



ELECTRALLOY

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April 20, 2009

Forging Industry Association
25 West Prospect Avenue, Suite #300
Cleveland, OH 44115

Attn:

Charles H. Hageman, Executive Vice President, FIA
FIA Board of Directors

Dear Mr. Hageman and Directors:

During the past year, I believe participation on the FIA Marketing Committee has been a very rewarding experience for all the members. The interaction and sharing of ideas, while working on our goals, was a mutual benefit to everyone. The coming year will be a challenge to all.

As we enter a new year, the committee will evaluate our progress as well as make some decisions regarding our future direction. A periodic review of the metrics, we have previously established, will keep the committee on target while fulfilling our mission.

Additionally, we would like to express our appreciation to Mr. Don Farley and the FIA staff for their superior support. Their assistance is essential to our continued success.

Best regards,

Kathy Shumsky
Sales Manager – Forged Product
Electralloy

Mission: Increase demand for North American Forged Parts

METRICS WORKSHEET – April/May 2009

Marketing Benchmark Survey

Goal: 55% participation by eligible members for next survey.

Result: 41%

Marketing Workshop

	<u>2006</u>	<u>2007</u>		<u>2008</u>
<i># of participants Goal:</i>	80	85	6% increase	NA
<i># of participants Result:</i>	85	106	25% increase	NA
<i>Critique Rating Goal:</i>	2.50	2.50		
<i>Critique Rating Result:</i>	2.29	2.43	6% increase	NA
<i>on a scale of 1-7 with 1 being excellent</i>				

Buyers Guide on Website:

Goal: 5% improvement in visits measured quarterly vs. previous quarter

Result: 4th qtr 08 vs. 1st qtr 09 = +14%

RFQ on Website

Goal: 2% improvement in RFQ postings measured quarterly vs. previous quarter

Result: Q4 2007 vs. Q1 2008 Q4 2008 vs. Q1 2009
 + 27% +4%

Global Insight Market Forecasts

Goal: 5% improvement in visits measured quarterly vs. previous quarter

Result: Q4 2008 vs. Q1 2009 = +20%

Trade Shows:

Goal: 5% increase in # of FCG, Forging Solutions and Forging Advantage CDs distributed
(as compared to same show prior years)

Result:

Great Designs in Steel 06 vs. 07 -- Advantage = - 28%; FCG = + 4.5%; FS = N/A

Great Designs in Steel 07 vs. 08 -- Advantage = - 19%; FCG = - 4%; FS = - 23%

Goal: 2 % improvement in website visitors the month following the show.

Result:

Great Designs in Steel 2007 = 28 % increase in 2007

Great Designs in Steel 2008 = - 11% decrease in 2008

Forging Capability Guide CD Promotion:

Goal: 5% response rate to promotional mailing

Result: 2007 = 18.5%

Result 2008 = 26%

Goal: 2% increase in traffic to Buyers Guide section of website immediately following promotional mailing

Result: Feb vs. March 2008 = + 14%