



News

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Joining together to promote resistance welding excellence

Fall 2003

RWMA Annual Meeting to Focus on the Battle for Business Survival

October 23 – 25, 2003

Miramonte Resort

Indian Wells, California

The RWMA Annual Meeting offers an unparalleled opportunity to meet with industry colleagues and discuss the issues facing RWMA and the resistance welding community. Be sure to make your plans to attend!

Exchange Ideas in the Discussion Forums and Work Groups

The **Discussion Forums** received rave reviews in their debut at last year's Annual Meeting. Back by popular demand, they will provide attendees with a unique opportunity to discuss issues pertaining to their specific segments of the resistance welding industry. The Annual Meeting will feature the following Forums on Thursday, October 23:

- Machine/Component Forum
- Material/Accessories Forum
- User/Distributor Forum

In addition, the meeting will feature the return of the **Work Groups**, also well received when they debuted last fall. This year, the Work Group sessions on Thursday will feature a series of 30 minute meetings. The Work Groups will give members an opportunity to plan and discuss RWMA initiatives and programs.

Committees Make Things Happen for RWMA

RWMA Committees will meet on Friday during the Annual Meeting. The committees are the lifeblood of RWMA and work hard to carry out the programs that meet the needs of the RWMA membership. In addition to reviewing their current and future business, the committees will also address the ideas and new developments generated during the Thursday Work Group discussions. Members are invited to attend any of the following meetings.

- Education Committee
- Marketing Committee
- Membership Committee
- Technical Committee

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Annual Meeting Preview

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Speaker Sanford Kahn to Address “How to Win the Battle for Business Survival”

The Friday dinner session will feature a highly informative and entertaining session when Sanford Kahn addresses the timely topic of “*How to Win the Battle for Business Survival.*”

A business author and speaker with over 25 years experience, Mr. Kahn is the former host of the cablevision series “*Ask the Economist*” and has authored many articles dealing with the business impact of future economic trends.

Mr. Kahn’s presentation at the RWMA meeting will address the fact that businesses are now dealing with a more cyclical and volatile environment than during the 1990’s. This presentation will provide an understanding of where businesses are now and what to expect in the business economy, and how to position your company to grow in this environment.

This dinner session will be a lively and informative session, and is sure to provide new insights and much “*food for thought*” for RWMA members committed to winning the battle for business survival.

See page 4 for more insights from Sanford Kahn, in his guest article on “*The Seven Deadly Business Sins.*”

An Abundance of Networking Opportunities

One of the highlights of every RWMA meeting is the opportunity to meet with industry colleagues to exchange ideas, discuss common problems and share solutions to business and industry issues. In addition to the opportunities to meet with members during the educational sessions, work groups, discussion forums and committee meetings, you can meet and greet fellow RWMA members during meals, receptions and social events throughout the three-day event. A spouse breakfast on Friday will bring RWMA spouses and guests together for a breakfast to catch up.

Location, Location, Location

The meeting will be held at the Miramonte Resort in Indian Wells, located just outside of Palm Springs, California. Just 20 minutes from downtown Palm Springs, the Miramonte features a luxurious spa and convenient access to the many area attractions and activities. Renowned as an intimate retreat with the highest levels of personal service and European hospitality, the Miramonte will provide a tranquil setting and an ideal place to mix some pleasure with your RWMA business.

RWMA has secured a special rate of \$152 single/double at this property. To make your reservation in the RWMA block, contact the Miramonte at 1-800-237-2926. Be sure to mention that you are with the RWMA.

RWMA Annual Meeting Schedule of Events

Thursday, October 23rd

8:00 a.m. – 9:00 a.m.	Registration
8:00 a.m. – Noon	Board of Directors Meeting
Noon – 1:00 p.m.	Lunch on Own
1:00 p.m. – 2:45 p.m.	Machine/Component Forum
1:00 p.m. – 2:45 p.m.	Material/Accessories Forum
1:00 p.m. – 2:45 p.m.	User/Distributor Forum
3:00 p.m. – 5:00 p.m.	Work Group Meetings
6:00 p.m. – 6:30 p.m.	Registration
6:30 p.m. – 7:30 p.m.	Welcome Reception
Evening	Dinner on Own

