



**IVERSON & COMPANY**

MACHINE TOOL SALES, SERVICE & ACCESSORIES

Since 1931

## “Educational Partnerships from a Small Business Perspective”



NCATC Fall Conference  
Hyatt Regency Milwaukee, WI  
October 7, 2010

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Iverson & Company:

Sells machine tools to manufacturers, job shops & tool and die machine shops, partners with technical colleges in states of Illinois, Wisconsin, Indiana & UP Michigan.

Started in 1931 by my grandfather, then my father (52<sup>nd</sup> year), and now my 30<sup>th</sup> year)

## Role of Technical Partners

- Formulate partnerships with Industry leaders
- Invest & instruct to the highest level of technology and stay connected (to the changes in requirements)
- Change perceptions about manufacturing



## What is a educational good partner?

- As a machine tool distributor we feel that it is our responsibility to bring value in a variety of ways:
- First and foremost we must bring the latest in technology to the technical college. In addition we:
  - (1) Promote for potential consignment machine tools. (keep in mind this needs to be a win-win for both sides)
  - (2) Train & support personnel at technical college so that they adequately understand and excel in the technology.
  - (3) Bring local, regional, and national publicity to promote technological advancements at our partners facility
  - (4) Bring local manufacturers to be familiar with our educational partner by holding seminars, demonstrations and promoting training by them.

- Iverson & Company offers some of the most advanced machine tool and established names in the world – Spinner, Absolute Machine Tools, & Index/Traub to name a few.
- Our customer base has included some of the manufacturing leaders in the world today, across many industry lines.



## A few of our industry partners:

- GE Healthcare, Medtronic,
- Twin Disc & Sauer Danfoss
- Woodward Governor
- Caterpillar & Kohler
- I have learned to appreciate, understand, and invest in the technical education of students and instructors alike



## MATC and Iverson & Company

- My relationship with MATC started in 1980. MATC then and now has a vision beyond what was current technology. We will look at taking old machine tools in on trade while providing the next level of process advancement to give MATC the latest manufacturing technology.

The future of manufacturers is in our hands - especially the technical colleges and teachers

- Today more than ever manufacturers in the US are facing many challenges – **competition from China and India**, escalating production costs, as well as a lack of qualified technically educated and skilled workforce.
- These all present American companies with difficulties being globally competitive.

3 areas that I feel we try to make a difference in our company:

- (1) Offer manufacturers the **highest level of technology** and automation in turning, milling, and grinding solutions:  
By reducing operations, streamlining processes and increasing throughput we can make manufacturers more competitive and profitable.

3 areas that I feel we try to make a difference in our company:

- (2) Try to partner with educators and make sure they can facilitate training and demonstrate such technology to give graduates of their programs the edge needed to not only get a good job but also **sit on the cutting edge of the manufacturing processes** to make their employers better.

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## 3 areas that I feel we try to make a difference in our company:

- (3) Raise the awareness to young people and parents that manufacturing in 2009 and beyond is not a dirty dingy low paying profession, but instead an honorable, well paying clean career path that is high tech, computer driven with many job opportunities due to an aging work force.



- High school tours-
- Feb 19, 2009 -4 High Schools
- Promote IMTS visits High Schools
- Teacher/Parent/Guidance
- Counselor Event at Iverson
- March 2010



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- Technical Colleges should partner with companies who are invested in the common goal for the betterment of the industry and also promote careers in skilled areas for manufacturing based companies.

- [@wbbm.dayport.com](http://cbs2chicago.com/video/?id=69030)

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## American Manufacturing Week!

- The week of October 2 -9 is when we celebrate the critical contribution manufacturing makes to just about every facet of the American economy and culture. It is a week to celebrate the incredible tradition manufacturing holds in our country, and to raise a few alarm bells about our fragile future.

[www.manufacturingcrunch.com](http://www.manufacturingcrunch.com)

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## WISCONSIN: ROLE MODEL STATE

Moraine Park – AMTC ECAM-MATC

- Model partners
- Highest level of technology to bring their students to the cutting edge
- Iverson attempts to connect with technical colleges in the Midwest and around the country as well as high school students bringing this message.



# ECAM-MATC

## Machine Tool Lab

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## C.H.A.M.P.I.O.N. – NOW!

