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women in  
manufacturing

## IMPACT



## Welcome to the Inaugural Issue of IMPACT

Designed exclusively for women in manufacturing, this quarterly publication includes valuable information on mentoring, leadership, communications, management, manufacturing best practices and more—helping women **make an impact** on the manufacturing industry!

It also will keep you apprised of upcoming events of interest, highlight professional achievements of Women in Manufacturing members and serve as a networking tool to connect with other females in the industry. Our aim is that this newsletter will connect you with like-minded women in the industrial sector and create a community of peers that you can turn to for information and advice. We believe this community can become a critical contributor to retaining women in manufacturing.

We highly encourage you to pass this publication along to colleagues and up-and-coming women in the industry. Our hope is that it finds its way into the hands of women who have not yet decided their career path and that they will be influenced to consider a future in manufacturing. We need to attract more women in manufacturing and I believe sharing our successes and experiences is a great way to do so.

Be sure to check out pages 5-6 for details about our [Women in Manufacturing SUMMIT 2012](#), October 29-30 in Milwaukee—a great networking and learning opportunity. More than 200 women in the industry are expected to participate. We look forward to seeing you there!

I hope you'll find this newsletter to be a key source of information, keeping you up to date on the latest news **impacting** women in manufacturing! Please feel free to contact me or another member of the Women in Manufacturing team ([Lori Bailey](#), [Katlyn Brown](#), [Christie Carmigiano](#) and [Rosemary David](#)) with questions or feedback.

Cordially,

[Allison Grealis](#)

Women in Manufacturing Program Director



### Share Your News

Do you have articles or professional achievements to share with the Women in Manufacturing group?

Submit this information to [Christie Carmigiano](#), *IMPACT* editor, for possible publication in a future edition of this newsletter.

### Join Women in Manufacturing

Connect with peers who can assist in discovering business solutions, diversification or even a new career! [Learn more](#) about membership in Women in Manufacturing.

### Upcoming Events

#### [Women in Manufacturing SUMMIT 2012](#)

October 29-30, 2012  
Milwaukee, WI

#### [RUN4MFG 5K](#)

November 11, 2012  
Las Vegas, NV

#### [FABTECH](#)

November 12-14, 2012  
Las Vegas, NV

#### [Association of Women in the Metals Industries \(AWMI\) Annual Conference](#)

November 15-17, 2012  
Denver, CO

# Cultivating Curiosity: Mentoring the Next Generation of Female Manufacturers

By Dee Martin and Caitlin Andrews, Policy Resolution Group at Bracewell & Giuliani LLP

When NASA announced plans to land a space rover on the surface of Mars, 12-year-old Clara Ma was fascinated. “The Mars rover is interesting to me because it’s actually going somewhere besides Earth,” she said. “And, to me, that’s interesting because I’ve only lived in Kansas, which is really small compared to everything.” So when Clara heard that NASA was accepting suggestions for the name of the Mars rover, Clara submitted an essay. She proposed the name, Curiosity. She wrote, “Curiosity is the passion that drives us through our everyday lives. We have become explorers and scientists with our need to ask questions and to wonder.” In Pasadena, California to watch Curiosity land safely on the red planet this month, Clara said she hoped to study math and science and pursue a career in astrophysics.

But if recent, disappointing history is any indication, Clara is unlikely to follow her childhood dreams. According to the National Science Foundation, boys and girls in the fourth grade have the same high level of interest in science. But, by eighth grade, boys are twice as likely as girls to be interested in pursuing STEM (science, technology, engineering and math) careers. And the numbers only get worse in high school, college and the workforce.

A 2011 Bayer survey attributed the disparity between young girls’ high math and science test scores and the lack of women in careers that require those skills to persistent stereotypes. Research shows that children as young as seven believe that most scientists are men. Simply put, girls are taught to believe that STEM careers are not for them.

Commerce Department data shows that although American women hold about half of the jobs in the U.S. economy today, they occupy less than 25 percent of the STEM jobs. The 2009 census revealed that only 27 percent of Americans in the computer and math sectors were women. Further, only 1 in 7 engineers were women in 2009.



Dee Martin is a founding partner of the Policy Resolution Group at Bracewell & Giuliani LLP in Washington, D.C. and was named a “Top 40 under 40 Lobbyist” by Washingtonian magazine in 2011. She is a co-founder of Minute Mentoring®, a women’s leadership program.



Caitlin Andrews is a research specialist at the Policy Resolution Group, implementing strategic communications and government relations programs for a range of companies and associations.

The lack of women in STEM careers is especially significant for the growing manufacturing sector in the United States. July 2012 marked the U.S. manufacturing sector’s 34<sup>th</sup> straight month of growth. This growth has opened jobs in our country that cannot be filled because of a lack of skilled workers. In addition, manufacturing jobs returning to the U.S. through reshoring are adding to the already massive skilled labor shortage.

According to a report by Deloitte and the Manufacturing Institute, there are over half a million skilled manufacturing jobs available in the U.S. today. Data from the American Association of Community Colleges shows that a company with 1,000 employees could lose as much as \$11 million per year because of the skilled labor shortage.