Friday, October 24th

7:00 a.m. – 9:00 a.m.	Continental Breakfast
8:00 a.m. – 9:00 a.m.	Registration
8:00 a.m. – 10:00 a.m.	Education Committee
8:00 a.m. – 10:00 a.m.	Marketing Committee
9:00 a.m. – 10:00 a.m.	Spouse Breakfast
10:15 a.m. – 12:15 p.m.	Membership Committee
10:15 a.m. – 12:15 p.m.	Technical Committee
1:00 p.m. – 6:30 p.m.	Afternoon Free
6:30 p.m. – 7:30 p.m.	Reception
7:30 p.m. – 10:00 p.m.	Dinner with Sanford Kahn

Saturday, October 25th

8:30 a.m. – 9:30 a.m.	Buffet Breakfast
9:30 a.m. – 11:00 a.m.	Full Member Meeting

Annual Meeting Preview

Palm Springs – A Desert Oasis

The 2003 RWMA Annual Meeting offers outstanding educational and networking opportunities, in a spectacular setting. Palm Springs will provide a picture-perfect backdrop to the RWMA activities and discussions. Come see for yourself!

The fashionable resort area of Palm Springs is situated at the base of southern California's Santa Rosa Mountains, just south of Interstate 10, at the westernmost extension of the Sonoran Desert (also called the Colorado Desert). This upscale desert city sits at the foot of 10,000-foot Mt. San Jacinto, in an area long famous for its hot springs. Today it is the site of many winter tourists, Hollywood productions and golf tournaments.



Area Attractions:

- El Paseo Shopping
- Indian Canyons
- Living Desert
- McCallum Theatre
- Palm Springs Aerial Tramway
- Palm Springs Air Museum
- Town Center Mall
- Eldorado/Empire Polo Clubs
- Palm Springs Desert Museum
- Joshua Tree National Park
- Knott's Soak City, USA (water park)



Photos courtesy of Palm Springs Desert Resorts Convention and Visitors Authority

Area Activities:

- Balloon Tours
- Off-Road Rentals
- Rock Climbing
- Horses and Riding
- Sky Sailing
- Hiking
- Eisenhower Walk of Honor
- Canyon Jeep Tours
- Weather



RWMA 2003 Annual Meeting
October 23 – 25, 2003
Miramonte Resort
Indian Wells, California

Important Registration Information:

For registration information and materials: visit www.rwma.org.

Fax in your forms to (215) 963-9784.

Early registration deadline is October 3, 2003

To secure hotel reservations, call the Miramonte Resort at 1-800-237-2926.

RWMA room rate is \$152 single/double.

Hotel reservation deadline is October 1, 2003

The Palm Springs area offers a beautiful, near-perfect desert climate. With only 15-20 days of rainfall per year, dry air and no humidity, guests can enjoy fun in the sun by day and balmy desert evenings. Average temperatures for October range from a low of 62° to a high of 90°.

Travel

Palm Springs International Airport is served by seven carriers and approximately 90% of U.S. cities and major international destinations have direct or one stop service to Palm Springs.

In addition, the following airports are located within a two-hour drive from Palm Springs:

- Los Angeles (LAX)
- Orange County (SNA)
- San Diego (PSP)
- Ontario International (ONT)

For more information on travel option information, see the meeting brochure at www.rwma.org

For more information on the Palm Springs area visit the web: www.palmsprings.com

Message from the President

President's Perspective – Summer 2003

By David M. Beneteau

Recently, I have been reading documents relating to the early years of the resistance welding industry and the thing I find most striking was the sense of enthusiasm. There were unexplored frontiers in the industry and new opportunities abounded. In contrast with this, for most of the years that I have been involved in the industry, the predominant talk has always been that the industry is in decline.

For the moment, I am left pondering what caused the shift in attitude. Did the industry fail to meet the challenges and threats of the time, or did it just lose its way to negative and self-destructive attitudes and business practices. No matter the cause, there are many great companies that are no longer with us, and more than a few who are struggling to avoid joining them.

We appear to be at a period where it could go either way for American manufacturers in general. The eventual survivors could chalk it up to survival of the fittest and move on but we would all be diminished. It is certainly not a time to be resigned to the inevitable. It is time to step back, be realistic about the current situation, and figure out what the future will look like. Only then will we know how to move forward.

We are at a time where there are a great number of opportunities. Customers need our expertise and innovation. There are new materials to learn how to weld and new technologies to exploit. Our customers need to find ways to reduce costs and improve quality. Resistance welding is one of the most efficient, cost effective, and user-friendly joining processes there is. To reverse the industry trend we just need a plan and some **ATTITUDE**.

