



# Dr. Die Cast



## Contrary to Popular Belief, “Reports of Our Death are Greatly Exaggerated”

Thirteen years prior to his death, Mark Twain is quoted saying: “Reports of my death are greatly exaggerated”.

Many in the media and in our neighborhoods have given similar reports about our industry. In fact, there are naysayers who seem to parrot that manufacturing of any type is dead in North America. Yet, there are signs of not only survival but aggressive progress being made toward technologies and techniques previously ignored or at least unpublicized in our industries. We have computers that are not only monitoring cells but also using robots to mark serial numbers on castings that associate them with the process parameters, date, time and shot number that produced them. Operators are assuming greater responsibilities for quality and reliability. Process Technicians are replacing operators and in many cases assuming the roles of maintenance technician, inspector and cell manager. The result is a higher quality product with greater repeatability and reliability.

So how do we make sure we’re not reported as “*pre-maturely dead*”? Maybe by getting in the local news we can create an awareness of what we do. We can invite a local TV station or newspaper to visit our plants to see the level of jobs we provide for employees and how our castings contribute to the overall business and end products people use every day. Few of your neighbors have any idea of the capital investments that are taking place right in their town. Most would be astounded to know that there are machines valued at several hundred thousand dollars at work. The free publicity from such a visit might attract not only more skilled applicants but also customers who reside near you that have no idea the services and expertise that are available right in their area. It is going to be up to us in manufacturing to educate our neighbors about the value that we are providing to our towns and neighborhoods. What are some ways to increase your visibility and recognition as providers of quality jobs? Have

an “open house”. Give plant tours and show people what products you have provided and where you fit in the larger picture. You don’t just make door handles, you make Cadillac or BMW or Toyota door handles! You don’t just make power tool parts, you make the high quality DeWalt and Ryobi and Porter Cable stuff!

It’s a matter of perspective. There is a proverb about 3 people who were interviewed on a job site. They were all asked about their work.

- The first answered: “I’m a brick-layer.”
- The second: “I’m making \$20/hour.”
- The third: “I’m building a cathedral.”

How we approach our work may make all the difference in how we view ourselves, our work, and how others view us.

Maybe the next time someone asks us about our work, we should tell them how we’re building the things that people need.



### Who’s Dr. Die Cast?

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