This problem cannot and should not be solved by focusing on only one half of our country’s population. The skilled labor shortage cannot be filled by men alone.

Mentoring programs are one way to help girls gain confidence in their STEM skills and attract them to STEM careers. Young women can imagine themselves in STEM careers when they see other women in those roles and have been encouraged to pursue STEM studies.

A LinkedIn survey of 1,000 women last year found that 20 percent have never had a mentor. Not having a mentor puts these women at a significant disadvantage. The National Research Council reports that women in the science, engineering and mathematics fields in academia who have at least one mentor do better than women who do not.

Mentoring can also help manufacturing companies attract and retain top female talent. Survey research shows that three-fifths of undergraduate and graduate students relied on mentoring to help them select an employer after graduation. And the American Society of Training & Development says

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*Cultivating Curiosity: Mentoring the Next Generation of Female Manufacturers...continued*

that nearly 80 percent of polled companies are better able to retain employees through mentoring programs.

As in all professional fields, it is incumbent upon current female leaders in manufacturing to help the next generation of women scientists, mathematicians and engineers up the ladder. Former U.S. Secretary of State Madeline Albright, an ardent and vocal supporter of mentoring programs for women, often said, "There is a special place in hell for women who don't help other women."

Women helping women is the goal of the next Women in Manufacturing summit in

Milwaukee, Wisconsin on October 29-30. Attendees will network, share their experiences and exchange best practices. They will go on plant tours; hear panel discussions on professional development, leadership and mentoring; and participate in group meetings on everything from maintaining business in a tough economy to improving negotiating skills.

Programs like the Women in Manufacturing summit foster the next generation of female manufacturers. Mentoring challenges stereotypes about manufacturing careers and gives young women confidence in their own skills. It exposes young women

to the exciting opportunities available in the well-paying, high-tech U.S. manufacturing sector and allows them to visualize themselves taking the open jobs. And it encourages girls like Clara Ma to remain curious.

In her NASA essay, Clara wrote, "Curiosity is an everlasting flame that burns in everyone's mind. It makes me get out of bed in the morning and wonder what surprises life will throw at me that day." Women in today's manufacturing sector can inspire girls like Clara to pursue STEM education and dream of pushing our country forward through careers in manufacturing.

## The Value of Women in Manufacturing

*By Karin Lindner, Karico Performance Solutions*

The manufacturing sector is facing a tremendous shortage of skilled employees. As a result, it can no longer afford to ignore the desire, talent and energy of anyone, male or female, who is passionate about making a difference in this vital industry. A diverse team collaborating on a project promotes creativity, turns talkers into listeners, and helps everyone look at things from different perspectives.

Wouldn't more women in leadership roles be highly advantageous for our organizations and the economy? There is no question about it that women could significantly make this industry more appealing. Women think, behave and act differently and that's what's needed. We have to spark this industry, create more civilized and cultivated work environments, and establish an atmosphere wherein all people are able to envision futures for themselves and their loved ones. Let's stop for a moment, take a deep breath and consider what's missing.

I would like to believe that women who choose manufacturing as a career will use their leadership qualities for purpose and passion rather than power and position. I am certain that open-minded and forward-thinking men are ready to embrace more balanced meetings around the boardroom table because men of quality are not afraid of women of equality.

We have to actively search for different perspectives without becoming defensive.

Together we can create a better tomorrow. Times are different and different actions will bring us different results. I am not saying that female-dominated workplaces would change everything, but a good balance between men and women who respect each other's input will. The language will change and they will help each other see things that they wouldn't have been able to see on their own.

I have met many women who are passionate about this indus-



*Karin Lindner is the founder of Karico Performance Solutions and a corporate coach, trainer, facilitator and speaker. She is the author of the book "How Can We Make Manufacturing Sexy? A Mindset of Passion and Purpose from the Production Floor to the Executive Suite."*

try and driven to succeed in their careers even though challenges such as managerial and industrial biases are certainly present. Even though women are faced with different obstacles and may have to work harder to get to where they want to be, with enough tenaciousness they will reach their goals. I have noticed that women's self-image is often not as good as their male counterparts'. Women question themselves about their ability to lead and succeed while most men are convinced that they are great and that they deserve the role they are in.

To all the women: Self-confidence and self-worth are key! Don't get carried away by what people say you can or can't do. Simply think

about the value you can and will bring to this industry.

Determination, persistence and action will help women to continue their journey so they can really go places and make a positive difference in the manufacturing world. I believe the time for women in manufacturing has come. Can you hear us roar?



# Welcome to our Inaugural Women in Manufacturing Members!

Join these women in supporting the retention and advancement of women in manufacturing and showcase your organization as a diversity advocate. The annual Women in Manufacturing membership price is only \$125 for professionals and \$25 for students. Benefits of membership include:

- Discounted registration for the annual Women in Manufacturing Summit
- Subscription to a quarterly e-newsletter
- Listing on the professional Women in Manufacturing e-directory
- Acceptance on the LinkedIn professional networking group
- Subscription to a list serve dedicated solely to real-time discussion amongst Women in Manufacturing
- Participation in the [WiM Mentoring Program](#)

[Join today](#) and connect with peers who can assist you in discovering business solutions, diversification or even a new career! Contact Janet Krall at 216-901-8800 or [jkrall@pma.org](mailto:jkrall@pma.org) with questions.

