



New Business Intelligence Service from PMPA

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The Precision Machined Products Association announces a new business intelligence service for members. The association has contracted with Kim Korth to provide strategic advisory services related to the automobile industry and the role of PMPA member companies as automotive parts suppliers.

Ms. Korth is president of IRN Inc., a consulting firm located in Grand



Rapids, Mich. Her company helps small and middle market manufacturers understand the dynamics and changing structure of the auto industry. She will provide information to help PMPA members maintain a competitive position in the auto parts market.

Scott Eighmy, CEO of American Turned Products in Erie, Penn. and president of PMPA says, "Kim Korth is a respected strategist in the auto industry who will really help PMPA members. This is a tough market right now, and we can use all the information we can get."

Ms. Korth has spoken at PMPA Management Update and Annual Meeting conferences, where audiences gave her very high ratings and rallied to her message. Now, she and PMPA will deliver to members a monthly newsletter and expanded quarterly reports, provid-

ing regular business intelligence and insight into developments in the auto industry.

In this time of economic uncertainty and challenges, PMPA is expanding its services and delivery of information to members. The association believes now is the time to do as much as possible to help member companies compete and survive the global recession. The added service provided by Ms. Korth is an example of PMPA's commitment to members.

The association was founded more than 75 years ago in the middle of the Great Depression. Membership in PMPA has helped many companies survive the recessions and challenges since then, helping them sustain and grow their businesses. This new business intelligence service is one more way PMPA is helping member companies be more competitive.

More About Kim Korth and IRN...

Kim Korth, owner and president of IRN Inc., founded her company in 1983. During her early experience working for Prince Corporation (now part of Johnson Controls Inc.) and Dunbar (a furniture division of General Mills), Ms. Korth observed that small- and medium-sized manufacturers had a tendency to run very lean when it came to staffing for market analysis and strategy development.

She decided to start a firm that would be a resource for these manufacturers, allowing them to plug in and out of IRN's operations on an as-needed basis. This approach gives manufacturers access to top-notch information and analysis without the expense of maintaining that capability in-house. History has proved that the premise was valid.

Today, IRN has 15 employees and an active client base of more than 100 companies. In addition to its headquarters in Grand Rapids, the company has offices in Southfield, Mich., and Zurich, Switzerland. IRN has gained national prominence as one of the premier consulting firms serving automotive suppliers, but its experience extends to many industries.