



# IMTS 2012

## Events, Conferences and Some Just Plain Fun

Photos courtesy of IMTS

**IMTS exists primarily as a buy-and-sell North American venue for practically every conceivable technology used in manufacturing,** and in that regard it has no equal. There you'll find on display the latest and greatest technology, from hardware to software and everything in between.

But anyone who has attended past shows is aware that IMTS is much more than that. Following is a run-

down of "extracurricular" activities you'll find waiting for your edification and enjoyment. After all, it's not *all* work; some playtime is also in the offing.

But first a mention of a very useful show resource you'd be foolish to ignore—i.e., the *IMTS MyShow Planner*. It goes without saying that IMTS is a huge show. And since roller skates, mopeds and the like are forbidden on the show floor, the *Planner* is a tool created to ensure time well spent as you make the rounds.

Simply go to the IMTS site and cre-

ate your free account. With the *Planner* you can:

- Optimize your time by quickly locating the exhibitors and products you want to see before arriving at the show.
- Locate new companies with services and products you may not have even been aware of.
- Keep track of sessions you'll be attending and appointments you've scheduled on your own personal calendar.
- Contact exhibitors before the show begins.
- Log back in after the show is over to remind yourself which exhibitors you visited and what they were displaying at this year's show.

Now, on with show (*Ed's note: please be advised that sign-up deadlines, etc., for these events are time-sensitive and may have passed by press time. Check the IMTS site—IMTS.com—for the latest information*).

**Manufacturing and Technology Manufacturing Stage (Grand Concourse; Level 3).** The Manufacturing Stage is the epicenter of the morning activities at IMTS 2012. The show starts with an opening ceremony on Monday, September 10th with Douglas Woods, president of AMT and Jay Rogers, president, CEO and co-



founder of Local Motors, unveiling the newly built IMTS Rally Fighter, followed by a government representative for the manufacturing industry. Tuesday, Thursday and Friday will feature Harry Moser, founder of the Re-Shoring Initiative, who will discuss his latest efforts in bringing manufacturing back to the U.S. Also, be sure to check the schedule on *IMTS.com* for updates and additions to the Manufacturing Stage.

**Today's Technology Center (Booth W-100; West Building).** GIE Media, Inc. brings an exciting line-up of aerospace, automotive, medical and power generation products to the Today's Technology Center booth in the West Building, including:

- 1903 Wright Flyer—fly an exact replica via simulator
- Unmanned air vehicles (UAVs)
- Buckeye Bullet—an electric race car powered by fuel cells that has set international land-speed records of 303 mph
- SynDaver—a synthetic human body that bleeds, breathes and employs hundreds of replaceable muscles, bones, organs and vessels
- A vertical-axis wind turbine suitable for installation on rooftops in urban areas

**Advanced Manufacturing Center (Booth W-160; West Building).**

The Advanced Manufacturing Center is a must-visit. This technology-centered display will feature the Boeing Fuel Cell Demonstrator Aircraft; a Lotus Formula 1 Race Car (as well as metal and carbo-fiber car components displayed by Lotus); the Virtualis Virtual Reality Theater; multimedia displays from *Modern Machine Shop*; *MoldMaking Technology*; *Production Machining*; *Automotive Design & Production*; *CompositesWorld*; and *TechSpex*. *Modern Machine Shop's* "The Shop" will offer networking and learning opportunities for attendees and exhibitors in a private, informal lounge environment. In addition to the hands-on, high-end technology on display, visitors can register to win one of four Kobalt 16-drawer, 53-inch stainless steel tool chests.

**Emerging Technology Center (Booth-650; North Building).** The

Emerging Technology Center (ETC) made its debut at IMTS 2004 as a place to educate, inform and excite the manufacturing community about groundbreaking innovations specific to the industry. The ETC has become a fixture at IMTS and is world-renowned for showcasing state-of-the-art and disruptive technologies that will impact manufacturing in the years to come. At IMTS 2012 the ETC will highlight four technologies: collaborative manufacturing; additive

manufacturing; MTConnect applications; and MTInsight.

**For Job Seekers and Job Fillers**  
**IMTS Job Center/Trillium CNC (Booth W-200; West Building).**

Whether you are in search of top-level talent for technical manufacturing positions or are a skilled machinist seeking your next career challenge, stop by the IMTS Job Center.

