



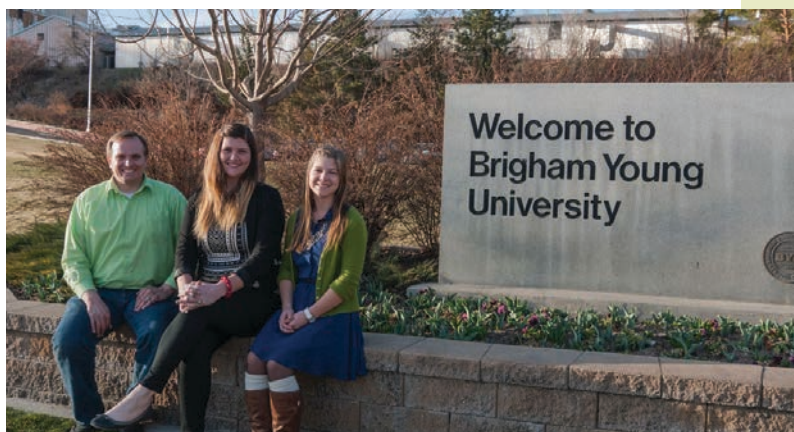
women in  
manufacturing

# IMPACT



## WiM Welcomes BYU as First Campus Chapter

Women in Manufacturing is pleased to announce the launch of its first campus chapter at Brigham Young University. The aim of the chapter is to create a campus community where women can network with their peers in the field and with mentors already in the profession, and explore enhanced educational opportunities. Future activities include mentoring jams, workshops on essential job-placement tools such as resume writing and interviewing, and professional luncheons and social activities.



From left: BYU Campus Chapter leaders Alan Boardman, Rebecca Madsen and Jennifer Farrell



BYU students Rebecca Madsen and Jennifer Farrell are enthusiastic about the newly launched WiM BYU Campus Chapter.

Senior Rebecca Madsen chairs the BYU chapter, and Alan Boardman, Assistant Professor of Mechanical Engineering and Technology, serves as faculty advisor. The chapter officially kicked off on March 18 during a meeting on campus with 30 supporters. WiM Program Director Allison Grealis participated as the keynote speaker.

WiM is in talks with Purdue University about launching a campus chapter there as well. If interested in learning more about the BYU chapter or starting a chapter at your campus or within your local community, please contact Kristin Davis at 216/901-8800 or [kdavis@pma.org](mailto:kdavis@pma.org).



### 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 Industry Events

Webinar: The Power of Your Personal Brand  
April 17, 2013

Women in Automotive Luncheon & Panel  
April 30, 2013  
Detroit, MI

Webinar: Work/Life Balance  
May 17, 2013

Women in Manufacturing SUMMIT 2013  
October 22-23, 2013  
Detroit, MI

Association of Women in the Metals Industries (AWMI) Annual Conference  
November 13-17, 2013  
Nashville, TN

Visit [www.womeninmanufacturing.org](http://www.womeninmanufacturing.org) for event details

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# Hear from Prominent Women in the Automotive Industry

Join Women in Manufacturing (WiM) and the Automotive Women's Alliance Foundation (AWAF) for a luncheon and 60-minute panel discussion with leading women in the automotive industry on April 30 from 12:00-2:00 p.m. at the Sheraton Detroit Novi. Co-located at the Precision Metalforming Association's 20th Annual Automotive Parts Suppliers Council meeting, the panel features



women from **Nissan North America, Ford Motor Company, General Motors** and **Chrysler**. Laurie Harbor, president and CEO of Harbour Results, will serve as the moderator.

Limited seating is available so reserve your spot today! Cost to attend is \$55 per person for WiM/PMA/AWAF members and \$75 per person for nonmembers.

Table sponsorships also are available. For \$1,000, receive preferred table seating of 10, corporate logo recognition, event signage and a special mention in the program.

[View program details](#) and [register to attend](#) or contact Kristin Davis at 216/901-8800 or [kdavis@pma.org](mailto:kdavis@pma.org) with questions.