- I recently founded CHAMPION - NOW! which stands for “**Change How American Manufacturing’s Perceived In Our Nation**”. Please join me in this nationwide movement to change people’s perceptions about what we as manufacturers do. In doing so, **we can give the next generation a reason to pursue a career in manufacturing**. With this movement will come an influx of bright young minds and innovation and ingenuity needed for the American manufacturers to compete globally. Let’s bring prosperity back to the US in high technological manufacturing-based employment. **BE A CHAMPION!**

I hope my vision has sparked a fire in all of you. With this spark, we can collectively accomplish something that is bigger than any of us individually and build a better future for not only our companies, **but also the youth of tomorrow**

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[www.CHAMPIONNOW.ORG](http://www.CHAMPIONNOW.ORG)



**C.H.A.M.P.I.O.N. - NOW!**  
"CHANGE HOW AMERICAN MANUFACTURING'S  
PERCEIVED IN OUR NATION - NOW!"

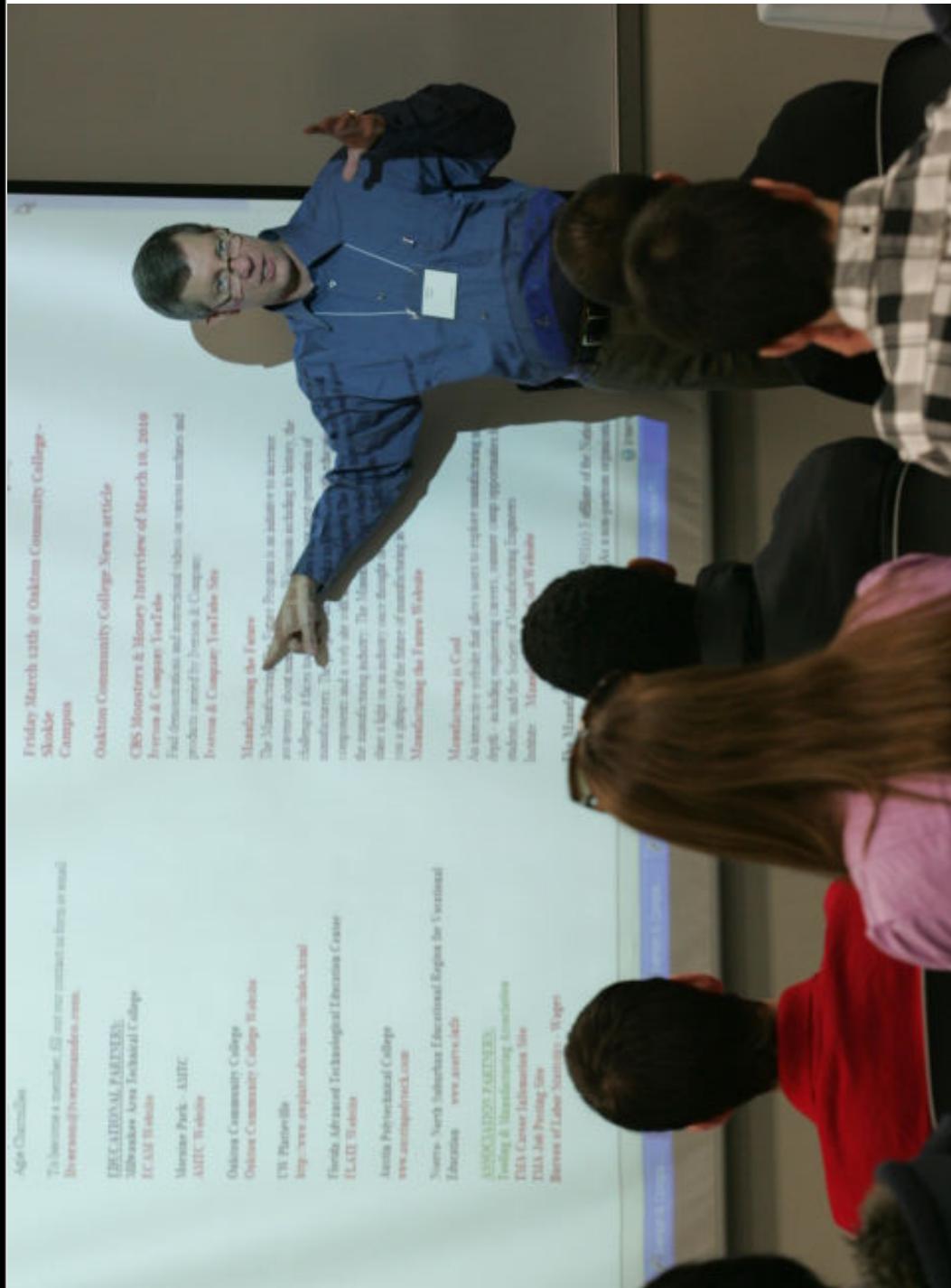
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## Where are the young people to replace us in our industry?