I would like to share with you a recent call that came into RWMA Headquarters. The caller was looking for as much information as possible about resistance welding. The caller said everyone at the plant was excited about this **NEW** technology. What we need to remember is that there are many potential customers, for whom, resistance welding is just as new and relevant as it was in the early days.

The RWMA Annual Meeting is coming up in October and it will be a critical opportunity to explore ways to move the RWMA along the right future path. This will also provide a networking opportunity that may give some the ideas, motivation, or opportunity to strengthen their company.

No matter what your present situation, please find time to invest in the RWMA Annual Meeting (see page 1-3, for more information). At the very least, you will come away from the meeting with enthusiasm and a clearer understanding of your peers and the industry. It will be worth your investment.

David Beneteau

President

THE SEVEN DEADLY BUSINESS SINS

By Sanford Kahn

Editor's Note: The author will address "How to Win the Battle for Business Survival" during the Friday night dinner/speaker session at the RWMA Annual Meeting in October.

We are all sinners – at least in the business sense. And, it is hard not to be a business sinner today. In our current pell-mell state of rushing about putting out current "business fires" it would be beyond the capacity of mere mortals not to make one or more of the so-called business sins.

Knowledge of these seven great business sins will not make you perfect, but can allow you to be a better business manager.

These seven great business sins are:

1. WORSHIPPING HIGH PROFIT MARGINS

If you maximize your profit margins, you'll also maximize your competition. High profits mean your competition will lower their costs just to beat you out. Rather than have the highest profit margin, go after market share instead.

2. MISPRICING A PRODUCT OR SERVICE ON WHAT "THE MARKET WILL BEAR."

Maximizing the price of a product or service based on what people will pay will not increase your market share. Find your niche, stay in it, and price your product or service to bring in more clients and customers.

3. USING COST-DRIVEN VS. PRICE-DRIVEN PRICING

Cost driven is taking in all your costs and adding a profit margin on what you sell. Price driven is coming up with a price that will cause your product or service to move. It's usually a lower price, but with that comes less competition. If you get a handle on costs, become price driven and get the market share. You'll beat out the competition every time!

4. FINANCIALLY STARVING THE OPPORTUNITIES & FEEDING THE PROBLEMS

Because business owners often have trouble focusing on more than one concern, they often put capital into old problems rather than putting it towards new opportunities. Old problems keep you stagnant whereas new opportunities are potentials for growth and can bring in much-needed revenue.

5. PLANNING YOUR BUSINESS FUTURE IN AN ECONOMIC VACUUM

Day-to-day activities of running a business keep many business owners unaware of what's going on in the economy. This causes them to react to changes instead of planning for them. Seeing beyond the forest will help you prosper in what will be a turbulent economy!

6. NEGLECTING THE TOP LINE (SALES)

Unless your sales and revenue are growing, your bottom line will eventually shrink. Just being a good money and production manager is not enough. You must be a good marketing manager to bring in more business, referrals, and sales.

7. STRAYING FROM YOUR CORE BUSINESS

Don't go into a business that you know nothing about. It's foolish to branch out if your second business doesn't increase your sales significantly and add to your bottom line. Unless you maintain a certain rate of return on your investment capital, you may wind up losing both.



"The future does not belong to the big or the mighty but the swift. The swift are those savvy individuals who have the wherewithal to expand the market opportunities while their competitors stumble." – Sanford Kahn

Sanford Kahn is a Business Author/Speaker and will address "How to Win the Battle for Business Survival" during the Friday night dinner/speaker session at the RWMA Annual Meeting in October. For more information on his programs please see his web page at www.businessspeaker.biz

Association News

Latest Resistance Welding Manual Now Available

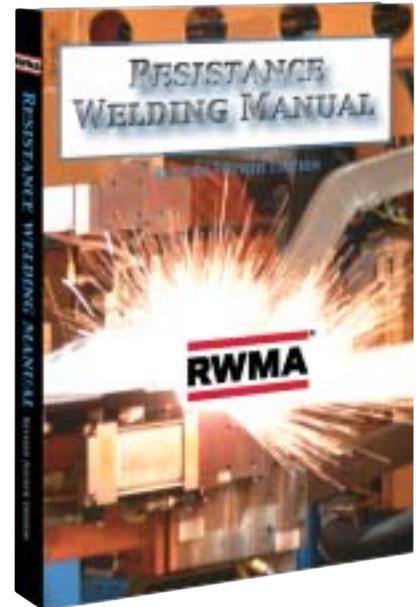
New features offer increased benefits to industry professionals

The *Resistance Welding Manual, Revised 4th Edition* is now available from RWMA headquarters. Anyone in the design, fabrication, installation or utilization of equipment and product in sheetmetal should retain a copy of the *Resistance Welding Manual, Revised 4th Edition* for quick reference.