## WiM Highlights Outstanding Women in "Hear Her Story"

Women in Manufacturing is committed to supporting women in the manufacturing sector and firmly believes that mentoring and building a community will help retain and attract women in manufacturing. As part of our mission, we've started "Hear Her Story"—a way for us to collect and share the stories of women we admire who work in manufacturing. We hope their stories will energize, inspire and empower women in manufacturing today and those who are considering a career in the manufacturing sector.

Our first two "Hear Her Story" interviews feature young women pursuing engineering careers.

Jada Dressler is a recent graduate from the University of Mississippi with a bachelor's degree in Chemical Engineering. She works as a Process Engineer at Zeon Chemicals L.P. in Hattiesburg, MS. She also is studying to obtain her master's degree in Polymer Science Engineering through the University of Southern Mississippi. In her spare time, Jada enjoys training for triathlons, playing guitar and traveling.

An excerpt from the interview with Jada follows:

**WiM:** Some studies show that women are discouraged from pursuing STEM degrees or careers. Have you faced discouragement? If so, how did you respond?

**Jada:** For the most part, I have been very fortunate to have encouraging and supportive people surrounding me. However, I



*Jada Dressler*

have had to face adversity when it comes to being a woman in my field. In particular, I had a professor once who told me I would never be taken seriously as an engineer because of the way I looked. All I can say to those who may face discouragement for any reason whether it be gender, age, race, etc. is this: Don't ever let anyone make you think you CAN'T do something. In fact, use it as encouragement to prove that you can do it. You can honestly do anything you set your mind to.

Rebecca Madsen is a senior in Manufacturing Engineering and Technology at Brigham Young University, and is the founder and president of the first campus chapter of WiM. When she graduates in April, she will enter the rotational program at Honeywell. Rebecca's hobbies include



*Rebecca Madsen*

plastics and composites, lean manufacturing and tap dancing.

A portion of the interview with Rebecca follows:

**WiM:** What inspired you to pursue an engineering degree?

**Rebecca:** When I graduated high school I had no idea what I wanted to study. I knew I wanted to do something really awesome but also challenging. I also knew that it was important for me to start working toward something right from the beginning, and then if I found that I didn't like it, I would change later. I remembered in fourth grade I had wanted to be an astronaut so I figured why not? I Googled "how to become an astronaut" and was introduced to aerospace engineering. BYU didn't have an aerospace

*...continued on pg 3*

*WiM Highlights Outstanding Women in "Hear Her Story" ...continued*

program so I went with mechanical engineering. A few years into it, I realized that mechanical engineering was not for me. One of my friends stopped me one day and suggested I try manufacturing, and I have been in love ever since.

Read Jada and Rebecca's full stories on the Women in Manufacturing blog: <http://womeninmfg.blogspot.com>. Do you have a story like theirs that you want to share? E-mail [womeninmanufacturing@gmail.com](mailto:womeninmanufacturing@gmail.com) and WiM will contact you with a few brief questions and ask that you share your experience in your own words.

## Join WiM for the Monthly Webinar Series

*April Webinar: The Power of Your Personal Brand*

In a continuing effort to offer year-round learning opportunities, Women in Manufacturing presents a monthly series of webinars on key manufacturing, business and women-related topics. For the March webinar, WiM welcomed Dana Perino, co-host of Fox News Channel's *The Five* and former White House Press Secretary, for a mentoring webinar. Dana shared her experiences and offered advice for young professional women about everything from negotiating a salary increase to balancing obligations at work and home.

