



women in
manufacturing

IMPACT



New Online Community Enables WiM Members to Connect, Engage & Share Information

Consistent with the Women in Manufacturing mission, the newly designed WiM website directly allows members to share perspectives, gain cutting-edge manufacturing information, network and communicate with women in the manufacturing industry.

Visit www.womeninmanufacturing.org to view rich and relevant content through gathered materials and our own members' expertise and active participation. Members have the ability to share relevant articles, pictures, events and industry-specific news, and are encouraged to join several types of manufacturing-created communities. WiM members also can search the member directory and community forums to connect with women with similar interests. Each of these different types of functionalities means that our website will always be updated, relevant and considered a go-to website for all things manufacturing.

WiM members are encouraged to take a moment to navigate through the site, login, change their password and update their user profile/bio. From the user profile, you will have the flexibility to receive discussions and postings directly to your e-mail as well as directly link your profile to Twitter, Facebook and LinkedIn. The more you engage, the more you will benefit!

If you have any problems using the new website or if you have any suggestions, please contact Kristin Davis at 216/901-8800 or kdavis@pma.org.

Not a WiM member yet? [Join today](#) and start accessing the members-only areas of the website and begin taking advantage of the other exclusive benefits available to members.



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

WiM Webinar: Building an Influential Network
July 17, 2013

AWAF Swinging FORE Scholarships
August 19, 2013
Dearborn, MI

WiM Webinar: Continuous Improvement—Your Productivity Toolkit
August 21, 2013

WiM Webinar: Career Roadmap
September 18, 2013

AWAF Pumps & Power
October 21, 2013
West Bloomfield Township, MI

WiM SUMMIT 2013
October 22-23, 2013
Dearborn, MI

Visit www.womeninmanufacturing.org for event details

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First Annual Women in Automotive Luncheon a Resounding Success

Women in Manufacturing (WiM) and the Automotive Women's Alliance Foundation (AWAF) hosted the first annual Women in Automotive Luncheon and Panel Discussion on April 30 in Novi, MI. The sold-out crowd of more than 100 attendees heard leading executives share their industry experiences and discuss critical issues affecting women in the automotive sector.

Panelists included Mary Jo Csonka-Cherney, manager of NPW and V-up, Nissan North America; Sue Leone, Americas director, purchasing supplier technical assistance, Ford Motor Company; Doneen McDowell, plant manager of the Detroit Hamtramck Assembly Plant, General Motors; and Mary Ann Kirsch, head of sales and marketing purchasing, Chrysler. Laurie Harbour, president and CEO of Harbour Results, served as moderator.

Plans are underway for next year's Women in Automotive Luncheon, scheduled for April 30, 2014. Additional details will be available in the coming months. Visit www.womeninmanufacturing.org for program updates.



Participants enjoy the inaugural Women in Automotive Luncheon and Panel Discussion in Novi, MI, on April 30.



From left: Panel members Sue Leone, Ford Motor Company; Doneen McDowell, General Motors; Mary Jo Csonka-Cherney, Nissan North America; Mary Ann Kirsch, Chrysler; and Laurie Harbour, Harbour Results.



From left: Sherry Irwin, The Hunter Group LLC; and Wes Smith and Jeanne Swanson, E&E Manufacturing Co.



From left: Kellie Treppa, Schuler Inc.; Kim Ziomek; Pat Scarpaci, Panasonic; and Bill Gaskin, PMA.

In Rosie's Honor: A Call for More Women in the Growing U.S. Manufacturing Sector

On June 5, the following article by WiM Director Allison Grealis was published as a blog on the Huffington Post. The blog is a celebration of the 70th anniversary of Rosie the Riveter coupled with a call to increase the number of women in manufacturing.

Last week marked the 70th anniversary of the publishing of Norman Rockwell's iconic "Rosie the Riveter" painting on the cover of the *Saturday Evening Post*. Rosie, with her tools on her lap and strong muscles clad in denim, became a symbol for a movement and the number of working American women nearly doubled between 1940 and 1944. The first generation of Rosies went to work to support the war effort and many took on the factory jobs typically reserved for men, but open to women as more and more men deployed to combat.

