWMA as an organization in the future.

The Strategic Planning Committee reexamined the Association's Mission Statement and Vision. As the first day wound down, the last task for the group was to synthesize all the information into Objectives for the Association. Below are the 12 objectives listed in the order of priority as determined by each committee member casting three votes.

1. Restructure Committees to produce more information more quickly. (14)
2. Communicate the value and integrity of the RWMA brand within the industry and among customers. (12)
3. Re-direct the focus of RWMA to end-users. (8)
4. Restructure meetings to offer broader business education in addition to technical education. (6)
5. Use technology and alternative formats to increase information accessibility and ease of participation. (5)
6. Promote education about the process within the industry and education system. (3)
7. Expand the Welding School to fill the void in addressing the diverse needs of the industry for resistance welding training. (2)
8. Implement the certification program. (2)

9. Produce Revision 5 of the Manual. (1)
10. Increase member participation and follow-through. (1)
11. Increase membership overall by 15% per year. (0)
12. Sustain the financial integrity of RWMA. (0)

All 12 Objectives are important. Several Objectives are already moving forward or already underway through committee and staff efforts. These would include implementing a certification program; producing the *RWMA Manual, Edition 5*; and sustaining the financial integrity of RWMA.

The next day, the committee began developing Action Plans for the top five Objectives. However, the half day allotted did not provide enough time to complete the task at hand. It was determined to meet again in Dayton in conjunction with the Spring Meeting to finish developing measurable Action Plans for the Objectives. Marcia drafted up her report and the Strategic Planning Committee proposed slight revisions. In a marathon session on April 24th, the *Strategic Planning Report* was completed. It was presented to the Board of Directors on April 25th. There was lively discussion and the Board of Directors unanimously approved the plan.

A tremendous amount of thought, energy and care was put into the final report. One important part of the plan is that the strategic planning process will continue and annually the Board of Directors and Strategic Planning Committee will adjust the Objectives and will develop new Action Plans.

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# Association News

## Down in the Dumps



morning and afternoon. As soon as I changed, we headed to the trash compactor and began unloading the trash from the night before, with hopes of finding the priceless, trashed and only set of notes from eight hours of hard work. No luck. I insisted that the entire dumpster be taken to the dump and spread out on the ground. With rubber gloves in hand, four hotel employees and I were transported to the dump and with the assistance of a front end loader, we sifted through two days of trash for the entire hotel and adjoining mall.

We found the notes all wadded up and soaking wet. We were able to salvage much of the notes, which were spread out in a hotel meeting room, like wreckage in a hangar for investigators to recreate the aircraft. Miracles do happen.

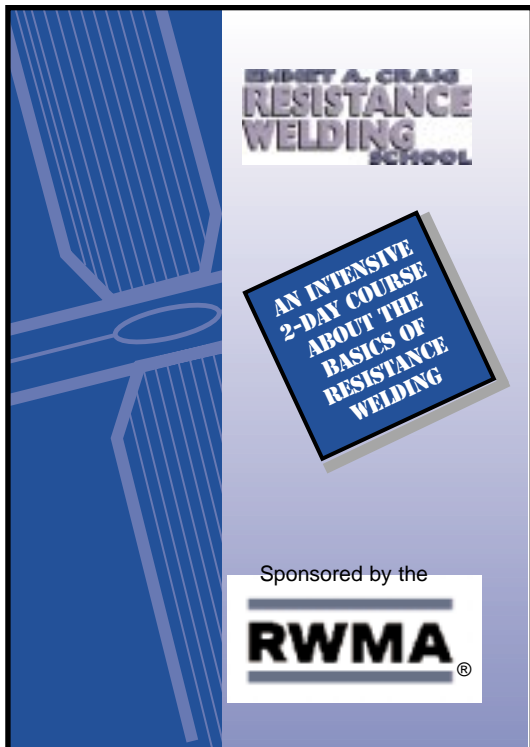
My morning began as most do during a RWMA meeting, I got up early to exercise. After a brief workout, I took a detour on the way back to my room, to check on the room set-up for the second day of strategic planning. At the start of the first session, our facilitator, Marcia Holston encouraged all the committee members and staff to concentrate on participating, while she took all the notes on large flipchart sheets. Throughout the discussion about our Association's history, strengths, opportunities, Marcia taped the completed sheets to the walls. As we broke for the night, Marcia wrote on one of the two flipcharts *Hotel Staff Do Not Remove Sheets from Walls*.

To my horror that morning, the room set-up had been rearranged, the flipchart sheets were not only off the walls, but no where to be found. To my astonishment, the flipchart was still there with Marcia's message front and center.

Needless to say, I did not participate in the second day of strategic planning. The hotel staff and I had a different agenda for the rest of the

## New Brochure

The Welding School and Marketing Committees have worked on a joint project to redesign RWMA Welding School promotional brochures to fit into a regular sized envelope. The newly design brochures will be available in July for members to mail to clients and to share with employees. We need your assistance in helping to sell out the Fall Welding School. The RWMA member rate is \$420. The Non-Member rate is \$435 before August 10, 2001 and \$475 afterward.