Join WiM on April 17 at 12:00 p.m. ET for our next webinar, featuring speaker Meredith Liepelt from [Rich Life Marketing](#). Meredith will discuss key points on the power of personal branding and why personal branding is imperative in order to succeed in today's market. She will offer an interactive webinar where participants will uncover their most valuable and profitable skills, talents and stories. Learn to:

- Create faster more meaningful relationships with key influencers
- Differentiate yourself from others who do similar work
- Take charge of how you are seen in the business world
- Use simple, yet powerful ways to infuse your personal brand into everything you do

[Register today](#) for the April 17 personal branding webinar, and mark your calendar for these upcoming webinars, which take place from 12:00-1:00 p.m. ET on the third Wednesday of each month:

- May 15, Work/Life Balance
- June 19, Communication Styles
- July 17, Building Your Network
- August 21, Continuous Improvement: Your Productivity Tool kit
- September 18, Career Roadmap
- October, No scheduled webinar - join us at WiM SUMMIT 2013
- November 20, Sustaining Your Business
- December 18, WiM 2014 Outlook

Contact Kristin Davis at 216/901-8800 or [kdavis@pma.org](mailto:kdavis@pma.org) with questions or to obtain access to archives of past webinars.

## Pioneer Service Receives WBENC Certification as a Women-Owned Business

Pioneer Service, Addison, IL, has been granted the Woman Business Enterprise certification by the Women's Business Enterprise National Council (WBENC) through its regional affiliate, WBDC.

"We are excited to be officially certified as a Women-Owned Business Enterprise," said Aneesa Shehadeh, the company's president and owner. "For 23 years, Pioneer Service has been manufacturing the best quality machined metal components with in-house precision grinding services. The WBENC designation will certainly open new doors and allow us to further accelerate our growth while maintaining our uncompromising principles."

By sourcing to women-owned businesses, companies and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier diversity programs.

Founded in 1990, Pioneer Service is a North American-based manufacturer with expertise in precision machine parts and centerless grinding services.

Women in Manufacturing congratulates Pioneer Service and Aneesa Shehadeh on this new certification and welcomes Aneesa to the WiM membership!

### Share Your News

Do you have articles or professional achievements to share with the Women in Manufacturing group? Submit your information to [Christie Carmigiano](#) for possible publication in a future edition of this newsletter.

## WiM Welcomes Kristin Davis

Women in Manufacturing is pleased to introduce Kristin Davis as WiM program manager. Her responsibilities include developing, marketing and implementing programs and activities for the Women in Manufacturing community. She also works closely with WiM partner organizations and sponsors.

Kristin is a University of Akron graduate with her undergraduate degree in Public Relations and her Masters of Public Administration. Prior to joining WiM, she worked for Cleveland Magazine and the University of Akron School of Law.

Please feel free to contact Kristin at 216/901-8800 or [kdavis@pma.org](mailto:kdavis@pma.org) with your WiM questions.



# New Study Shows Women in Manufacturing Are Satisfied with Their Careers, Worried About the Future of Women in the Sector

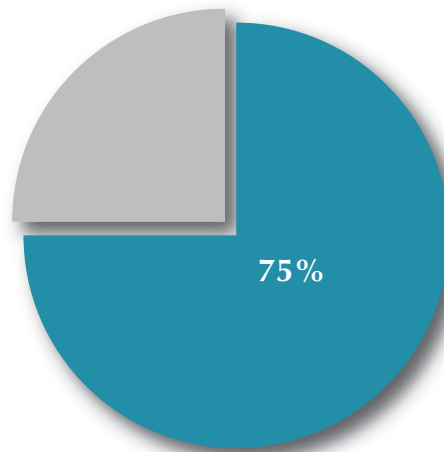
A majority of women in manufacturing today are satisfied with their careers, but they also are worried about the next generation of women in the sector. That is according to a study recently released by Deloitte and The Manufacturing Institute—“Untapped resource: How manufacturers can attract, retain, and advance talented women.” The study is a combination of surveys and in-depth interviews with more than 600 women representing a wide array of jobs in the manufacturing sector.

First the good news. The study shows that a high number of women in manufacturing report being pleased with the quality of their jobs. A full 75 percent of the women surveyed agreed that the manufacturing sector offers interesting and rewarding career opportunities. Among the reasons for their positive feelings about their jobs are good compensation and challenging assignments. The study’s results show that more than half of the women surveyed would choose the manufacturing sector again if they were starting their careers over today.

