

ICMA Spotlight

Universal Electric Foundry, Inc.

Back in 1912, the company started as Universal Brass Foundry. The founder, John Norwell Jr. immigrated from Lithuania where he had been a cabinet maker. The only employment available at the time was working as a laborer in a local foundry in Chicago. After a few years, with newly acquired skills, John Norwell Jr. started his own foundry with six employees.

Castings were produced for the plumbing, gear, dental, and dairy industries. Noteworthy were decorative radiator caps cast in dairy metal, a polished silver appearing alloy. A variety of configurations were cast such as angels, animal heads and what ever fancied the public whims!

While brass and aluminum were the most popular alloys poured, dairy metal gained in favor with new customers in the valve and food machinery industries. Higher nickel alloys were also in demand requiring higher pouring temperatures and more technical expertise. New electric induction furnaces were purchased to meet the

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The Foundation for Metal Casting Education



THE ILLINOIS CAST METALS ASSOCIATION Runner

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Spring 2008

From Executive Director Stan Zielinski . . .

We occasionally invite guest authors to offer an article that may be of interest to ICMA members.

Opinion: Facing the facts about predatory trade practices

By John R. Davis, CEO, Squared R Element Corp.

Communist Chinese leaders that dupe our government and take advantage of our free-trade policies with predatory trade are draining the U.S. of its economic wealth. The Chinese have already accomplished so much economic damage; it is dangerous and frightening.

We had a total trade deficit of \$764 billion in 2006 — a new record. With China, the trade deficit was \$233 billion — the largest ever with a single country. For the last five years the U.S. trade deficit with China has increased by 20% each year.

Trade is necessary for America to prosper, but it must be balanced trade. Our total national debt is \$9 trillion. Of this, \$5 trillion is owed to foreign countries and \$1.3 trillion of that to China. All three numbers are pointing to an economic crisis.

Both the trade deficit and the debt owed to foreign countries show Americans are living beyond our means. A \$764 billion/year trade deficit is the same as \$2 billion/day. Look at it this way, we are borrowing \$2 billion/day from foreign countries to maintain our

standard of living.

In the past seven years, the U.S. dollar has lost over 50% of its value versus the Euro, and it will continue to decline in value. At some point, the U.S. dollar will be replaced as the world's reserve currency.

In addition to the \$5 trillion we owe foreign countries, they also own or control over 8,000 U.S. companies with a combined value of more than \$8 trillion. Many of these companies were bought with the intent of gaining global control of key technologies and raw materials needed to produce advanced weapons, i.e. airplanes, computers, satellites and intercontinental ballistic missiles.

When blindly following the ideology of free trade, many Americans fail to see the connection and damage caused by predatory trade policies that result in huge trade deficits and a huge national debt, a portion of which is owed to foreign countries.

The Wall Street Journal reported in December that the U.S. Treasury Department once again declined to designate China a currency manipulator. All the numbers indicate the Yuan

is 20 to 50% lower than its true market value compared to the U.S. dollar. This is no accident. The Chinese are currency manipulators. This provides exports from China with price advantages when competing with U.S. companies, and it causes many U.S. companies to fail or to be so weakened that foreign companies can buy them at a discount.

China also promotes exports and discourages imports. They keep wages low, rebate value-added taxes on their exports, and charge value-added taxes on imports. They counterfeit and steal copyrights, trademarks, and patents. They provide domestic industries with local tax incentives, offer special financing, and charge tariffs on imports. They target specific industries to monopolize.

No U.S. company can compete with these predatory practices. Each of these tactics violates the World Trade Organization regulations, and yet even with what appears to be numerous violations, the U.S. Commerce Dept. (like the U.S. Treasury Dept.) fails to take action against China.

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CastExpo '08 delivers Best Practices to you

To compete in today's global marketplace, it is vital that metalcasters have the most up-to-date information on the research, technology innovations and management practices available to the industry. With more than 200 technical paper presentations on a variety of topics, CastExpo'08 delivers this information.

The technical sessions will run from Saturday, May 17, to Tuesday, May 20, and will include presentations on:

- Aluminum • Sunday, May 18-Tuesday, May 20;
- Iron • Saturday, May 17-Monday, May 19;
- Copper Alloy • Saturday, May 17;
- Die Casting • Saturday, May 17-Tuesday, May 20;
- Engineering • Saturday, May 17-Monday, May 19;
- EHS • Sunday, May 18-Monday, May 19;

- Human Resources • Monday, May 19;
- Lost Foam • Saturday, May 17;
- Magnesium • Saturday, May 17;
- Marketing • Tuesday, May 20;
- Melting Methods & Materials • Saturday, May 17;
- Molding methods & Materials • Sunday, May 18-Monday, May 19;
- Steel • Monday, May 19.

