

# Great Lakes Bay Manufacturers Association

(Formerly Saginaw Valley Manufacturers Association)

*Norm Braddock, 2010  
GLBMA President*

## **GLBMA Mission**

*The Mission of the GLBMA  
is to be a source of  
support for regional  
manufacturers in their  
quest to be competitive in  
the global marketplace.*



## **Presidents Message:**

For those of you who did not attend the Nexteer dinner tour on April 15<sup>th</sup> you missed a treat. For those of you who did, I'm sure you would agree that the food was great and the tour was fantastic. Thank you goes out to Vince De Zorzi, Vice President Saginaw Site Steering & Global Half shaft Business Lines, Operations & Quality, Curt Cargill, Site Manager, Dave Westphal, Global Director Lean Manufacturing, and Odie Pruitt III Manager Central Services & Site Maintenance and to the many Nexteer staff members both hourly and salaried that were present and worked to hard to make our visit such a success.. We were given a power point presentation on the history of Nexteer as a subsidiary of General Motors which evolved from the Jacox Gear Co. to Saginaw Steering Gear Division and Delphi Automotive. We then broke into six groups and went through a series of six workshops. Our group started with a presentation on Dartfish. Dartfish is a software program that Nexteer has been using to study ergonomics and processes in their manufacturing operations and making significant improvements in productivity and safety using this sports technology. You can get more information about this product at [www.dartfish.com](http://www.dartfish.com). Secondly we were introduced to a presentation using the game of poker to illustrate the effectiveness of workplace organization. Thirdly, we were shown the importance of standardize work instructions by being taught how to dance (cupid shuffle) the easiest form of line dancing known to man, even those of us with two left feet got it. Next we went grocery shopping and learned to importance of having an organized shopping list and why grocery stores label their aisles. Then those in my group became NASCAR pit crew members and changed the four wheels on a car in less than one minute, once we got our team and workplace organized, our first attempt was well over a minute, and by the way our team #2 has the best time of the day. Lastly we had a tour of the tie rod machining and assembly operations which was very impressive. It was a very enjoyable and enlightening evening and our hosts were very gracious. In addition, Nexteer also announced that they were sponsoring an event whereby they are bringing Mr. Lou Tice, the founder of the Pacific Institute to the Temple Theater on April 20<sup>th</sup> at 7:00 pm for a community wide presentation. Hopefully, you read an e mail blast from GLBMA inviting you to attend. Again, we would like to welcome our newest Great Lakes Bay Manufacturing Association member, Nexteer Automotive back into the family of regional manufacturers and thank them for doing such a fine job of hosting our April dinner tour event. Our next meeting will be a noon luncheon on Thursday May 13, 2010 in Curtiss Hall second floor at Saginaw Valley State University. Our presenter will be Ms. Kathy Conklin, Executive Director for the Saginaw County Business Education Partnership, and Project Manager for the Michigan Works! Manufacturing Regional Skills Alliance.

Sincerely,  
Norman Braddock, GLBMA President

## GLBMA Tour at Nexteer



## GLBMA Monthly Meeting/Tour at Nexteer

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We were given a presentation on the history of Nexteer as a subsidiary of General Motors. The company evolved from the Jacox Gear Company to Saginaw Steering Gear Division and Delphi Automotive. After learning about Nexteer's history, we broke into six groups and went through a series of six workshops.

One group started with a presentation on the Dartfish program which is a software program that Nexteer has been using to study ergonomics and processes in their manufacturing operations. This program has allowed them to make significant improvements in productivity and safety using this sports technology (for more information about it, visit [www.dartfish.com](http://www.dartfish.com)). After that, a demonstration of the game of poker was used to illustrate the effectiveness of workplace organization. Thirdly, we were shown the importance of standardized work instructions by being taught how to dance the cupid shuffle (the easiest form of line dancing known to man, even those of us with two left feet got it).

Next, we went grocery shopping and learned the importance of having an organized shopping list and why grocery stores label their aisles. After shopping, those in my group became NASCAR pit crew members and changed the four wheels on a car in less than one minute. It sounds easier than it is! But once we got our team and workplace organized, our first attempt was well over a minute, giving our team the second best time of the day. Lastly, we had a tour of the tie rod machining and assembly operations which was very impressive.