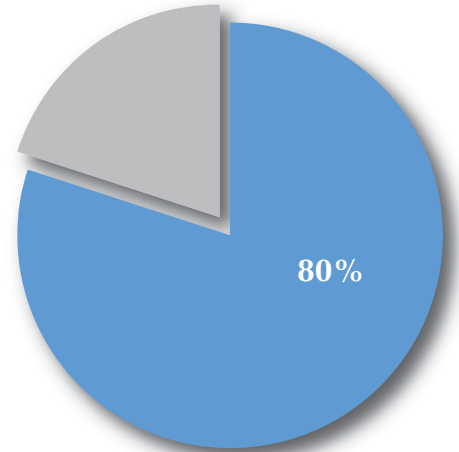
The survey results, in part, debunk the myth that manufacturing careers are not conducive to family life. As might be expected, survey participants reported that work-life balance is a key consideration for them when they explore job opportunities. But, interestingly, the women surveyed seemed satisfied with their employers’ efforts to provide that balance. When asked to rank their employers’ current talent programs by impact, the participants ranked flexible work practices highest.

Further, the women surveyed were happy with their employers’ willingness to support them in continuing education programs and other forms of personal development.

As a whole, the women surveyed for the study were underwhelmed with their expe-



*Number of women who are pleased with their careers in manufacturing*



*Number who believe the manufacturing sector is doing a poor job of representing itself to future female employees*

riences with former mentorship programs, but expressed enthusiasm for organically-developed sponsorship programs which they said assist women as they climb the ranks to leadership roles in the manufacturing sector.

In less positive news, a strong majority of the women surveyed feel that the manufacturing sector does not adequately present itself to women candidates. They attributed a significant portion of this problem to a long-standing perception of gender bias in the manufacturing sector. Slightly more than half of the survey participants said the main reason for the low number of women in the manufacturing sector is the persistent belief that the culture of the sector is a better fit for men.

The study participants offered suggestions for attracting and retaining more women in manufacturing. Chief among them is getting industry support for girls’ STEM education in grades K-12. One participant said, “There will be no improve-

ment in the next 10 years unless companies are committed to investing money into organizations that push STEM to girls at the school level – before they enter the workforce.”

Visit the WiM blog at [www.womenin-mfg.blogspot.com](http://www.womenin-mfg.blogspot.com) for a link to the full study results and to see Deloitte’s six strategies for recruiting, retaining and advancing women in the manufacturing sector.

## Questions about WiM? Contact the staff:

- [Allison Grealis](#), Director
- [Kristin Davis](#), Program Manager
- [Rosemary David](#), Program Manager
- [Christie Carmigiano](#), Communications Manager
- [Katlyn Brown](#), Events Manager
- [Rachel Rokoff](#), Marketing Coordinator
- 216/901-8800
- [www.womeninmanufacturing.org](http://www.womeninmanufacturing.org)

# Inaugural STEP Award Winners Announced

On February 5, 2013, The Manufacturing Institute, along with Deloitte, Society of Manufacturing Engineers and University of Phoenix, honored 122 women at the inaugural Women in Manufacturing STEP Awards at the National Museum of Women in the Arts in Washington, D.C.

The awards recognized women who have demonstrated science, technology, engineering and production excellence at all levels of manufacturing—from the factory floor to the C-suite. These fantastic women illustrate the widespread impact women have on shaping the industry.

Women in Manufacturing is pleased to welcome all of the STEP honorees (listed here) as new members of the WiM community, thanks to the generous support of The Manufacturing Institute.

