

## ICMA Spotlight

### Mission, values and quality statements . . .

Several years ago, the ICMA conducted a survey that asked members to respond whether they publicize their mission, vision or value statement on their websites and business correspondence. We learned that some members display their corporate statement while many businesses do not. We researched companies' websites to read some interesting statements that describe member's mission, values and quality beliefs and practices. We think of them as a way for our members to proudly inform visitors what are their beliefs and practices.

So please take a moment and send us your mission, vision or value statement and we'll gladly publish it in a future *Runner* newsletter.

**Corporate Development Inc Value Statement:** At CDI, our goal is to be your long-term business partner. Trust. Commitment. Loyalty. From us and from our employees.

**Mission Statement:** We, the Fairmount Minerals family, are united in our commitment to exceed all expectations while fulfilling our economic, social and environmental responsibilities.

See **SPOTLIGHT**, page 3



ICMA is a proud member and supporter of FEF and FIRST.



The Foundation for  
Metal Casting Education



# THE ILLINOIS CAST METALS ASSOCIATION **Runner**

[www.ilcastmetals.org](http://www.ilcastmetals.org)

Serving our members since 1977

Summer 2009

From Barry Johnson, Executive Director, ILMDA . . .

## The "Lisa Axiom"

One of the fun parts of being an ongoing witness to the machinations of the political system in Springfield is having just enough knowledge to be dangerous. That is, one can have an occasional insider's glimpse of what is happening and with just a little extrapolation make a plausible prediction as to what the final outcome might be for Illinois citizens. The accuracy or inaccuracy of one's predictions then accrues to one's standing as a political guru or crackpot.

I particularly enjoy this game as it provides for great political discourse amongst those of us having a snapshot at separate pieces of the puzzle. Of course, none of us has a clue as to what the big picture is really going to look like. This political season has been particularly entertaining as so many old players have been indicted, and so many new players have risen to positions of influence.

With full swami-regalia on my head — enter my theory and Kreskin-like predictions for this season of political and economic intrigue. For lack of a better name I call it the "Lisa Axiom." There are some postulates that need to be introduced in order to fully grasp the reasoning behind my reasoning.

First and most importantly, is that Michael's daughter, Lisa Madigan, is now the Attorney General of our state, and there is little doubt that her desire to be the next Governor of Illinois or Senator from Illinois is only surpassed by one person — her father's — and rightfully so. After all, would we not want the same for our children if we were in a similar situation? Did you notice that Lisa's name was mentioned by President Obama's office as a potential Supreme Court nominee and that she has now met with the President in the oval office to discuss her very bright future?

Second is to understand that Michael Madigan and the Democrats essentially have full and unfettered control over the Illinois House of Representatives in Springfield. If Speaker Madigan had the political will to solve all the state's problems under Quinn's administration, there are very few who believe that the current legislative session would have ended in another overtime budget debacle.

Third is that all of the melodrama of the last few years with Blagojevich, and now the lack of a budget, have created circumstances that could conceivably work to Lisa's advantage. Remem-

ber that politicians never like to vote for a tax increase during an election year.

Consider that:

1. Lisa will not come out publically in favor or against any tax increases. Governor Quinn has even called her out publically for not taking a position on taxes. In order to pass a tax increase many believe that only a temporary increase can attract enough votes to pass.

But a temporary increase would mean that during Lisa's potential time as governor she might have to extend or make permanent this temporary tax increase. Politically it would be much better for her to have Governor Quinn take the bullet for a permanent increase now, and then she won't have to deal with the tax issue and its potential consequences during her time at the helm.

2. Bringing home the political bacon or member initiatives from capital projects to a home district significantly enhances one's reelect-ability. The Madigans did not want Blagojevich to have the privilege of passing out pork barrel projects and took extraordinary steps to make sure it was not easy for him to accomplish. And now it has become apparent the same applies to Governor Quinn. Consider that it

See **LISA**, page 4

## BRIEFLY

Please give your support to the loyal Associate Members of the Illinois Cast Metals Association

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### On the Lighter Side

*I never panic when I get lost. I just change where it is I want to go.*

~ Rita Rudner

Associations Advance America

From Executive Director Stan Zielinski . . .

We occasionally invite guest columnists to present an article that may be of interest to ICMA members . . .

## Cap and Trade: Largest single tax in American history

This weekend we will celebrate Independence Day in remembrance of America's formal declaration of freedom from the high taxes and repression by England on the thirteen colonies.

At this same time American households are confronted by programs and regulations that will bring higher taxes levied at the city, county, state and federal government levels. Governmental bodies are intent to increase their revenue bases and the only meaningful source is you—the taxpayer. The recession has caused declines in federal income tax receipts and sales tax receipts to state, county and city governments. Unemployment in Illinois is about 9.4 percent and 6.3 percent in Springfield. Both figures are likely to rise before stabilizing or declining.

