



PMPA's Social Networking— A Tool You Can Use

By Miles Free, Director, Industry Research and Technology / mfree@pmpa.org

In just one year, we can document more than 65,000 page views on PMPA's blog, SpeakingOfPrecision.com.

We've used Twitter to help connect people to our blog content and we've made hundreds of thousands of contacts using that tool.

Once a week, one of our selected blog topics gets uploaded to LinkedIn. There, it is seen and shared by more than 30,000 people that belong to LinkedIn groups in the machining, medical, defense and aerospace markets.

PMPA content has been before interested people more than 1.5 million times since we started our social networking program a year ago.

We've posted some pretty good content on our blog. Our posts on austenitic grain size, welding resulfurized steels, bar straightness, temper color and material impacts have all come up on

Page 1 of Google search results, often in the top handful of non-paid links. Page 1 on Google is the gold standard for information in today's Information Age.

These social networking tools have helped PMPA connect with members, potential members, your potential customers, suppliers and the larger market for precision machining. The out-of-pocket expense was very small — trivial really. And the staff time required once we set it up is just a few hours a week.



So why haven't you picked up these social networking tools you can use? We've demonstrated that they can create a connection, start a conversation and introduce us to new clientele. Our getting topical Page 1 rankings on Google shows that the knowledge your shop has is just as likely to command attention in the marketplace of ideas online. Certainly you have special capabilities and expertise that, when properly shared and targeted, can help the people and companies that want to find you and connect with you.

For several years, we've been working on the idea of connecting. Recent member surveys always show networking as a highly valued PMPA deliverable. Networking is done by connecting.

We've just had a one-year demonstration of what social media tools can do for an industry association. The numbers are as impressive as the costs are low. We hope you will follow our experience by using these new tools to connect with tomorrow's buyers — those who haven't yet figured out that you can help them and who also won't take your salesman's call if he finds them.

Social media tools make you bigger in your market. The 30,000-plus people who see a weekly message from us are a larger group than the few thousand who were already in the PMPA "tent." They have conversations and network with people with similar wants and needs. Of course you want to reach them.

Consider social networking. Not just an email blast of a newsletter, but a blog or enhancements to your website. At the very least, you should be on LinkedIn. Join relevant groups. Customer groups. Industry groups. Any group that might conceivably be related to your business. Develop content. Share it weekly with your new network. Do it now.

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Take it from PMPA's first-year experience. There could be a million-and-a-half of your potential followers, customers and maybe even potential employees out there waiting to find you. And, perhaps, 65,000 or so opportuni-

ties to teach those who are really interested in what you might have to say. The stuff that makes you an expert. Information they really need to know.

Social networking...it's not about selling. It's about cultivating your market. Establishing your expertise. Finding your voice.

Being found. Connecting.

Social networking...it's tools you can use. Pick your tool. Give it a try.

To learn more about social media, contact Miles Free at mfree@pmpa.org / Phone: 440-526-0300. To view the PMPA blog, visit: pmpaSpeakingOfPrecision.com.

PMPA Annual Meeting – A Focused Program for Today's Business Leaders

By Rob Kiener, Director of Government Affairs & Communications / rkiener@pmpa.org

The industry's leading companies consistently attend the PMPA Annual Meeting because they know the tremendous value received by participating. Active participation in this program will yield potential new business opportunities while strengthening your own skill set as an owner and/or manager.

Set aside a few days this Fall to be part of the Precision Machined Products Association's Annual Meeting, October 15-19, at The Westin Mission Hills in Rancho Mirage, California. You'll receive valuable business intelligence and countless opportunities to connect with your peer network.

Below is a quick snapshot of the business program:

Increase Profits Via Proactive Contract Management. How are raw material increases being treated, negotiated and occasionally litigated throughout manufacturing supply chains? Learn how different types of contracts allocate risks on quantity and volume issues. Find out how to protect



your company in commercial contracts. Learn the "do's and don'ts" for attempting to suddenly exit unprofitable contracts. It's Contracts 101 for manufacturers – how to win the "battle of the forms."

Finding Your Competitive Advantage in an Up and Down Economy. Learn how to "crash-proof" your company by acquiring the skills necessary to become your own economic forecaster. Find out how you can better anticipate movements and key turning points in the business cycle.

The Role of Government in our Business and Professional Lives. What corrective action must be taken to reverse the economic downward spiral the U.S. is fac-

ing with an exploding national debt? What will really happen in the November mid-term elections? Will there be a significant shift of power? And what's on the horizon in terms of new Federal legislative and regulatory initiatives?

Strategies for Today's Investment Realities. What is the right investment strategy in today's volatile market? What are the trends telling us? How can you maximize the opportunities that exist?

Conference registration is now open and guestrooms can be reserved at the PMPA group rate. This industry event is open to both members and non-members involved in the precision machined products industry supply chain. Visit the PMPA Annual Meeting website for more details: pmpa.org/meetings/annual_mtg/

If you have questions concerning the program, contact Rob Kiener, PMPA Director of Government Affairs & Communications, at rkiener@pmpa.org / Phone: 440-526-0300.