## Special Offers

There are two special programs offered by RWMA to its members. The first is a discounted rate of \$150 for any individual interested in a refresher course. The second is a program for a company to sponsor a client's employee for the RWMA member rate of \$420. Please contact Headquarters if you would like a supply of brochures to distribute to your customers and colleagues. Major promotion of the school will begin in July.

# Association News



*A hearty welcome to the many first timers attending the Spring Meeting. From left to right President Bill Brafford, Jessinia Austin, RWMA Headquarters, Rick Elkins, CMW, Inc., Jeffery Lawlor, Ansonia Copper & Brass, Inc.; Ray Michelena, T.J. Snow Company, Inc.; Jay Jones WPC Weldaloy, Bill Gibson and Executive Director Joshua Waldorf.*



*Bill Lukens, Stillwater Technologies and Joanne Dinsmore, NSRW, Inc. catch-up at the Welcome Reception.*



*The delegate listening to a committee report during the Full Member Meeting.*



*Congratulations to Brian Tobin of RWC, Inc. who is the new Alternate Machinery Representative on the Board of Directors!*

## Spring Meeting 2001



*Spring Meeting Host Ray Shook, Stillwater Technologies welcomes our speakers from Honda of America Eric Frysinger and Thomas W. Harris.*

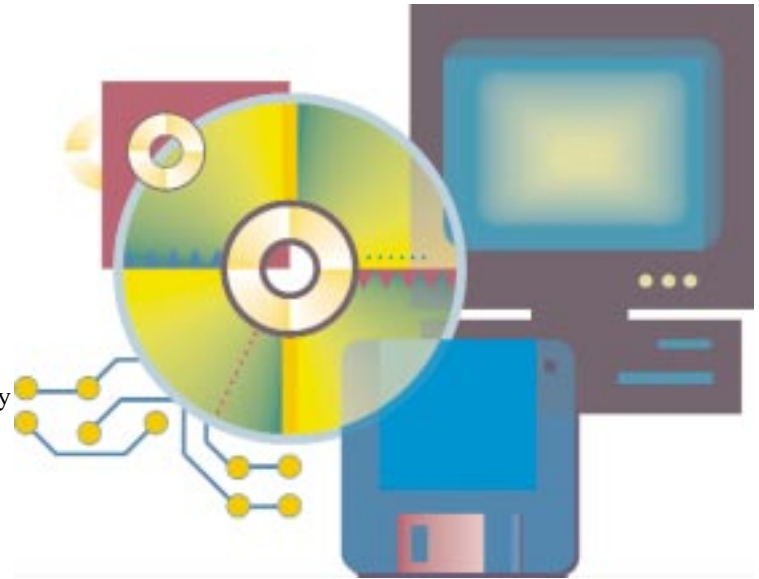


*Technical Chair Don Sorenson delivers his presentation during the Full Member Meeting. From left to right, First Vice President David Beneteau, Second Vice President Larry Moss, Sorenson, President Bill Brafford and Chairman Pat Adams.*

# General News

## ***RWMA is Going Electronic***

In October 2000, the Board of Directors adopted a policy to begin transitioning to 100% electronic communications for routine and special promotional correspondence between RWMA Members and Headquarters. In January 2001, that process began with the first electronic newsletter and continued with the first electronic promotional brochure for the 2001 Spring Meeting. We began sending out the monthly Electrode Report via e-mail in May as well as helpful informational updates from the National Association of Manufacturers to build your business.



Starting in July 2001, the RWMA Membership Directory will be on-line at our website, [www.rwma.org](http://www.rwma.org). All Members and Associate Members will, at no charge, be permitted a “Hotlink” from the RWMA website with the following stipulation:

If the Member / Associate member company’s website contains any competitive metal joining process, they must provide a unique (resistance welding) page only promoting resistance welding for this link.

If you are interested in having a live link from the RWMA On-Line Membership Directory to your website, then please e-mail the computer code to RWMA Headquarters at [rwma@fernley.com](mailto:rwma@fernley.com). This information will allow our technicians to set-up the link.

We would encourage you to provide a link from your company’s homepage to ours. All you need to do to make the connection is to link to [www.rwma.org](http://www.rwma.org).

If you have any questions or comments about the website, please feel free to contact Website Subcommittee Chair Fritz Bolle at [fritz@miyachi1.com](mailto:fritz@miyachi1.com). If you need a copy of the RWMA electronic logo in a jpg file format, please contact Headquarters at [rwma@fernley.com](mailto:rwma@fernley.com).

## **Dayton Spring Meeting Soars**

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Bill Lukens was instrumental in arranging for two speakers from Honda of America to make presentations during the Thursday Night Dinner. Thomas W. Harris, Senior Manager, Company Communications and Eric Frysinger, Engineering Coordinator, at the East Liberty Auto Plant in Marysville, Ohio shared with the delegates their experiences with the construction, installation, and start-up phases of a new manufacturing system. The new manufacturing system allows up to six different models to be produced on the same assembly line with no downtime for switch overs.