Karla Aaron, Hialeah Metal Spinning, Inc.  
 Lorrie Acord, Pelco Products Inc.  
 Susan Adams, ABLE Body Corp.  
 Tracy Albers, GrafTech International  
 Amy Alberts, Plexus  
 Deb Anderson, Summers Manufacturing Co Inc.  
 Cathy Bailey, Modine Manufacturing Co  
 Connie Baker, RoyOMartin  
 Jennifer Bare, ConMed Linvatec  
 Teresa Beach-Shelow, Superior Joining Technologies, Inc.  
 Christine Benz, TRUMPF Inc.  
 Allison Blodig, Bio-Microbics, Inc.  
 Diane Bond, Commercial Vehicle Group, Inc.  
 Donna Bossman, Ingersoll Rand  
 Sharon Bower, ConocoPhillips  
 Norma Byron, Ashlawn Energy, LLC  
 Margaret Cannon, Eastman Chemical Company  
 Mary Jo Cartwright, Batesville Casket Co.  
 Dawn Cavaliere, LivingHR  
 Laurie Chandley, Southeastern Container Inc.  
 Lin Chape, Vermeer Corporation  
 Andrea Chavez, Ball Aerospace & Technologies Corp  
 Terri Chicosky, LAMATEK  
 Raquel Chole, Dudek & Bock Spring Manufacturing Co.  
 Nancy Cole, NCC Engineering  
 Martha Collins, Air Products and Chemicals  
 Molly Conn, Hoerbiger Corp. of America

Cathy Costanzo, Exide Technologies  
 Carol Craig, Craig Technologies  
 Nancy Crews, Custom Manufacturing & Engineering  
 Bobbi Cummins, Leggett & Platt Inc.  
 Leah Curry, Toyota Motor Manufacturing of Indiana  
 Bethanne DeArmitt, Somerset Welding & Steel, Inc.  
 Vickie DeThomas, FLIR  
 Diana Devlin, Spartan Motors, Inc.  
 Julia DiCorleto, Saint-Gobain Performance Plastics  
 Melinda Donnelly, The Novaflex Group  
 Annette Doyle, TRUMPF Inc.  
 Laura Drahm, U. S. Silica Co.  
 Cindy Dyrda, Meyer Tool & Mfg Inc.  
 Cynthia Farrer, Ingersoll Rand  
 Dale Foerster, Starr Manufacturing  
 Cynthia Fowle, Lord Corporation  
 Rosalind Fox, John Deere Turf Care  
 Elin Gabriel, Alvogen  
 Natalie Genova, Honeywell International  
 Wendy Gifford, S. C. Johnson Wax & Sons, Inc.  
 Sharron Gilbert, Septimatech Group Inc.  
 Arlene Gonzalez, NCI Group Inc.  
 Rebecca Guinn, Deere & Company  
 Kelly Hagedorn, Kifco Inc.  
 Michelle Helm, Hoerbiger Corp. of America  
 Erika Hendricksen, Dow Chemical Co.  
 Anne Herman, Mine Safety Appliances Co  
 Janis Herschkowitz, Prl Industries Inc.  
 Amber Hinkle, Bayer MaterialScience LLC  
 Martina Igel, Kennametal Inc.  
 Mary Isbister, GenMet Corp.  
 Kellie Johnson, Ace Clearwater Enterprises  
 Brandy Johnson, Babcock & Wilcox Power Generation Group  
 Claire Jones Barboni, Hoerbiger Corp. of America  
 Pamela Kan, Bishop-Wisecarver Corporation  
 Valerie Kelso, Steinwall, Inc.  
 Tracy Kemp, Ingersoll Rand  
 Sherry Knipp, John Deere Engine Works  
 Christine Kurek, Air Products and Chemicals  
 Kathy Lamb, Adco Products Inc.  
 Alexie Lee, GLOBALFOUNDRIES  
 Teresa Lee, NCI Group Inc.  
 Susan Lewis, The Dow Chemical Company  
 Amalie Lyday, Walex Products Company, Inc.  
 Kathryn Lyublanovits, ConMed Linvatec  
 Heather Macholan, Behlen Mfg. Co.  
 Jennifer McNelly, The Manufacturing Institute  
 Darlene Miller, Permac Industries Inc.