**Looking for Top-Level Talent?**

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perience in technical recruitment and staffing, will be on hand to offer advice on how to obtain, market to and secure top-level talent for technical positions. As the battle to find skilled talent in manufacturing continues, it is more important than ever to have access to the tools and expertise that can help you attract and maintain a highly skilled workforce. Trillium CNC/CNC Jobs is a national leader in technical staffing, with over 5,000 clients nationwide.

**How to prepare.** Compile a list of positions that you are actively looking to fill or may need to fill in the near future, be sure to gather job descriptions and skill requirements as well.

**What to bring.** Job listings, job descriptions and a business card.

**What to expect.** The opportunity to speak with industry experts on the best ways to attract and screen the strongest candidates for your technical manufacturing positions. Advice will be provided ranging from recruitment, advertising and screening to employee recognition.

### Seeking Top Technical Manufacturing Careers?

Are you skilled in technical manufacturing and looking to land a new career? Visit booth W-200 to meet with recruiters and head hunters who will be available for resume writing tips, interviewing advice, and career guidance. Whether you are looking to re-enter the workforce or upgrade from your current position, come receive the advice and tools needed to help you negotiate a competitive wage, benefit package, and land the job against other skilled candidates. Let's face it, it's not about finding a job; it's about finding the right career for you.

**How to prepare.** Create a basic resume including previous work history and your contact information. Create a reference sheet including names and contact information for previous supervisors. If you need immediate career search assistance, register at [www.trilliumjobs.com](http://www.trilliumjobs.com) to view some opportunities.



**What to bring.** Your resume and reference sheet.

**What to expect.** The opportunity to speak with industry recruiting experts in regards to your career ambitions, resume writing and interviewing techniques, and salary and benefits negotiation tips.

**NIMS Student Skills Center (Hall C; North Building).** The NIMS Student Skills Center is a free, week-long event at IMTS 2012 and is a one-of-a-kind opportunity for students, educators, school administrators and guidance counselors to gain a first-hand glimpse into in the world's



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**N-7245**

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most cutting-edge technology for the purpose of reinforcing a nationwide increase of STEM education at the secondary and post-secondary level. The Student Skills Center will feature the Careers in Welding Trailer, sponsored by Lincoln Electric, which will contain five simulators as well as interactive exhibits designed to excite young people about careers in the welding industry.

A trip to the NIMS Student Skills Center is a ticket not just to IMTS, the largest manufacturing technology show in North America, but a chance to stimulate technical interest in young people, to eliminate antiquated stereotypes of STEM-related careers, and to bridge the gap between education and industry so that students are provided the skills needed to pursue well-paying, highly technical careers that go beyond the stereotypes.

**Town hall meeting: Shop Floor Workforce Shortage (Booth N-6677, Tuesday 9/11 at 11:00 a.m.)**. IMTS attendees will have the opportunity to sound off about facing the challenge of finding engineers, designers and qualified machinists, welders and other workers to fill the open positions in U.S. manufacturing plants. Greg Jones, vice president, Smartforce Development, will anchor a panel of industry executives for a town hall-style, two-way discussion about programs and projects that are



working, while also exploring new ideas to help solve this issue over the long term. This is your opportunity to make a difference and join in to listen, learn and have your voice heard on this important topic.

### Emerging Relevance of Social Media to Manufacturing

**What's all this about social media and where do I start?** This program will provide an informative, real-world explanation of social media by providing simple analogies and anecdotes to provide a better understanding of what's happening and how to understand it. This presentation will provide the "50,000-foot" overview of

social media and conclude with giving participants some places to start regarding social media efforts for their company.

**Social media—not your typical manufacturing technology.** This isn't your father's machine shop. Curious how social media plays a part in your business? Come and see why social media is important to U.S. industry in showcasing manufacturing technology as the high-tech, advanced industry it is.

**Like us on Facebook? Now what?** An analysis and discussion of four global machine tool manufacturers' approach in their first year of an integrated social media and digital communications strategy. This includes a comparison of the different companies' evolution as they embraced new media with a variety of actual examples.

**What the Marine Corps can teach you about LinkedIn.** This program provides an overview of LinkedIn by starting with the premise that "every Marine is a Rifleman," therefore everyone within your company is a salesperson, regardless of job description. (This program is dedicated to Fox Company, 2nd Battalion, 7th Marines. They held a position known as "Fox Hill" from Nov. 27 to Dec. 2, 1950 that enabled the 5th & 7th Marine Regiments to withdraw from the Chosin Reservoir. Of the 220 men in Fox 2/7, just 82 survived. Their gal-



lantry saved 8,000 Marines from certain death or capture.)