Many of these Rosies' stories can be found on the National Park Service's website dedicated to the American World War II Home Front. A favorite story is that of Delana Close. Delana worked 10 hour shifts at a manufacturing company producing 155 millimeter Howitzer field guns. She was assigned to a 35-foot-long boring. A huge pan filled with oil kept the machine greased and cool. For 10 hours, Delana would balance on the edge of the oil pan so she would be tall enough to see the gun barrel she was working on. From her perch, she would bore out a hole for the gun's breach lock. Her work had to be perfect. A mistake of one-one thousandth of an inch could mean death for an American soldier on the battlefield. Delana was the only woman ever to work that machine. And, when the war was over, and Delana finished her last shift, her foreman shook her hand and said, "You were the best man I ever had."

When the men returned from war, Delana and many of the other Rosies were pushed out of their factory jobs and returned to life in positions society deemed more acceptable for women.

Today, a full 70 years since Rosie the Riveter first graced the cover of the *Saturday*

Evening Post, the same stigma surrounds American manufacturing jobs.

But far from its reputation as dark, dirty and dangerous, manufacturing in the United States today is thriving and high-tech. Over the past three years, the U.S. has added more than half a million manufacturing jobs. Despite recent slowdowns in growth, manufacturers still are experiencing a steady climb and anticipate consistent business conditions. In addition, more jobs are coming from firms who are bringing production to the United States.

There are a variety of factors that contribute to the growing strength of the manufacturing sector, including a shrinking wage gap between the United States and China, an increase in shipping costs and a surge in shale gas drilling that provides the United States with a wealth of inexpensive domestic energy.

But one simple reality is that while the U.S. manufacturing sector grows, the number of women working in the sector is not following that trend. Although women hold about half of the jobs in the U.S. economy today, they occupy less than 25 percent of the estimated 14 million Americans who work in manufacturing are women.

These numbers are especially striking when juxtaposed with the number of women in manufacturing today who are pleased with their jobs. According to a [recent study released by Deloitte and the Manufacturing Institute](#), a majority of women in the manufacturing sector report being highly satisfied with their careers. A full 75 percent of the women surveyed agree that the manufacturing sector offers interesting and rewarding career opportunities. Important-



ly, one of the reported reasons for women's contentment with careers in manufacturing is the ability to balance work and family obligations.

This research is a significant step in debunking the long-standing myths that manufacturing is not a suitable career for women and that it is not conducive to family life. Proving these stereotypes false is especially important for two reasons: First, women have a major role in the American workforce today. Secondly, there are many thousands of high-skill, highly compensated jobs to fill.

A [new study by the Pew Research Center](#) shows a major sea change in the role of women in the workforce. Women, the study finds, are now the single income or primary breadwinners in 40 percent of American households with children under 18—that's a record high.

At the same time, Deloitte and others have noted that approximately 600,000 manufacturing jobs are going unfilled in this country. The problem of the "skills gap"—manufacturing sector employers looking to hire, but unable to find qualified,

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In Rosie's Honor: A Call for More Women in the Growing U.S. Manufacturing Sector...continued

skilled workers—cannot and should not be solved by focusing on only one-half of our country's population.

Thus, the compelling combination of the newly high number of women excelling in the workforce, the number of women who are pleased with their jobs in manufacturing and the glut of open manufacturing jobs provides a unique opportunity to attract more top-tier female talent to the manufacturing sector.

Returning to the Deloitte and the Manufacturing Institute study, a strong majority of the women surveyed expressed concern that the manufacturing sector does not do an adequate job of presenting itself to women candidates.

This is a problem that begins in grade school and continues into the professional workplace. [Research shows](#) that boys and girls in fourth grade report the same level of interest in science, but by eighth grade,

boys are twice as likely as girls to be interested in pursuing STEM careers. It also has been determined that women in the science, engineering and mathematics fields in academia who have at least one mentor [perform better than those who do not have a mentor](#). Tragically, as many as [one in five](#) female professionals in the United States do not have a mentor.

In honor of Rosie's 70th anniversary and that first generation of Rosies who ventured into the factories during World War II, we should make a commitment as a nation to support women in STEM education and careers.

I am proud to be the program director for the [Precision Metalforming Association's Women in Manufacturing \(WiM\) initiative](#). Launched in 2011, WiM is dedicated to providing a community to support women currently engaged in or considering careers in manufacturing. WiM members

share perspectives, gain cutting-edge industry information, develop personal and professional skills in leadership and communication, and participate in mentoring programs and network with industry peers online and in-person.