Consumer purchasing is off 11 percent compared to a year ago while their utility and energy expenditures have declined 5 and 2 percent respectively. Capital spending by business has literally fallen off a cliff. Only energy and utility companies didn't cut spending by double digits over the past year. Households are facing the weakest labor market in decades. The household savings rate approximates 5.7 percent of disposable income, the highest rate since 2001. It will likely keep a lid on consumer spending for some time to come.

The stimulus package meant to increase net new jobs and maintain existing jobs is falling short. It, along

with the various programs to bail out major banking, insurance and auto companies, approximates \$12 trillion in deficit spending. This new federal debt cannot be repaid within a 3, 5, or 10 year time line. It will create a legacy cost (increased tax burden) to be born by our children and grandchildren.

Yet, Congress is not through with you. Moving in their legislative halls are two major program proposals that will likely create an increase in the tax burden that could exceed an additional trillion dollars over the next twenty years. These proposals, Health Care and "Cap and Trade" energy policy are moving rapidly in Congress. Last Friday, the House passed a cap and trade bill with a vote of 219 aye to 212 nay. It has been sent to the Senate for deliberation. The President supports the bill.

This bill would place the first national limits on emissions of greenhouse gases from major sources such as power plants, factories and oil refineries.

It would move the U.S. away from fossil fuels and toward geothermal, wind, solar and nuclear generators. The potential impact on people's lives is great. It will make it more expensive for Americans to heat, cool and light their homes and "nudge" them to buy smaller, more fuel efficient and hybrid cars. The central point of the Cap and Trade bill is to hike the price of electricity for homes and businesses and increase the

price of gas for autos and trucks, so that Americans will use less energy.

The higher prices will show up not just in household electricity bills or at the gas station but in every manufactured good from food, apparel, movie tickets, electronics, and cars to home improvements. Everything produced or otherwise available to the consuming public will have a higher price tag due to higher energy costs based on meeting the regulatory requirements of this bill.

If the cap and trade legislation passes the Senate, it will have an estimated cost of about \$160 billion ten years from now, which is \$1,860 for a family of four (CBO estimate) on all households, not just taxpayers. As further restrictions kick in, the cost to four-person household increases to \$6,800 by 2035. Even liberal-leaning factions in Congress acknowledge the financial tsunami that is coming based on this bill and the impact (tax consequences) of the stimulus packages already authorized.

With higher energy costs hitting household budgets, consumers will further cut back spending, which in turn will cut back on production, which results in fewer jobs created or higher unemployment. Some large firms insist they will have to move some production facilities overseas to reduce the impact of the bill on the pricing of their products as they compete globally, which would reduce

See **CAP & TRADE**, page 5

# Need a Bright Idea?

One of the most common questions I'm asked by the media lately is, "What can businesses do to move forward in this economy?"

While there is much a business can do, one of the most important actions is to generate ideas that create new value.

How do you go about creating new value? What does the process look like?

Sometimes it's not about the process. It's about creating the right environment for

new ideas to emerge. Here are some ways to do that.

- Create a "Bright Idea" campaign. Encourage employees to bring forward new ideas about what they can do personally, or what the business can do, to deliver more value. This will increase the flow and quality of ideas. Capture the ideas visually or in writing. Too many bright ideas are lost because they're simply not captured or recorded.

By Gayle Lantz

Recognize ideas that are implemented.

- Move. Research has shown that physical movement stimulates your thinking. Take a walk, or take the stairs. Get out of your office and into a space in which you can move. You'll put more ideas in motion as well.
- Encourage brainstorming. Call a regular meeting specifically for brainstorming purposes. No See **BRIGHT IDEA**, page 5



## ICMA OFFICERS

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*If you have any questions about the Illinois Cast Metals Association, please contact Stan Zielinski at 217-528-8238, email: [stanz@ilcastmetals.org](mailto:stanz@ilcastmetals.org)*

**Website:**  
[www.ilcastmetals.org](http://www.ilcastmetals.org)

## SPOTLIGHT

Cont. from page 1

**Quality Statement:** The most important aspect of any manufacturing facility is providing a quality product to its customers. At **Galesburg Castings**, we feel that doing just that is our job security. This philosophy begins on the foundry floor and continues up to our top management, using continuous improvement and team problem-solving techniques.

**THE MISSION** of the employee-owners of **Hickman, Williams & Company** is to be a dependable source of high quality products and services for our customers, principals and employees. We will strive to continuously improve these products and services with total customer satisfaction as our goal.

**Mission Statement:** Since 1967, customers around the United States, Mexico and Canada have turned to **Midwest Patterns**. They recognize the advanced technologies and the ethic of craftsmanship that characterizes Midwest Patterns and its products.