Eight years and thousands of hours went into the making of the RWMA's newest publication to ensure that the information is both accurate and useful to the reader.

The *Resistance Welding Manual, Revised 4th Edition* includes many new features:

1. Updated weld schedules with the latest calculations for resistance welding processes.
2. New graphic format for easier reading of weld schedules
3. Information on newer metal alloys, such as hot dip galvanized and electro-plated steel, discussed throughout the manual.
4. Easy reference with glossary of terms and quick find index.
5. Updated standards for electrodes and holders.
6. Language and terminology updated to conform to today's new technologies.
7. New resistance welding process photographs.
8. Totally revised chapter on seam welding technique
9. Incorporates the latest advances in power supplies and electrical configurations.
10. Controls chapter totally updated using data from RWMA Bulletin #5.
11. Mash seam technology update.
12. Hardcover bound book, 448 pages.



To order the *Resistance Welding Manual, Revised 4th Edition*, visit www.rwma.org.

For more information, contact RWMA Headquarters at (215) 564-3484; Fax (215) 564-2175 or email: rwma@fernley.com.

RWMA Calendar of Events

2003

October 23-25
RWMA Annual Convention
Miramonte Resort
Palm Springs, California

November 16-19
FABTECH Show
McCormick Place
Chicago, Illinois

2004

April 5 – 6
**RWMA Spring
Welding School**
McCormick Place
(In conjunction with AWS)
Chicago, Illinois

April 6 – 8
AWS Show
McCormick Place
Chicago, Illinois

April 28 - 30
RWMA Spring Meeting
Embassy Suites
Troy, Michigan

What Does Your Dues Dollar Buy? Benefits of RWMA Membership

- Direct involvement with the creation of resistance welding standards
- Opportunities to stay current with new developments in resistance welding
- Opportunities to share experiences and solve problems
- A newsletter designed to keep members informed of the resistance welding industry and association events
- A comprehensive listing in the annual RWMA Membership Directory which includes the company name, address, phone and fax numbers, and company e-mail, as well as key personnel and a company description. This directory is a key tool for advertising and industry networking
- Periodic updates on a variety of information that impacts business operations
- Avenue to educational and marketing opportunities
- Networking opportunities at all RWMA sponsored functions
- International recognition by displaying the RWMA logo on company related materials
- Discounts on Welding Schools
- Discounts on literature bulletins, videos and materials
- Regular members listed on RWMA letterhead.
- Invitation to attend general membership meetings and other RWMA programs such as welding school table tops

Check Us Out On-Line!

Visit www.rwma.org for up-to-date information on all association programs and services.

Remember, you can now order RWMA Literature on-line at the website. This is a fast, efficient and safe way to access the RWMA's valuable resources. Visit www.rwma.org today!

Wanted: Resistance Welding Photos



RWMA plans to start a photo library to update pictures in our bulletins and to fulfill the numerous requests that we receive for photos of the resistance welding process. Please send to Headquarters any photos of machinery, electrodes, controls, weld nuggets, projection welds, etc., of the resistance welding process in action.

Reminder: Spring Welding School

The Spring Welding School will be held in conjunction with the AWS Show, to be held April 5 – 6 at McCormick Place in Chicago, Illinois. There will be no Fall Welding School in the fall of 2003.



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The opinions expressed in any articles by outside consultants are their own views and not necessarily those of the RWMA.