Karla Aaron, Hialeah Metal Spinning, Inc.  
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Mary Airel, Seaway Bolt & Specials Corp.  
Columbia Station, OH

Laura Basara, LAMATEK  
Paulsboro, NJ

Lizzie Bjorkman-Johnson, Tennant Co.  
Minneapolis, MN

Amy Boakes, D & H Industries, Inc.  
Oconomowoc, WI

Kathi Bond, Cryoplus, Inc.  
Wooster, OH

Marcia Brey, GE Appliances & Lighting  
Louisville, KY

Kathryn Campbell, Brady Corporation  
Milwaukee, WI

Cristin Colling, Society of Manufacturing Engineers (SME)  
Dearborn, MI

Claire Cook, Associated Spring Barnes Group  
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Carmen Davis, Ashford University  
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Tammy Flaherty, Steam Turbine Alternative Resources  
Marion, OH

Allison Giddens, Win-Tech Inc.  
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Karen Gilgenbach, Airgas, Inc.  
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Jennifer Johns Friel, Mid West Fabricating Co.  
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Julie Johnson, World Wide Manufacturing Co., Inc.  
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Janet Kaiser, Century Metal Spinning Co.  
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Karen Knapton, Vance Metal Fabricators Inc.  
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Cathy Winterhalter, Pridgeon & Clay, Inc.  
Grand Rapids, MI

Gretchen Zierick, Zierick Manufacturing Corporation  
Mount Kisco, NY

## Women in Manufacturing Directory Launched

Check out the new searchable [online directory of Women in Manufacturing members!](#) This community of women may be sorted by state, company name and last name. Profiles include a member's photo if it has been provided, contact information, a company



profile, a professional profile and indication as to whether that person is willing to mentor up-and-coming women in manufacturing or is looking for a mentor.

This directory is for Women in Manufacturing members only. If you are not a member and would like to join, [view the benefits](#)

[of membership](#) or contact Janet Krall at 216-901-8800 or [jkrall@pma.org](mailto:jkrall@pma.org).

## STEP it up for Women in Manufacturing

Women in Manufacturing is a proud supporter of the STEP it up for Women in Manufacturing initiative led by The Manufacturing Institute and Deloitte. The [STEP initiative](#) (women in Science, Technology, Engineering and Production) takes a closer look at the role of women in the manufacturing industry through education, research and recognition.

A survey was conducted this summer to explore educational background, industry experience, career goals, industry perceptions and talent management programs to identify the critical success factors to the attraction, retention and promotion of the best and brightest women. Based on survey results, The Manufacturing Institute and Deloitte will offer recommendations that companies can implement to provide opportunities for women to enter and grow in professional careers in the manufacturing industry. Survey results are being compiled and a summary of the results will be included in the next newsletter.



## Program Enhanced for Women in Manufacturing SUMMIT 2012

The inaugural Women in Manufacturing Summit, held in October 2011 in Cleveland, attracted more than 130 women manufacturing leaders from around the country who gathered to discuss best practices in manufacturing, mentoring, communication strategies and leadership.

The 2012 event, slated for October 29-30 in Milwaukee, has been enhanced to offer even greater benefit to participants. The program includes four educational sessions on negotiation, talent attraction, project and risk management, and sustaining your business in tough economic times. Other new features include plant tours of Kohler and MillerCoors and extra networking opportunities at roundtable sessions on professional development, leadership and mentoring, and marketing and creativity moderated by tenured women from manufacturing companies.

Once again, the event will feature the well-received manufacturing best practices panel discussion and outstanding keynote speakers, including Gayle Tauber, entrepreneur and founder of Kashi Company; Gail Lione, former chief compliance officer, executive vice president, general counsel and secretary of Harley-Davidson; Jennifer McNelly, president of The Manufacturing Institute and a representative from Deloitte's manufacturing practice. [View the full agenda.](#)

The program concludes with the unveiling of the nominees for the first annual STEP Awards. Offered by The Manufacturing Institute, these awards

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Program Enhanced for Women in Manufacturing SUMMIT 2012...continued

recognize women who have demonstrated excellence in the areas of science, technology, engineering and production.

[The Women in Manufacturing SUMMIT 2012](#) is designed exclusively for executive women who have chosen a career in manufacturing, and is expected to attract more than 200 female leaders from the industrial sector. Don't miss out on this exciting program. [Register by October 8](#) to receive the discounted rate of \$399 per member and \$699 per nonmember. Corporate pricing (includes

five registrations) also is available at a discounted rate of \$1600 for members or \$2800 for nonmembers by October 8. Hotel reservations are available at a discounted rate through October 8. To make your reservation, please contact The Pfister at 800-558-8222 and mention Women in Manufacturing.

Please contact Allison Grealis at 216-901-8800 or [agrealis@pma.org](mailto:agrealis@pma.org) for more information. We hope to see you in Milwaukee!

## Thank you to our SUMMIT 2012 supporting companies!

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