The US Army Garrison Rock Island Arsenal Values:

- We are committed to the Army core values: Loyalty, Duty, Respect, Selfless Service, Honor, Integrity and Personal Courage.
- Our business values have stood the test of time and will continue to guide our actions into the next century.
- We will continue to be a world-class organization, dedicated to providing our customers with the best products and services and highest quality, the best value, whenever and wherever required.
- We will achieve customer satisfaction through strategic alliances, partnerships and open communication.
- We will work as a team, fully utilizing the diverse expertise available in our multicultural work force.
- We will recognize the accomplishments of our employees, our most critical asset, and insure their continued involvement and advancement.
- We will do what is right.
- We will nurture a safe environment.
- We will be an active, integral part of the communi-

ty in which we live.

- We will be trusted stewards of our resources.

### Universal Electric Foundry Value Statement:

Here at Universal we are dedicated to the satisfaction of our valued customers.

**Mission Statement:** The Illinois Cast Metals Association is a non-profit Illinois association whose purpose is to develop, at a state and national level, an effective legislative action program for the foundry industry, to state the industry's position on legislation, regulations and any other governmental activity affecting the foundry industry.

**Illinois Manufacturers' Association – our Mission:** To provide timely and accurate information on the actions taken by Illinois lawmakers in the General Assembly and other branches of government that affect manufacturing and its related sectors; and the IMA's positions on those actions that have, or could have, a positive or negative impact on the economic climate in the state of Illinois.

# FEF Annual Meeting, contacts and schedules

FEF held its Annual Meeting at the University of Northern Iowa in Cedar Falls, Iowa, on April 24, 2009. At the meeting, the following officers of FEF were approved:

President – Jerry Clancey-Vice President-Sales, Fairmount Minerals, Benton Harbor, MI  
1st Vice President – Tom Cobett, Research & Dev. Mgr., OmniSource Corp., Strongsville, OH  
2nd Vice President – Jim Frost, Assistant Melting Mgr., ACIP-CO, Birmingham, AL  
Secretary – Joe Costabile, Sales Engineer, Hickman, Williams & Co., Oak Brook, IL  
Treasurer – Rob Steele, NA Operations Mgr.-S&B Industrial Minerals NA Inc., St.

Augustine, FL  
Immediate Past President – Dana Coulombe  
The following people have been renewed as Board Members for another three-year term:  
Dan AuBuchon, Technical Sales Rep, Carpenter Brothers, Saint Charles, MO  
Greg MacIver, Global Mktg. Dir., Ashland Performance Materials, Columbus, OH  
Bob Mortenson, President, Mortenson Foundry, Seattle, WA  
Greg Simmons, VP/Technical Dir, Charlotte Pipe & Foundry Co., Charlotte, NC  
Matt Sullivan, Executive VP, Buck Company, Inc., Quarryville, PA  
Fairmount Minerals and

Hickman, Williams & Co. are loyal members of the ICMA

As required by FEF by-laws, the following people will be taking a one year sabbatical from board service: Kelley Kerns, Marty Putnik, Gary Ruff, and John Serra

The board approved staff personnel Bill Sorensen, Executive Director and Pam Lechner, Executive Assistant.

For additional information about FEF, go to [www.fefinc.org](http://www.fefinc.org).

## FEF Publisher Contact List

Here is the schedule for the next four years with the

FEF College Industry Conference. Please note that starting in 2010; this meeting will be at the Westin downtown, (one block away from the Drake). Cost considerations made this move necessary. Please feel free to contact me if you have any questions.

2009 – November 19-20 – Drake Hotel  
2010 – November 18-19 – Westin Michigan Ave  
2011 – November 17-18 – Westin Michigan Ave  
2012 – November 15-16 – Westin Michigan Ave  
Bill Sorensen, FEF Executive Director, Office: 847-490-9200, Cell: 847-530-1257.

## LISA

Cont. from page 1

would be great if after Lisa is elected all of these myriad of funding conflicts might be miraculously resolved. Delaying capital projects until Lisa is governor allows all the remedies to be hers.

3. Think I am stretching the point? Witness a last minute amendment that was inserted by the Speaker into recent budget legislation. The provision would give Secretary of State Jesse White administrative control over the distribution of state pork projects instead of the Governor. This Blagojevich-based idea has been resur-

rected as a blatant shot across the bow of Governor Quinn's election desires. The Speaker does not want Quinn or anyone with aspirations for the governor's mansion, to deliver these projects to the locals. You can be sure that candidate Lisa would likely accompany Jesse in handing out these state goodies.

4. Need more – Governor Quinn cut his own governor's office budget \$700,000 in his appropriation's plan. Speaker Madigan's General Assembly then proceeded to cut the Governor's budget by another million dollars. Not so bad in these economic times until you notice that

in the same budget Lisa's Attorney General Office budget was increased.