Tammie Nelson, Agco  
 Annette Norris, Academy for Manufacturing Careers  
 Heather Olson, Incertec  
 Linda Palladino, Schneider Packaging Equipment Co.  
 Nina Pathy, AGCO  
 Lisa Pauley, Ball Corporation  
 Rona Pepmeier, Rolls-Royce Corp.  
 Carol Peters, A. O. Smith Water Products  
 Charlotte Pett, Hoerbiger Corp. of America  
 Kelley Platt, Thomas Built Buses  
 Angela Ramsey, Central Florida Box Corporation  
 Karen Randall, Westinghouse Electric LLC  
 Kathryn Raymond, ConMed Linvatec  
 Colleen Reiter, Miller/Coors LLC  
 Myrna Reyes, TRUMPF Inc.  
 Becky Rieger, Braun Northwest, Inc.  
 E. Riggins, Lord Corporation  
 Lisa Rimpf, Babcock & Wilcox Power Generation Group  
 Sheila Rogers, PTC  
 Kimberly Rosenberry, Miltec UV  
 Liz Russell, Stella-Jones Corporation  
 Mary Pat Salomone, The Babcock & Wilcox Company  
 Jan Santerre, Hillenbrand  
 Joan Schork, Air Products and Chemicals  
 Donna Shinkunas, Hoerbiger Corp. of America  
 Dana Smith, Spirit Aerosystems, Inc.  
 Erikka Storch, Ohio Valley Steel Co Inc  
 Melanie Stover, The Manufacturing Institute  
 Jacki Strauss, Paulsboro Refining Company  
 Betsy Sundalius, Metalist International Inc.  
 Barb Suski, Bison Gear & Engineering Corp.  
 Gretchen Swain, Air Products and Chemicals  
 Mena Tazegul, John Deere Engine Works  
 Athena Theodorakis, Lord Corporation  
 Ngoc Kim Tran, Hoerbiger Corp. of America  
 Dollie Unger, Hoerbiger Corp. of America  
 Tana Utley, Caterpillar Inc.  
 Anna Wald, Wyoming Machine, Inc.  
 Noelle Walsh, The Dow Chemical Company  
 Barbara Walz, Tri-State Generation & Transmission  
 Karen Wilder, The Schwan Food Company  
 Ellen Williams, BP plc  
 Racquel, Willis, Governair, LLC  
 Lisa Witte, Thermo Fisher Scientific  
 Colleen Wood Cordova, Kennametal Inc.

## Launch Party Kicks Off Road to SUMMIT 2013

On February 21, more than 80 people gathered in Dearborn, MI, for the Women in Manufacturing (WiM) SUMMIT 2013 Launch Party. Sponsored by WiM with partnering organizations—Association of Women in the Metal Industries, Automotive Women’s Alliance Foundation, Original Equipment Suppliers Association and Society of Manufacturing Engineers—the launch party allowed participants to network with leading women in the industry while learning more about SUMMIT 2013, scheduled for October 22-23 in Dearborn.

Alex Maciag, Director of Manufacturing NA Automatic Transmission Operations for Ford Motor Company, was the guest speaker at the launch party. She shared her journey in manufacturing and lessons learned along the way. “For those of us in manufacturing, nothing’s too tough. Nothing can come our way that we can’t tackle,” said Maciag.

During the event, a drawing was held for two free registrations to SUMMIT 2013. Congratulations to Lynne Peters of Eaton-Vehicle Group/Automotive Sales and Betsi Burns of Boride Engineered Abrasives for being the lucky winners! Make plans to join Lynne, Betsi and other women in the industry at SUMMIT 2013. Visit [www.womeninmanufacturing.org](http://www.womeninmanufacturing.org) for the latest program updates, hotel accommodations and registration information. Please contact Kristin Davis at 216/901-8800 or [kdavis@pma.org](mailto:kdavis@pma.org) with questions.



Congratulations to Lynne Peters and Betsi Burns, winners of free registration to WiM SUMMIT 2013.



Alex Maciag of Ford Motor Company addresses Launch Party participants.