Last summer, a space rover named Curiosity landed on the surface of Mars. The name Curiosity was suggested by a 12-year-old girl from Kansas who submitted an essay as part of a NASA naming contest. "Curiosity," she wrote, "is an everlasting flame that burns in everyone's mind.... Curiosity is the passion that drives us through our everyday lives."

Today, inspired by the legacy of Rosie the Riveter and by the little girl who wrote that essay and who dreams of studying math and science and college, I hope you'll join us in a commitment to support women in the growing U.S. manufacturing sector.

Manufacturers Take Their Message to Capitol Hill

A delegation of Women in Manufacturing members shared their message about the need to attract and retain women to the industry during special meetings held in conjunction with the PMA/NTMA One Voice Legislative Conference on April 23-24 in Washington, D.C.

Participants met as a group with Jane Campbell, staff director for the Senate Small Business Committee, and enjoyed a lunch meeting with Tennessee Congresswoman Marsha Blackburn. To spread the WiM message to as many congressional offices as possible, they

then joined with other Legislative Conference participants from their same state or region to meet with members of Congress.

In addition to the congressional meetings, the WiM delegation enjoyed a media training session hosted by the Policy Resolution Group, WiM's strategic-communications firm. The women then used skills learned from the training during interviews with two reporters from the *Wall Street Journal*.

To participate in a future fly-in to Washington, D.C. or to serve as a media volunteer, please contact Christie Carmigiano at 216/901-8800 or ccarmigiano@pma.org.



WiM members visit Capitol Hill. From left (standing): Melanie Stover, The Manufacturing Institute; Emily Lipovan, NTMA; Jane Campbell, Senate Small Business Committee; Allison Grealis, Women in Manufacturing; Mary Pat Salomone, Babcock & Wilcox; Teresa Beach-Shelow, Superior Joining Technologies; and (seated) Gretchen Zierick, Zierick Manufacturing Corp.

WiM Member Testifies at Congressional Hearing

Following on the heels of a newly released [report](#) from the U.S. Congress Joint Economic Committee on the state of women in the manufacturing sector, Committee Vice Chair Amy Klobuchar held a hearing on May 15 on the same topic.

One of the panelists at the "[Women in Manufacturing](#)" hearing was WiM member Jennifer McNelly, president of The Manufacturing Institute. McNelly testified before the Committee that as the manufacturing industry continues to face a daunting skills gap and

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WiM Member Testifies at Congressional Hearing...continued

broken talent pipeline, we must consider other talent pools and increase diversity in the workplace.

“Manufacturing is now about the process, productivity, and most importantly, the people,” said McNelly, in her testimony. “As people are the key to success in manufacturing, we are not fully tapping a potential major source of human capital for the industry: women. We must focus on sponsorship and personal development as part of the solution to attracting, retaining, and advancing female talent in manufacturing.”

To address sponsorship, the Institute has launched the STEP

Ahead: Women in Manufacturing initiative, grounded in research, recognition and leadership. In February 2013, 122 women were honored for their accomplishments and contributions in manufacturing and continue to serve as leaders in their communities to inspire younger generations to pursue a career in manufacturing.

In regards to personal development, the NAM-Endorsed Manufacturing Skills Certification System is part of the solution, clearly identifying the next level of success through education and stackable credentials.

Watch the full archived webcast [here](#).

U.S. Senators Advocating for Increased Role of Women in the Manufacturing Sector

U.S. Senators Amy Klobuchar (D-MN) and Jeanne Shaheen (D-NJ) have been working to promote the importance of women in the manufacturing sector.

In May, Senator Klobuchar, vice chair of the U.S. Congress Joint Economic Committee (JEC), released a new report that found that, while U.S. manufacturing has consistently added jobs over the past several years, women have actually lost jobs in the sector during that time. The study also noted that women currently comprise only 27 percent of the manufacturing workforce.

The report also suggests solutions for attracting and retaining women in manufacturing, calling for:

- An increase in science, technology, engineering and math (STEM) education participation and proficiency for girls beginning as early as elementary school;
- A commitment to equip women with the skills employers need to prepare them for careers in growing segments of manufacturing through vocational and community college programs; and
- Encouragement for employers to develop mentoring programs for women in all areas of manufacturing.