Overall, it was a very enjoyable and enlightening evening and our hosts were very gracious. Nexteer also announced their sponsorship of an event featuring Mr. Lou Tice, the founder of the Pacific Institute, at the Temple Theater on April 20<sup>th</sup> at 7:00 pm for a community wide presentation. You should also receive an email from GLBMA inviting you to attend.

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## Helping Michigan Harness the Power of Wind

Chuck Hadden, MMA President and CEO

In Michigan, growing consumer demand for renewable energy coupled with a mandate under the state's Renewable Portfolio Standard requiring that 10 percent of electricity must come from renewable sources by 2015 and 25 percent by 2025, presents tremendous opportunity for our state's manufacturers. To ensure that Michigan's industrial sector is able to take full advantage of this opportunity, the Michigan Manufacturers Association (MMA) created a new Wind Energy Community that is intended to put Michigan manufacturers on the map for wind energy parts and production.

The first meeting of this new Community on April 1 brought over 50 manufacturers interested in pursuing the booming wind energy market together at the MMA headquarters in Lansing. The purpose of the meeting was to gauge the level of interest of these companies in becoming part of a statewide effort to develop a wind energy supply chain that can attract and deliver on the exacting demands of original equipment manufacturers in the global marketplace.

To win in this pursuit, Michigan needs to think big. That's where MMA and the Wind Energy Community come in. The overall goal is increase our attraction as a wind power production state by bringing manufacturers together under the Wind Energy Community banner to create a world class supplier alliance for the wind turbine industry and then market the capabilities of the Community to Original Equipment Manufacturers worldwide. Given the potential represented by the market, the effort could generate millions of dollars in new revenue for Michigan manufacturers.

According to the American Wind Energy Association, the U.S. wind energy industry shattered all previous records in 2008 by installing over 8,500 megawatts (MW) of new generating capacity (enough to serve over two million homes), increasing the nation's total wind power generating capacity by 50% to over 25,300 MW and channeling an investment of some \$17 billion into the economy.

As public demand for clean energy grows, and as the cost of producing energy from the wind continues to decline, it is likely that wind energy will provide a growing portion of the nation's energy supply. The new wind projects completed in 2008 account for about 42 percent of the entire new power-producing capacity and will avoid nearly 44 million tons of carbon emissions, the equivalent of taking over seven million cars off the road.

For Michigan manufacturers, the wind energy industry includes not just power generation, but even more importantly, the manufacturing of parts and structures for wind turbines and their assembly. The large size of some of wind turbine components makes geographic proximity to the final site a major advantage. While Michigan has a supplier network that is the envy of the world, the sheer size of the parts required for wind turbines is currently beyond what most manufacturers are currently equipped to produce. Michigan will need to increase the number of manufacturers with equipment large enough to manufacture, transport and construct the large components the wind industry requires to vie for its share of the market – and we need to do it quickly or we'll be left behind.

MMA believes Michigan has what it takes to be a global wind energy leader and has created the Wind Energy Community to bring all of our best assets together to make it happen. There is still time for you to participate in the formative discussions that will help determine the future direction of this group. To learn more about MMA's Wind Energy Community and how you can join in this important effort, contact Michelle Cordano at 487-8532 or [Cordano@mma-net.org](mailto:Cordano@mma-net.org).

### GLBMA 2010 BOARD OF DIRECTORS

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# NEW GREEN JOB CERTIFICATE PROGRAMS BEGIN AT SVSU

**LEED Green Associate, BPI Building Analyst, and BPI Envelope-Shell training.**

Everblue Energy, Inc. is proud to announce a newly formed partnership with Saginaw Valley State University (SVSU) in Saginaw, Michigan. Beginning in June 2010, SVSU's Office of Continuing Education & Professional Development will offer Everblue's sustainability courses, including **LEED Green Associate, BPI Building Analyst, and BPI Envelope-Shell training**. The classes will be open for public enrollment, with a newly designed solar training course being offered by the end of summer 2010.