From left: Marion Wells, Sandy Mily and Scharlene Hurston



From left: Kathy Aznavorian, Jackie Stachowski and Andrea Schmidt



From left: Juliann Tilley, Sherry Irwin, Andy Flando and Brad Kuvin

# Hands-On Manufacturing Training for Women

Symbol Training Institute is a Chicago-based educational organization that builds partnerships with manufacturers and students to improve lives through quality education. The school exists for the sole purpose of training individuals who are looking to start careers within the manufacturing industry. A high percentage of current female students and past successful graduates are women.

Symbol's management recognized the need to start a school in 2006 due to the lack of skilled labor and formalized vocational school training in the U.S. manufacturing industry. Women-owned and operated, Symbol was born out of a tool and die shop and now provides hands-on training in areas such as Programming and Setup & Operation of Computerized Numerical Control (CNC). Through a four-month program, Symbol offers small class sizes (no more than three to six students to an instructor per shop) with enthusiastic and experienced instructors and industry professionals, two of them currently being women.



Symbol has an annual enrollment of 120 students a year but is hoping to triple that number over the next few years with its recent move to a brand new, state-of-the-art training facility in the Chicago-land area. They are expecting, within that growth of annual enrollment, that many students will be women.

Symbol is employer driven and has a 90 percent placement rate. The school works directly with manufacturing companies to place its students into high-paying, high-demand jobs. Symbol's new website allows individuals to search for open positions and provides access for companies to view Symbol-certified resumes. Students have

been placed at large Fortune 500 manufacturers like Siemens and Caterpillar as well as at smaller mid-market manufacturing shops like Acme Industries and Helio Precision Products.

As a not-for-profit and private entity, Symbol prides itself in being responsive and attuned to the changes within the manufacturing industry. The school receives no government aid or grants, yet is maturing at a strong rate. The goal is to help keep manufacturing strong in America by helping to meet the immediate demands of manufacturing industry, as well as those that will become more prevalent in the coming decade as the baby boomer generation begins to retire.

Symbol is accredited by the Illinois Board of Higher Education (IBHE), is nationally accredited by NCA CASI and NIMS, and has been appointed as a Manufacturing Sector Center by the Chicago Cook Workforce Partnership ("The Partnership").

Learn more at [www.symboltraining.edu](http://www.symboltraining.edu).

## SUMMIT 2013 Program Taking Shape

Mark your calendar for October 22-23, 2013, and plan to join us at the third-annual Women in Manufacturing SUMMIT in Dearborn, MI. This conference once again will feature manufacturing plant tours, educational tracks, best practices panels, roundtable discussions, keynote presentations and social events to expand your network of women in the industry. Nearly 300 participants with titles ranging from production to CEO are expected to attend.

While the full agenda is still being planned, WiM is pleased to announce that Robert Rasmussen of LEGO Serious Play has been confirmed as one of the keynote speak-

ers. Confirmed educational track sessions will address talent attraction, employee engagement, green environmental initiatives and mentorship, with more to come!

In addition, the GM Detroit Hamtramck Assembly Plant will open its doors to our group for a behind the scenes tour on October 22. Two other tour options are in the works as well.

Based on feedback from past SUMMIT participants, the program has been expanded to include a special luncheon and roundtable for CEOs and owners and an additional closing keynote.

If interested in having a more involved



role, session leader opportunities are available. Additional details about SUMMIT 2013 will be available in the coming weeks. Please visit the WiM website at [www.womeninmanufacturing.org](http://www.womeninmanufacturing.org) for updates.

While event registration will be available later this spring, hotel reservations may be made online now or by calling 800/241-3333 and referencing Women in Manufacturing. Please contact Kristin Davis at 216/901-8800 or [kdavis@pma.org](mailto:kdavis@pma.org) with questions.

### Attend SUMMIT 2013 for FREE!

Encourage three new people to join the Women in Manufacturing membership and enjoy SUMMIT 2013 at no charge. Contact Kristin Davis at 216/901-8800 or [kdavis@pma.org](mailto:kdavis@pma.org) for more information.