According to a press release posted on the JEC’s website, Klobuchar said, “Manufacturing is key to moving our economy forward, and we need all of our country’s talent – both men and women – to fill the jobs of tomorrow that our businesses are

creating today. We need to make sure that women have the skills and resources they need to succeed in these growing manufacturing industries.”

The full report is available [here](#).

Senator Shaheen also understands the significance of attracting women to engineering and other manufacturing fields, and recently launched a bipartisan Senate STEM Caucus along with Senators Richard Durbin (D-IL), Mark Kirk (R-IL) and Roger Wicker (R-MS). “We have got to get more young women involved in STEM subjects,” Shaheen remarked. Specifically, she stressed the importance of investing more time and resources into the expansion of STEM education.

Senator Shaheen, who will serve as the Caucus’s co-chair, said that she hopes the Caucus will bring attention to STEM education and workforce issues to improve the nation’s economic prosperity and global competitiveness. An important component of that effort, she said, is attracting women to STEM careers by changing long-held negative stereotypes about STEM.

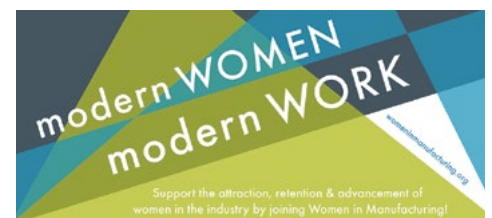
A faithful and vocal supporter of STEM education, Senator Shaheen recently was recognized by [STEM Connector](#) in its 100 Women in STEM publication.



Introducing WiM’s New Tagline: Modern Women, Modern Work

This spring, WiM put out a call to our friends and followers on Facebook and Twitter to tell us what Women in Manufacturing means to you.

WiM loves this new tagline—Modern Women, Modern Work—because we believe that the manufacturing sector and the millions of women who are a part of it symbolize the evolution in manufacturing from dirty, dark and dangerous to high-tech, sophisticated and modern.



The winning suggestion was submitted through Twitter by Stephanie Griffin of AirTek in Troy, AL—a modern young woman who is a veteran, student, welder and mother. Her service in the U.S. military inspired her interest in a STEM career and drove her to study welding. Stephanie’s excellent tagline earned her a complimentary spot at the upcoming [WiM SUMMIT](#) in Detroit on October 22-23, 2013. We look forward to seeing her there!

Call for Nominations: Women in Manufacturing STEP Awards

The Manufacturing Institute is accepting nominations for the second annual [Women in Manufacturing STEP \(Science, Technology, Engineering and Production\) Awards](#). The STEP Awards honor women who have demonstrated excellence and leadership in their careers and represent all levels of the manufacturing industry, from the factory floor to the C-suite.

The STEP Awards are part of the larger initiative launched to examine and promote the role of women in the manufacturing industry through recognition, research and best practices for attracting, advancing and retaining strong female talent.

This past February, the inaugural STEP Awards were hosted in Washington, D.C., to honor 122 women from more than 90 companies for their achievements.

“The STEP Ahead initiative and STEP Awards were created to illustrate the role of women in manufacturing and to honor their contributions to the industry and our nation,” said Jennifer McNelly, president of The Manufacturing Institute.

Nomination information and a submission form are available [here](#). The deadline for entries is September 1, 2013.

To learn more about the Women in Manufacturing STEP Awards or read about the 2013 winners, visit www.themanufacturinginstitute.org/Initiatives/Women-in-Manufacturing/STEP-Awards-Program.aspx.



Monthly Webinar Series Focuses on Professional and Corporate Development

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. These webinars are an essential tool not only for professional development but also for corporate development.



Mark your calendar now and plan to participate in these upcoming webinars:

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

If you missed any webinars held earlier in the year, they are all available to be viewed as archives. Visit www.womeninmanufacturing.org/wim/Events/upcomingevents to access webinars on these topics:

- Mentoring, presented by Dana Perino, co-host of Fox News Channel's The Five and former White House Press Secretary
- Personal Branding, featuring speaker Meredith Liepelt from Rich Life Marketing
- Work/Life Balance, presented by Danialle Lynce of Living Leadership
- Communicating So Others Will Listen, by Leslie Yerkes of Catalyst Consulting Group

Contact Kristin Davis at 216/901-8800 or kdavis@pma.org with questions or suggestions for future webinar topics.