The Annual Meeting is scheduled October 24-27, 2001 at the Miramonte Resort in Palm Springs, California. Promotional information will be e-mailed to you in August.



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Bill Brafford	President
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Larry Moss	Second Vice President
Pat Adams	Chairman
Joshua L. Waldorf	Executive Director
Julianne Paisley	Administrative Director
Jessinia Austin	Administrative Director
Suzanne C. Pine	Management Liaison

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*The opinions expressed in any articles by outside consultants are their own views and not necessarily those of the RWMA.*

# Association News

## Planning for the Future of RWMA through Strategic Planning

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Below are the top five Objectives and Action Plans scheduled for completion in the next phase of the Visioning Process. Two Action Plans do not have any tasks in the first year.

### Action Plan #1

#### More Timely Information

1. Institutionalize a means of tracking information industry wants/needs by tracking common Headquarters requests and getting Committee input.
2. Gather input from committees regarding improving timelines of information updates.
3. Appoint Task Force to study Committees and recommend restructuring plan.

### Action Plan #2

#### RWMA Brand Identity

1. Arrange for five product designers to attend each Welding School.
2. Publicize opportunity to attend free in design trade press.
3. Screen and Select applicants.
4. Offer Members opportunity to sponsor seats for additional designers or decision-makers at Welding School.
5. Explore mutually beneficial relationship/ alliance with Edison Welding Institute, CIL and RES.
6. Obtain list of all resistance welder manufacturers, place on website and distinguish between members and non-members.

### Action Plan #3

#### Focus on End-Users

### Action Plan #4

#### Expand Education Scope

1. Create Program Planning Committee to plan all programs except welding school.

### Action Plan #5

#### Facilitate Access to Information

A serious commitment of time (over 400 hours) and money (nearly \$25,000) was spend by both the staff and the Strategic Planning Committee. This is too high a commitment of resources not to pay close attention to the findings and for each and every RWMA member to get involved in moving the Strategic Plan forward.

### Strategic Planning Committee

Pat Adams	ENTRON Controls
Bill Brafford	CMW, Inc.
David Beneteau	CenterLine Special Machinery
Howard Johnston	CMW, Inc.
J.J. Johnson	Schreiber Engineering Corp.
Sandy Lee	MLS, Inc.

Bruce Kelly	General Motors
Larry Moss	Automation International
Sean Patton	Icesa/Modican
Randy Spoth	Sherbrooke Metals
Brian Tobin	RWC, Inc.

# Member News

## New Members

### **MIM Industries, Inc.**

4301 Lyons Road  
Miamisburg, OH 45342  
Regular - Machinery

### **Techno-Control Cybernetic, Inc.**

3440 Boul Des Entreprises  
Terrebonne, Quebec, Canada J6X 4J8  
Regular - Controls

### **Semtorq, Inc.**

25641 Solon Road  
Bedford, OH 44146-0406  
Regular - Machinery

### **Associate Members**

Apex Controls, Inc.  
3376 Central Blvd.  
P. O. Box 118  
Hudsonville, MI 49426  
Associate - Suppliers

### **Gary R. Evitt**

Southern Metal Joining Tech.  
100 Cherokee Blvd., Suite 2010  
Chattanooga, TN 37405  
Associate - Independent Consultants, Engineers  
and Designers

## Charlotte, North Carolina

*continued from page 1*

ENTRON Controls, Inc.  
Resistance Welding Products  
RoMan Manufacturing, Inc.  
Stillwater Technologies  
T. J. Snow Company, Inc.  
Taylor-Winfield Corporation  
Tuffaloy Products, Inc.  
Tweezer Weld, Division of GEBO  
Unitrol Electronics

For more information on how you can participate as a student or an exhibitor at the Fall 2001 Welding School being held September 11-13 at the Renaissance World Gate Hotel in Orlando, Florida, please contact Headquarters at (215) 564-3484.

## RWMA Calendar of Events

### 2001

September 11-13  
RWMA Fall Welding School - Orlando, Florida  
Renaissance World Gate

October 23-27  
RWMA Annual Meeting - Palm Springs, California  
Miramonte Resort

November 11-14  
FABTECH - Chicago, Illinois  
McCormick Place

### 2002

February 26 March 1  
AWS-Detroit Sheetmetal Welding Conference X  
Detroit, Michigan

March 12-14  
RWMA Spring Welding School - Cleveland, Ohio  
Cleveland Airport Marriott

March 4-7  
MAX-I Show - Chicago, Illinois  
McCormick Place

September 15-18  
RWMA Fall Welding School - Chicago, Illinois  
Hilton Northbrook

October 23-27  
RWMA Annual Meeting - Duck Key, Florida  
Hawk's Cay Resort

October 29-31  
FABTECH - Cleveland, Ohio  
I-X Center