**Program details:**

Why it's critical

- Completing your LinkedIn profile correctly
  - Why your interests, hobbies, affiliations and groups are important
  - Leveraging LinkedIn for your company
  - Team-building opportunities with LinkedIn
  - Connecting it to other social media
  - How it relates to SEO
- Key concepts:
- The 4 Cs of social media (abridged)
  - "Social" in the context of history (pictured)
  - Understand how different generations communicate
  - IMTS reception conversations are just like social media
  - "Nuts-and-bolts" overview of blue-printing a strategy
  - "Nuts-and-bolts" overview of "branding" via social media
  - "Nuts-and-bolts" tactical implementation by social platform

**How can social media really help you?** See how to gain insight into



your customers' true wants and needs. Discover how listening to on-line conversations enables your product development team to meet the needs of your customers.

**Ignorance is not bliss.** You've heard it over and over again—that conversation about your brand is happening whether you like it or not. And it's true. Use social media to turn critics into advocates. Some of the skills needed to manage sticky



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conversations and a walk-through scenario of what happens if you do nothing are presented.

#### **Connecting with “millennium.”**

The future employees of our industry—“millenniums”—are the hottest, most discussed topic for discussion. Come and learn about available tools to connect with students today who are armed with smart phones, don’t use e-mail and are socially active online. Learn who these millennials are and why they want—or don’t want—to work in our industry.

**YouTube: How small companies can be more effective than big companies.** This program provides an overview of YouTube functions as well as how and why it’s imperative that metal-cutting and metal-forming manufacturing companies use this service to tell their story. For discussion:

- How big is YouTube?
- How did it get built and why is it important to social media?
- Why selecting a user name is important.
- Marketing on other “channels.”
- What to share.
- How to share.

#### **Getting on target with Twitter.**

This program is designed to introduce Twitter and how it can be used for B2B selling in the manufacturing industry. The presentation focuses

on how machine shops, manufacturing companies and metal-cutting industry professionals can leverage their relationships to help promote their business, as well as stay on top of the market conditions in their industry segment. Subject matter will delve into information not only based upon their industry forte (medical, aerospace, automotive, defense and electronics) but also their material specialties (nickel alloys, non-ferrous, ferrous).

**How can I really help my customer?** We’ll demonstrate how to gain insight into your customer’s true wants and needs. Let us show you how listening to online conversations enables your Product development team to meet the needs of your customers. How can you solve a problem once and for all?

**IMTSedu/IMTS 2012.** (Booth N-6677; North Building). Justin Post (Map Your Show), Greg Jones (AMT), Bernard Martin (RPM Consultants) and Mike Magan (dgs Marketing Engineers) are just some of the experts on-hand to provide you with ideas and suggestions that you can put into action immediately using the laptop stations within the booth. Learn the tips, tricks and tactics that can help generate business for your company using the social media channels. Determine the economic performance

and status of the manufacturing industry in real time. Speak up at a “town hall” meeting on the challenges facing the current workforce.

### **Fun Stuff**

**Special in-booth events.** The exhibitors at IMTS are bringing their A-game to McCormick Place. They are bringing race cars, card-playing robots, helicopters, planes, machines that dance to music, and more. There are also special presentations and guest appearances, with perhaps a few celebrities strolling the aisles. To ensure you don’t miss anything, there is a daily listing available of the special events taking place in each building during the show.

**Car design competition.** Join a collaborative engineering community through the IMTS car skin design competition. You can help design and select the skin that will appear on the IMTS car to be built in the Emerging Technology Center at IMTS 2012.

**60-second video contest.** Vote for your favorite exhibitor videos.

**IMTS balloon.** Yes, the IMTS hot-air balloon is back; catch it at the front lawn of McCormick Place.

**IMTSTV (S-100; Ballroom Lobby).** Join the IMTSTV team for the monthly lunch-time show beginning at Noon. Add the dates to your calendar: September 10-15—IMTSTV, live from IMTS. Live from the show floor—IMTSTV. You can catch the Daily “I” during its three live webcasts (10 am, 1 pm and 5 pm) as well as the daily briefing edition that you can see in the comfort of your hotel and on the IMTS shuttle bus, or online (6 am–10 am). It’s a great way to catch up on everything taking place on the show floor. IMTSTV is also broadcast in the blogging areas and other locations throughout McCormick Place. See the crew in action at the IMTSTV studio, located by the main entrance of McCormick Square (near the Hyatt Regency McCormick Place). (Please note: Not all IMTS Block hotels have an IMTS channel.) 