



PMPA Corporate Listserve — Facilitating Member Success

By Miles Free, Director, Technology Services

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You have a new customer located in Germany who is not experienced in the logistics of importing from the United States. Your company is not experienced in the ways and means of exporting to Europe. Where do you turn for help? What's a company to do?

If you are a PMPA member, you would post a request for advice and suggestions on how to solve this problem on the PMPA's Corporate Listserve. That's where managers and owners of PMPA member companies can post their queries and discuss issues of interest in a real-time e-mail format. That's what Mike Reader of Precision Plus (Elkhorn, Wisconsin) did recently. Being an early riser, Mike posted his query to the PMPA Corporate Listserve at 6:40 a.m.:

"I have a new customer in Germany that is not well-versed in the logistics of bringing product in from the United States and is asking us for assistance. Everyone else we have sold product to in Germany always coordinated the freight/freight forwarder, so we are not sure of the best practices either. Can anyone point me in the right direction or offer suggestions?"

At 8:04 a.m., another early bird, Mark Saalmuller, marketing and communications manager of Tornos Technologies (Brookfield, Connecticut) responded. He provided the contact information of the freight forwarder that his company uses for logistics on their machinery and parts going both into and out of Europe.

It's 8:11 a.m. and Derek West, vice president and general manager of Universal Screw Machine (Willoughby, Ohio) posted the following "teach them how to fish" advice:



Laura Farnsworth, shipping manager and Mike Reader, president, Precision Plus, Inc., ready a shipment for export thanks to the assistance they received on PMPA's Listserve Forum.

"My local county development office has a member who specializes in the export market. I found him very helpful when I was looking into the costs of supplying a European customer."

At 8:45 a.m., Darlene Miller, president of Permac Industries (Burnsville, Minnesota) offered the name and contact information of the international logistics company that her firm uses.

9:11 a.m. — Annette Davis, president of Automatic Parts Depot, Inc. (Fort Lauderdale, Florida) offered an answer that reflects the possibility that the shipment might be a small quantity:

"Shipping items out of the country is not difficult at all. Your best solution and most cost-effective for shipping packages less than 150 pounds, would be to use an air freight carrier like UPS, FedEx or DHL. You can contact any of these carriers' local sales

representatives, and they will also set you up with a discount if you will be sending many packages. All of their shipping programs are very simple to use and they handle all the paperwork on both ends, door-to-door delivery. If you are shipping goods more than 150 pounds, any freight forwarding company would be able to help you. It would be best to contact a local freight forwarder/custom broker and establish a relationship."

9:44 a.m. — Veteran of the foreign shipping trade, Jim Preston, Jr. of Meier Screw Products (Ferndale, Michigan), adds his two cents regarding the need to track the shipment:

"Just my two cents... Make sure, regardless of who you use, that you can track the shipment. UPS, FedEx and others like them may be more expensive, but you (and your customer) will be able to track

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Listserve ...continued

your shipment, which can turn out to be crucial. Also, if something does go wrong in the delivery process, those larger companies have the resources to meet the delivery deadlines that they offer. Finally, package the parts well (low weight, lots of stuffing), and use insurance."

10:13 a.m. — Paul Huber, president of both Industrial Precision Components Corporation (Bridgeport, Connecticut) and the National Institute for Metalworking Skills (NIMS), shared contact information for his preferred carrier, which has hit 2-hour delivery windows on shipments of machinery from Germany. He adds:

"We also use UPS and FedEx for many of our small package shipments. Look into what Yellow Freight can offer you via the PMPA Partnership program."

The PMPA Corporate Listserve was able to provide member Mike Reader

with the answers to his exporting questions in only a few short hours. Where else can you turn to get the benefit of the precision machining industry's collective knowledge, wisdom and experience? How much time and money was saved by the availability of this one-stop forum for management-level questions?

Participation on the PMPA Corporate Listserve is available to all PMPA member companies as a benefit of membership. Other Listserve communities available online include Manufacturing and Technical, Quality, Human Resources and Information Technology.

The collective knowledge available on PMPA's Listserves alone is well worth the dues investment of PMPA membership. For more information, contact Rob Kiener, PMPA director of marketing and membership communications, at rkiener@pmpa.org.

Recent PMPA Listserve Topics

PMPA members use e-mail Listserves to share ideas, solve problems, sell excess material and equipment, and learn about new business opportunities. Here is a list of topics that were recently discussed:

- Mazatrol t-2 control
 - Preventative maintenance
 - 303 stainless
 - 5/8" 12L14 round
 - C92900 leaded nickel tin bronze
 - Software for CNC
 - Chamfering 304L stainless
 - Okamoto grinder
 - AL 7075 T651
 - 1040 steel
- Remember that you must be a PMPA member to subscribe to the PMPA Listserves and to receive the benefits.

pmpa.org



To learn more about any of PMPA's networking opportunities, visit our Web site.

PMPA Calendar Of Events

Below is the calendar of upcoming conferences and events scheduled for the 2006-2007 program year. For the latest district/chapter meeting information, please view the Calendar of Events at www.pmpa.org/calendar/. If you have questions about PMPA conferences or regional meetings, please contact Rob Kiener, director of marketing and membership communications, at (440) 526-0300 or rkiener@pmpa.org.

PMPA Annual Meeting
September 30-October 4, 2006
Ritz-Carlton Amelia Island
Amelia Island, Florida

PMPA Management Update
March 1-3, 2007
Disney's Contemporary Resort
Lake Buena Vista, Florida

