



# MEETING

## PMPA Minnesota Chapter

### Effective Marketing and Effective Compliance for Your Precision Machining Business

- SPEAKER:** Miles Free, PMPA Director of Industry Research & Technology
- DATE:** Wednesday, October 17, 2012
- LOCATION:** LubeTech Headquarters - 900 Mendelssohn Avenue N., Golden Valley, MN 55427
- SCHEDULE:** 3:30 pm Social Networking / 4:00 pm Presentation / 5:00 pm Dinner / 5:45 pm Plant Tour
- COST:** \$26.00 Members / \$36.00 Non-Members

Join PMPA Director Miles Free for a quick but thorough look at two critical areas facing our businesses - marketing effectively in today's social and internet-worked world and exploring the latest developments in regulatory enforcement in our industry.

Miles will cover lessons learned in social media, including how to use LinkedIn effectively as a marketing tool for your shop, even if you have no intentions of starting a blog or other social media presence. (As well as why you should!) LinkedIn can be a great way to develop connections and help new customers find you. LinkedIn is also a great way to identify expertise and talent.

Regulatory issues continue to burden our shops as agencies continue their enforcement, rather than assistance, model. Miles will discuss what PMPA has been able to achieve in discussions with Lisa Jackson at U.S. EPA and Dr. David Michaels at OSHA through his work with Darlene Miller via the President's Job Council. Focus will be on both regulations already in effect and those proposed and in the works. How to find resources will also be covered. Time will be allotted for a brief Q&A, which we can expand into one-on-one discussions during the facilities tour at our host, Lube Tech.

Lube Tech is a major distributor of metalworking fluids and cutting oils in the Twin Cities area, and following Miles' presentation, they will host a tour of their facility. Lube Tech specialists will be on hand to answer your queries about what is available in the cutting oil realm. This is an important area as we move into more and more exotic materials for our work pieces.

**WHO SHOULD ATTEND:** The content of this presentation will be especially relevant for your marketing, engineering, management, human resources/ compliance, and lead men as it will cover marketing, and regulatory impacts on both how you manage and what you must manage.

#### TO REGISTER:

- (1) Online: <http://www.pmpa.org/forms/meeting/MeetingFormPublic/view?id=170E2000000CC>
- (2) FAX this form WITH CREDIT CARD payment to PMPA: 440-526-5803 by October 11, 2012

Company: \_\_\_\_\_ No. Attending: \_\_\_\_\_

Attendee Name(s): \_\_\_\_\_  
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Credit Card Number: \_\_\_\_\_ Credit Card Type: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Amount: \_\_\_\_\_

**CANCELLATION POLICY:** Refunds will be made for cancellations made 72 hours prior to the meeting. Otherwise, substitutions are encouraged.