This partnership provides SVSU and Everblue the opportunity to offer residents of Central and North Michigan targeted, hands-on training for jobs in the growing "green jobs" sector of the American economy. Monica Reyes, Director of the Office of Continuing Education & Professional Development stated, "Saginaw Valley's Continuing Education and Professional Development program is extremely excited to partner with Everblue to offer these new programs in renewable energy and green jobs training. As we look at the future of our regional economic growth, we recognize that these certifications will provide our labor force with the skills necessary to succeed with changing industry demands."

In partnering with Everblue to undertake such an initiative, SVSU is at the cutting edge of a nationwide trend. Statistics show that renewable energy and sustainable development training programs continue to grow across the nation as federal legislative programs allocate funding for weatherization, energy efficiency, and green jobs creation. In fact, a recent study by the US Green Building Council projected that 7.9 million jobs will be created in green building by 2013. According to Everblue co-founder Jon Boggiano, "This exciting collaboration indicates SVSU's strategic dedication to the task of training the workforce of tomorrow."

Everblue, a veteran-owned business, is the nation's premier training provider for sustainability with course offerings in over 80 locations worldwide. Recognized as an industry leader by both the US Green Building Council and Building Performance Institute, Everblue has helped develop a highly-skilled labor force in the building and construction industry. With this exciting announcement, Everblue adds the partnership with SVSU to an impressive list of similar programs at prestigious, highly reputable colleges, including Rutgers, NYU, and Hofstra, among others.

For more information, please visit Saginaw Valley State University's Office of Continuing Education and Professional Development website [www.svsu.edu/ocepd](http://www.svsu.edu/ocepd) or call 989.964.4048.



Visit Us Online at:  
[www.glbmaonline.org](http://www.glbmaonline.org)

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Call us at:  
989-964-4048



*Great Lakes Bay  
Manufacturers  
Association – Helping  
you keep pace with the  
changing face of  
manufacturing!*

#### MARK YOUR CALENDAR

The 2010 Annual  
GLBMA Golf Outing is  
scheduled for Thursday,  
September 23, 2010 at  
Apple Mountain Golf  
Course; 4519 N. River  
Road, Freeland,  
Michigan.



## UPCOMING EVENTS

May 13, 2010 Year End Lunch Meeting at SVSU  
With guest Speaker Kathy Conklin

Call 989-964-4048 to register or email: [mlpocock@svsu.edu](mailto:mlpocock@svsu.edu)

## GLBMA Newsletter

The **GLBMA Newsletter** is published monthly throughout the year by the Great Lakes Bay Manufacturers Association and the Center for Business & Economic Development of Saginaw Valley State University. *We would love to hear from you! Tell us about your business or any news that would be of interest to area manufacturers. Articles may be submitted electronically to: [mlpocock@svsu.edu](mailto:mlpocock@svsu.edu), maximum 600 words. Great Lakes Bay Manufacturers Association reserves the right to deny, adjust, or edit any article submitted. No advertisements will be accepted.*

## GLBMA Golf Outing Update!

MARK YOUR CALENDAR – The 2010 Annual GLBMA Golf Outing is scheduled for **Thursday, September 23, 2010 at Apple Mountain Golf Course**; 4519 N. River Road, Freeland, Michigan.

Spring is in the air! What a wonderful time of year, especially this year with its early “bonus” warm weather. For the golf enthusiasts among us this spring has allowed for an early start on the year. The crisp morning air followed by warmer afternoons reminds me of fall. Which leads me to the reason for this article. Its hard to believe, but before you know it we will be welcoming those crisp days of fall and a relief from the heat of August. One of those beautiful fall days to look forward to (September 23<sup>rd</sup>) will be a day on the links at the beautiful Apple Mountain Golf Course for the GLBMA golf outing.

This will be the first year that our outing will be under the new name for the association formally known as the SVMA. Given the new “start” for our organization the outing will be at a new location and have new opportunities for you and your organization to be involved. We want to continue the tradition of having the best golf outing of the year (if we do say so ourselves!) Over the next several weeks you will be contacted regarding your interest in participating in the outing as a golfer as well as opportunities for sponsorship. So in the mean time – practice up, enjoy the summer, and mark your calendar for September 23<sup>rd</sup>. If you have questions about the outing or would like to help make it success please feel free to call.

GLBMA Members and Guests are welcome!

For additional information or if you are interested in donating a prize, sponsoring a hole or being a table sponsor, call Missy at 989-964-4048.