Marketing Committee

Mission Statement:

*Increase demand for North American forged products.*
Marketing Committee Projects

For Internal Education Information

Benchmarking Services
- Annual/Monthly O&S
- Annual Profits
- Marketing Benchmarking - every 2-3 years

Marketing Workshops
- Sales skills: customer trends & markets

Global Insight Economic, Market, & Forging Process Forecast
- Quarterly (overview at Annual, Fall, & Marketing meetings)

Customer List
- 3,500 names; updating in progress
Outreach to forging customers

Recent customer trade show presence

• Gear Expo- 2013
  • Gearing design, production & machinery

• ConExpo/CON-AGG- 2014
  • Construction, mining, & heavy equipment

• Global Petroleum Show- 2014
  • Oil drilling & production

• Great Design Steel- 2014
  • Automotive materials & manufacturing processes
Marketing Committee Projects

Outreach to forging customers

Future customer trade show presence

- Power Gen- 2014 -- CONTRACTED
  - Nuke, wind, solar, coal

- Gear Expo- 2015
  - Gearing design, production & machinery

- Global Petroleum Show- 2015
  - Oil drilling & production

- Great Design Steel- 2015
  - Automotive materials & manufacturing processes
Marketing Committee Projects

Outreach to forging customers

On the Web

• RFQ Service
  • Almost 5,000 posted since 2001
  • 139 individuals from about 80 companies receive

On CD

• Forging Advantage
  • Average 1,000 per year
  • Best single source summary of forging process
Marketing Committee Projects

Outreach to forging customers

On the Web & CD

• *Product Design Guide for Forging*
  • In print and on the web

• *Forging Solutions*
  • CD version averages 1,000 per year
  • Web version averages 1,000 visits per year

• *Forging Capability Guide/Buyers Guide*
  • CD version averages 1,000+ per year
  • Web version averages 10,000 visits per year
Marketing Committee Goals 2014/15

• Hold 2014 Marketing Workshop / Program 2015 Marketing Workshop

• Continue research, evaluation and redesign of the FIA website to become more mobile friendly.

• Issue/promote the 2014-15 edition of Forging Capability Guide CD

• Continue to review and evaluate FIA’s Market Forecast Report as needed.

• Customer Trade Show Exhibits
Web-based benchmarking platform
Allows members to
• enter data
• compare in real time
• create peer groups using filters
Integration with current association software will prepopulate fields; show last year’s data
Plant Engineering Committee

Mission Statement:

• Plan and Implement Industry Education/Training

• Provide Networking Opportunities, Which Promote the Exchange of Ideas and Information

• Improve Forge Plant Operations and Efficiency, to Facilitate Members’ Global Competitiveness

• Nurture a Strong Partnering Relationship Between Forging Producers & Supplier Companies
Plant Engineering Committee

Education/Training - Driven by Industry Needs

- Hammer Maintenance Workshop - October 29–30, 2014 – Biennially
- First Line Supervisory Development Seminar – March 3-5, 2015
- Die Lubrication Workshop - Spring, 2015
- Theory & Application of Forging & Die Design Schools - June 2014 & 2015 – Annually
- Theory & Application of Press Forging & Die Design Schools - September, 2015 – Biennially
- Induction Heating Workshop - November, 2015 – Biennially
- Mechanical Press Maintenance Workshop – Fall, 2015 – Biennially
- Forging University – 3,400 Courses Taken By Members Last Year
Networking Opportunities

• Four Committee Meetings Per Year, with Forge Plant Tours

• **Forge Fair 2015- April 14\(^{th}\)-16\(^{th}\), Cleveland, OH**

• Largest FIA Event In:
  o Dollars
  o Attendance
  o FIA Member Participation
  o Non-Member Participation
  o Global Participation

• New For 2015:
  o *First Time in Cleveland, OH*
  o *Forge Fair Mobile Device App*
  o *Interactive Online Floor Planer*
  o *Online Presentation Schedule*
  o *Online Personal Show Planner*

*See You In April*

*For What We Hope Will Be The Largest Forge Fair Ever!!!
Mission Statement:

*Reduce or Eliminate Workplace Injuries*

- Promote Safety and Environmental Awareness
- Be a Safety and Environmental Resource for the Forging Industry
- Benchmarking Safety and Environmental Best Practices
- Keep Members Informed of OSHA/EPA Compliance Requirements/Changes
- Provide Safety and Environmental Training and Education
Safety, Health, and Environmental Committee

**Education**

- Safety/Environmental Alerts
- Safety & Environmental Question/Answer Resource
- Quarterly Safety/Environmental Newsletter
- Four Committee Meetings Per Year With Plant Tours
- Safety/Environmental Peer Reviews
- Evaluate Translation of Safety Videos to Spanish
- “Tool Box Talks” at Committee Meetings
- Develop and Deliver a “Best Forge Shop Safety Practices” Workshop, Spring 2015 – Cleveland Ohio
Benchmarking

• Injury & Illness Survey and Report (New for 2014 Survey Dynamic Benchmarking)

• Annual Safety Awards

• Safety Star Program
Safety, Health, and Environmental Committee

Advocacy

With the Support of The Laurin Baker Group, Represent the Forging Industry Regarding OSHA and EPA Issues
TECHNICAL COMMITTEE

Suzanne Tkach
TECH CONFERENCE

185 ATTENDEES – 9 UNIVERSITIES – 26 TABLE TOPS – 30 PRESENTATIONS
CURRENT FIERF PROJECTS PROGRESS

- 0 - 25%
- 25 - 90%
- 90% plus
- FIA, FDMC & FIERF Integration
- FIERF 10% administration fees; others 56%
- FIERF leverages each $ on average 1 to 3

Total: $1.8 Million
RECENTLY COMPLETED

- OHIO STATE - BEST PRACTICES FOR WARM FORGING

- CASE WESTERN RESERVE - DIE REPAIR VIA ADDITIVE MANUFACTURING

- MARQUETTE UNIVERSITY - BEST PRACTICES TEMPERATURE MEASUREMENT

- MICHIGAN TECH - BEST PRACTICES IN DIE PRE-HEATING

- ILLINOIS INSTITUTE OF TECHNOLOGY - CENTERLINE DEFECT CLOSURE
STARTING UP:

- PENN STATE BEHREND - QUENCH TANK MAPPING

- EXPLORATION OF NEW FORGING MATERIALS: HIGH ENTROPY ALLOYS

- ADDITIVE MANUFACTURING VS. FORGING FABRICATION
  - A COMPARATIVE STUDY

- FINITE ELEMENT STUDY OF CRACK DEVELOPMENT IN HAMMERS
THANK YOU!