The "Lisa Axiom," as I see it unfolding, is "rule one." The first consideration for any action from the Speaker, the House of Representatives and even legislative initiatives is "how will it impact Lisa?"

I may be dead wrong, in which case you can classify my ramblings as those of a crackpot. On the other hand, if I am right, you can look forward to continued legislative and executive branch stalemate until the next election in November of 2010.

Under the Lisa Axiom many of the state's long standing financial conflicts

will not find resolution until Lisa Madigan is elected senator or governor. Then she will ride in on a white horse and deliver the goods for Illinois for many terms to come. Her credentials are flawless and she has a well deserved reputation for being an effective leader.

And, oh yes, if and when that happens, order me a new turban.

*Reprinted with permission from the Illinois Lumber & Material Dealers Association. Barry Johnson is Executive Director of the ILMDA as well at the Capital City's Pundit and Prognosticator Extraordinaire.*

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## Cast Metals Institute Upcoming Schedule

Ductile Iron Metallurgy  
INTERNET  
Aug. 3-Aug. 30

Geometric Dimensioning  
& Tolerancing  
Aug. 4-5

Analysis & Reduction of  
Casting Defects  
Aug. 18-20

Chemically Bonded  
Molding & Coremaking  
Aug. 18-20

Metallurgy of Copper  
Base Casting Alloys  
Aug. 25-27

Interactive Six Sigma  
Green Belt Certification  
INTERNET  
Sept. 8-Oct. 19

Analysis & Reduction of  
Investment Casting Defects  
Sept. 15-17

Cupola Melting for  
Operators  
Sept. 22-24

Metallurgy of Gray  
& Ductile Iron  
Sept. 22-24

## American Foundry Society Upcoming Events

AFS Seminar: What Casting  
Buyers Are Thinking  
August 5

AFS/PFA Ergonomics  
Seminar  
August 16

AFS 21st Environmental,  
Health & Safety  
Conference  
August 16-19

AFS Foundry Executive  
Conference  
September 20-22

AFS Midwest Regional  
Conference  
October 18-20

AFS Labor Relations &  
Human Resource  
Conference  
October 20-21

AFS Art Casting  
Conference  
November 12-13

## CAP & TRADE

Cont. from page 2

production and employment  
in the U.S.

Three years ago, Britain instituted a carbon-cutting "green tax". The average family there is paying \$1,300 a year for a program in existence only three years. Their information is factual, real data. The Congressional Budget Office (CBO) figures presented above are merely estimates. Estimates are

much less reliable for predicting actual costs over the next 3, 5, 10 or 20 years than actual experience.

This "cap and trade" legislation is likely to be the single biggest tax in history to be born by the American taxpayer, while health care looms in the wings. At some point, the taxpayer is likely to say "enough is enough" to seek relief—Independence.

*Richard Judd, PhD, is a Professor Emeritus at the University of Illinois at Springfield. He has experience in business, government and the academe.*

*Dr. Judd came to Sangamon State University to teach in its Management Program and has remained ever since. His interest in business strategy, marketing, entrepreneurship, franchising.*

*He has written a number of journal articles and conference papers, has served as the president of the largest association for business-oriented academics in the Midwest (MBAAI), has written business columns for the*

*State Journal-Register, and developed a program for public radio (WUIS) known as the weekly "Business Update and Analysis." During his tenure at UIS, Richard has also served the institution administratively as a department chair, associate dean, budget officer for academic affairs, dean of the business school and twice as a center director.*

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## BRIGHT IDEA

Cont. from page 3

problem solving allowed. No ideas discarded. Just ideas flowing. As Thomas Edison said, "To have a great idea, have a lot of them." Even a dim idea can turn into a bright one.

### Link Value to Customer Need

Think about the new needs and demands of your market. Be cautious about implementing something new that you haven't confirmed is desired by your market.

For example, you may

have an impressive new technology application you think is perfect, but your market may not be ready yet. Or you might assume that your market wants more information when they really want stronger relationships with you.

### What Does New Value Look Like?

Any new value must benefit customers, clients, patients or stakeholders. Your new value may exist in the form of better education, planning, follow-up, tracking, assessments, feedback, problem solving or communication. You can create new value by manag-

ing projects differently, or expanding the capabilities you offer by developing strategic partnerships.

### Communicate Your Com- pany's Value

Communicate your value in terms of benefits or outcomes. Possible examples include: administrative ease, problem prevention, faster learning, better decision making, easy access, time saving, improved teamwork, etc.

### Rethink Your Value Proposition

Look at the value you've created in the past. Build on it. Expand it. Modify it. Don't assume the same

value you've created in the past will be what your market needs or wants in the future.

Generate bright ideas in collaboration with those you serve. New value and new business will follow.

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