Registration Now Open for SUMMIT 2013 – A Must-Attend Event!



Make plans to join your peers at the Women in Manufacturing SUMMIT 2013—the annual networking and educational event designed for women who have chosen a career in the manufacturing industry, and want to share perspectives, improve leadership and communication skills, participate in mentoring programs and network with others in the industry.

Scheduled for October 22-23 in Dearborn, MI, the conference

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Registration Now Open for SUMMIT 2013 – A Must-Attend Event!...continued

will feature manufacturing plant tours, educational tracks, best practices panels, roundtable discussions, keynote presentations and social events to expand your network. Nearly 300 participants with titles ranging from production to CEO are expected to attend.

The full schedule of events follows.

Monday, October 21, 2013

6:00 p.m. Early arrivals reception
Elena Ford, Vice President, Ford Motor Company

Tuesday, October 22, 2013

8:00 a.m. Registration, Continental Breakfast and Welcome Address
9:00 a.m. Plant Tour Departure
• GM Detroit Hamtramck Assembly Plant
• Jiffy Mix
• Daimler – Detroit Diesel Plant
• Kars Nuts
12:00 p.m. Box Lunches and Exhibits Open
1:00 p.m. Track I: “Customer-Oriented Selling” – Marion Wells, Human Asset Management
Track II: “Employee Engagement is Not Rocket Science” – Karin Lindner, KARICO Performance Solutions
Track III: “The Business of Networking” – Jennifer Maxson, Varnum Consulting
2:00 p.m. Afternoon Break, *Hosted by UPS*
2:15 p.m. Presentation: “Engaging Men” – Katy Breitenbach, Catalyst
3:00 p.m. Track I: “Emerging Topics in the Manufacturing Supply Chain” – Kim Doyle, Plante & Moran, PLLC
Track II: Toni Neary, ToolingU
Track III: “Visioning” – Cindy Cominsky, University of Cincinnati
5:30 p.m. Reception & Silent Auction, Hosted by Plex Systems
6:30 p.m. Networking Dinner, *Hosted by Plante & Moran*
7:00 p.m. Keynote Presentation:
Linda Hubbard, President and COO, Carhartt

Wednesday, October 23, 2013

7:30 a.m. Continental Breakfast
8:00 a.m. Presentation: “Lego Serious Play” Robert Rasmussen, Rasmussen Consulting
9:30 a.m. Morning Refreshment Break and Exhibits, *Hosted by EROWA Technology Inc.*
9:45 a.m. Track I: “Building High-Impact Teams through Energy Leadership” – Sherry Welsh, Blue Sky Transformations
Track II: “Mentoring” – Speaker TBD, University of Phoenix
Track III: “Marketing for a Manufacturing Environment” – Ester Codina, VP Marketing Communications; Veronica Messersmith, Zone Director, Sandvik

10:45 a.m. Presentation: “Stepping it up for Women in Manufacturing”
Latondra Newton, Group Vice President, Toyota
11:00 a.m. Presentation: “S.T.E.M. Skills”
Gwenne Henricks, VP Product Development and Global Technology; Chief Technology Officer, Caterpillar
11:30 a.m. Lori and Traci Tapani, Co-Presidents, Wyoming Machine
12:00 p.m. Networking Lunch and Best Practices for Manufacturing Excellence Panel
Panelists include:
• Nancy Cole, President, AWS and NCC Engineering
• Diana Perreiah, VP Building & Construction Systems, Alcoa
• Carol Craig, CEO, Craig Technologies
• Teresa Beach-Shelow, Owner, Superior Joining Technologies
2:00 p.m. Roundtable Discussions
“30 Topics in 30 Minutes”
2:30 p.m. Presentation: “Manufacturing from the Millennial Perspective (STEM and Mentoring)”
Rebecca Madsen, WiM/BYU Campus Chapter Student President
3:30 p.m. Adjourn

Be sure to check www.womeninmanufacturing.org for the latest program updates and to register to attend.

Please contact Kristin Davis at 216/901-8800 or kdavis@pma.org with questions. We hope to see you at SUMMIT 2013!