Association News

Call for Nominees for RWMA's Elihu Thomson Award

Each year as part of the AWS Show, the Resistance Welder Manufacturers' Association presents the Elihu Thomson Award to one individual who has made an outstanding contribution to the technology and advancement of resistance welding. Recent past winners and next year's winner include:

1995	Donald J. Beneteau – CenterLine	2000	Robert G. Cuff – Entron Controls
1996	Dietrich K. Roth – RoMan Manufacturing	2001	Jim Morrisey
1997	John Nichols – RWC, Inc.	2002	John Sant
1998	Edward Green - Taylor-Winfield	2003	Tom Snow, Sr. – T.J. Snow Co.
1999	Walter D. Simmons - Tuffaloy Products	2004	Bob Matteson – Taylor Winfield

The Board of Directors is looking to the membership for nominations to consider for future recipients. Please take a moment to review the criteria (see sidebar) and the nomination forms mailed from headquarters. If you know of someone you think should be considered for this prestigious award, complete the form and return it to Headquarters by October 3, 2003. Nominations will be reviewed by the Board of Directors at the October Annual Meeting.

If you have any questions, feel free to call RWMA Headquarters at (215) 564-3484. Thank you for your time and participation in nominating people who have made a significant contribution to resistance welding.

The Elihu Thomson Resistance Welding Award

Nomination Criteria

The Elihu Thomson Resistance Welding Award is presented annually to a living individual who has made an outstanding contribution to the technology and application of resistance welding, as evidenced by any of the following:

1. A technical paper published in the *Welding Journal*.
2. Innovations in resistance welding equipment.
3. A unique application of resistance welding in a production environment.
4. Other contributions as the Board of Directors shall deem worthy of recognition.

Nomination forms were mailed out of headquarters. Send in your form today or call RWMA at (215) 564-3484 for more information.

Got News? RWMA Wants to Hear it!

Don't forget to include RWMA Headquarters on your press list! This information keeps us up to date on important events, staff changes and product information at your company. Your news will be published in the next issue of RWMA News.

Also, RWMA needs articles for the *Fabricator*, *Welding Journal*, *Tube & Pipe Journal* and *Practical Welding*. We're looking to you, our members, for support. Your articles keep the resistance welding industry in the news and make others aware of the process and the RWMA. If you would like to submit an article please send it to RWMA headquarters.

Please send any press releases or articles to: RWMA, 1900 Arch Street, Philadelphia, PA 19103 or fax to (215) 564-2175. You can also e-mail your information to rwma@fernley.com.

NAM Presents “Making America’s Future: The Case for a Strong Manufacturing Base.”

The Council of Manufacturing Associations, a division of the National Association of Manufacturers, has published “Making America’s Future: The Case for a Strong Manufacturing Base.” This report is the result of the Council’s 2002 commission to Joel Popkin and Company to produce a study on manufacturing. This publication will prove an invaluable tool for promoting much-needed changes in public policy.



The actual report, as well as an executive summary and accompanying promotional material, including a PowerPoint presentation and sample editorial letters, can be found on the NAM website at www.nam.org/future. Members of the manufacturing community are invited to use this information to help promote much-needed changes in public policy.

Some examples of how to use the manufacturing report to make a difference:

- Write a letter to the editor or op-ed of your local paper, touting the importance of manufacturing.
- Promote this theme throughout your company.
- Present the power point presentation to your employees.

NAM reminds us that the publication of this study is only a start. The ultimate goal is for all Americans to recognize the importance of a strong manufacturing base.

“Only when we start raising the level of awareness in this country will we see policy changes that will ensure future prosperity in this country.” - National Association of Manufacturers

The Power of Associations Leads to Stay on FCC Fax Regulations

Business Associations United Efforts Help to Put off August 25 Implementation Date.

Acting on petitions filed by the American Society of Association Executives (ASAE) and other concerned business interest organizations, the Federal Communications Commission (FCC) today issued a stay of new regulations governing fax advertisements for a period of 16 months, until January 1, 2005.

The FCC granted the stay request after receiving hundreds of comments and requests for interpretation from associations and other businesses over the past several weeks regarding the rulemaking, published July 25 in the Federal Register. Business trade associations argued that the fax regulations as written would significantly impede the marketing strategies and basic communications between suppliers and their customers. The new rules were due to go into effect August 25, but will now be given more deliberate consideration to determine congressional intent.

The new fax rules would require associations and other businesses to seek the written consent of each recipient before transmitting any faxes that are "commercial" in nature. Prior to the changes, associations and other businesses were free to send fax advertisements where there was an "established business relationship" in place. More than 1,400 associations voiced support for ASAE's stay request.

For more information on the FCC Regulations visit www.asaenet.org or www.nam.org.