- Our average age here at Iverson & Company is 45, which is younger than the industry average of 55. The manufacturing workforce in this country is aging. I am like many in the manufacturing sector, in that I need to replace an aging workforce. The problem is, **too many youth do not view a future in manufacturing either because they do not see the intrigue or excitement**, or because they do not even know that these jobs exist. Both these reasons share the same problem or ignorance: **A MISPERCEPTION OF WHAT MANUFACTURING IS & HAS TO OFFER** in today's industrial market in the USA. The job market has changed and perceptions must catch up with reality.

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# Let's promote manufacturing skills to the youth - for tomorrow.



Friday March 13th @ Oakton Community College,  
Skokie  
Campus

Age: 16

To become a member, fill out our membership form or log on to our website:  
[www.manufacuture.org](http://www.manufacuture.org).

#### EDUCATIONAL PARTNERS:

Oakton Area Technical College  
FTAM Website

Merrill Park - AATC

AATC Website

Oakton Community College Website

Oakton Community College Website

UIC Planoville

<http://www.uicplanoville.com>

Florida Advanced Technological Education Center

FATE Website

Austin Politechnical College

[www.austinpcc.edu](http://www.austinpcc.edu)

North Suburban Educational Regional Vocational

Education

[www.nsev.org](http://www.nsev.org)

#### EMPLOYERS & PARTNERS:

Tooling & Manufacturing Association

TMA Career Information Site

TMA Job Posting Site

Bureau of Labor Statistics: [BLS.gov](http://www.bls.gov)

Manufacturing is Cool

An interactive website that allows users to explore manufacturing through a hub connecting careers, resources, news, opportunities & students, and the Society of Manufacturing Engineers

[Manufacuture Website](http://www.manufacuture.org)

SM&E 1st edition of the Year

As it was presented at the

Tooling & Manufacturing Association

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## CHANGE PERCEPTIONS!

- C.h.a.m.p.i.o.n.-Now - National Event
  - Involved in all 50 states
  - Several cities in each state
  - Multiple locations in each city
    - AMTDA, ACTE, NCATC & local manufacturers
  - Publicity from:
    - » USA Today
    - » Wall Street Journal
    - » 60 Minutes

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## How to change perceptions:

- We have TV programs like “How its Made”  
Why not have a TV program “**Whom its Made By**”?
- We have a program called “Dirty Jobs”  
Why not have a TV program called “**Clean & Technologically Advanced Jobs**?”
- Documentary on Manufacturing
- [www.manufacturingthefuture.com](http://www.manufacturingthefuture.com)
  - Meghan Stiles & Lindsay Iverson  
filmed in part at Iverson & Company





Iverson Manufacturing  
[www.YouTube.com](http://www.YouTube.com)

- My hope is to reach not only today's youth but the prior generation – **the youth's parents** to change the perception in this country. This will encourage their children to pursue education in these technical fields. This of course is not an easy task. In my opinion this must be done in **print, television and radio**. Word of mouth will also dictate the success or failure of this quest.  
<http://www.youtube.com/watch?v=6RfQr6JzP4A>
- We also need to convey that the brightest in math and science are those who will excel in these fields and positions.

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Thank you!

- I hope that I have been able to present my background and ideas that will give some indication of what our industry needs to be globally competitive
- Thank you.
- [www.championnow.org](http://www.championnow.org) and sign up to help!



- Contact me in several ways:
- [tiverson@iversonandco.com](mailto:tiverson@iversonandco.com)
- 847-391-4211 work direct
- Fax 847-299-6016
- [www.iversonandco.com](http://www.iversonandco.com)