A highlight of CastExpo is the Hoyt Memorial Lecture, which will be presented this year on Monday, May 19, at 10:15 a.m. The lecture, "FreedomCAR and Casting: Research & Development of Cast Automotive Components," will be given by Joseph Carpenter, Jr., U.S. Department of Energy. The presentation will focus on the role cast aluminum and magnesium automotive com-

ponents have played in lowering the U.S.'s dependence on oil for transportation fuel. Plan to attend this special session and learn more about the role metalcasting is playing in the future of reducing energy costs.

Experience MyExpo for CastExpo'08

To help plan your CastExpo'08 experience, My Expo provides attendees a way to manage their personal exhibitor list. To take advantage of My Expo, simply go to www.castexpo.com, create an account and start browsing for exhibitors.

My Expo can search exhibitors in a variety of ways including by company, product, keyword and booth number. Exhibitors can be added to your My Expo list or mapped on virtual views of the CastExpo

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On the lighter side . . .

I am so clever that sometimes I don't understand a single word of what I am saying.

— Oscar Wilde

Opinion: Facing the facts about predatory trade practices . . . continued from page 1

American politicians made a terrible mistake in 1996 when they voted to join the WTO. Joining the WTO gave third world bureaucrats control of U.S. international commerce. It is very difficult for the U.S. to succeed with a complaint to the WTO. Most of its bureaucrats demonstrate an anti-U.S. bias, and many are as corruptible as the bureaucrats at the United Nations have proven to be. The chances of the U.S. receiving fair treatment at the WTO are remote.

If Congress will not immediately cancel the U.S. membership in the WTO, Asian countries will continue their predatory trade practices, continue destroying or buying U.S. companies, continue financing our debt, and continue buying our country. They will do this until we have nothing left to sell — no industries, no real estate, and no natural resources.

Then, the U.S. government will have additional trillions of dollars of debt: If a government could be

bankrupt it would be. Social Security, Medicare, and pensions will be without funds. All of our wealth-producing industries, mines, and farms will be foreign-owned. The government's ability to tax will be significantly reduced, along with its ability to defend us.

Our elected officials do not see, or do not understand, the coming economic crisis, nor do the leading presidential candidates. Wake up America, our day of reckoning is coming.

Reprinted with permission from Jack Davis, Chairman, Save American Jobs Association. Jack Davis is an engineer, business owner and veteran. He founded the I Squared R Element Company Inc. in 1964, which he still owns and manages. The company is located in Akron, New York and manufactures silicon carbide heating elements, which are used in high temperature electric furnaces. It is now the only US owned plant making this product. (Article edited for content).

Creator of the Pareto Principle: Laid groundwork for Lean and Six Sigma

Joseph M. Juran, 'Father' of Quality Management and creator of the Pareto Principle who established the foundation for Lean and Six Sigma died early this year at the age of 103. He took the Pareto Principle, named after the Italian economist Vilfredo Pareto—who observed that 80% of property in Italy was owned by 20% of the Italian population—and created the Law of the Vital Few, which states that for many phenomena 80% of consequences stem from 20% of the causes.

Dr. Juran, is recognized as the person who added the human dimension to

quality—broadening it from its statistical origins. In 1937, Dr. Juran conceived the Pareto principle, which millions of managers rely on to help separate the "vital few" from the "useful many" in their activities. This is commonly referred to as the 20-80 principle.

His classic book, *Managerial Breakthrough*, first published in 1964, presented a more general theory of quality management. It was the first book to describe a step-by-step sequence for breakthrough improvement. This process has evolved into Six Sigma today and is the basis for quality initiatives world-

wide. He outlined three management processes essential to all organizations to improve quality control, quality improvement and quality planning.

Dr. Juran described quality from the customer perspective as having two conditions: higher quality means a greater number of features that meet customers' needs. The second model relates to "freedom from trouble": higher quality consists of fewer defects.

Historic data attributed to IndustryWeek.com. Leadership in Manufacturing



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Green Sand Control
INTERNET COURSE
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May 6-9

Direct Arc Furnace Operations
May 6-7

Gating & Riser Design
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May 26-June 29

Practical Green Sand Control-Ferrous
June 3-6

Induction Melted Steel Processing
June 10-12
Casting Design
June 17-19

A Hands-On Introduction
to Metalcasting
June 23-27

CastExpo '08
May 17-20

SPOTLIGHT

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needs of these alloys and eventually 60 different varieties of metals composed this small specialty foundry.

The company name was changed in the early 1960's to highlight induction melting and remove brass as the prime alloy.

Casting sizes range from a pound to 500 pounds

and are produced in the green sand and air-set processes. Alloys most popular in the industries served today are in the Stainless Steel and High Nickel Alloy families.

Eventually, the foundry expanded to two locations with 40 employees. New processes were acquired to further improve quality. Universal became the first U.S. foundry to utilize the French

Spal process to control melt atmosphere and the SO₂ core process greatly enhanced casting production.

Today, Universal Electric Foundry is still a family owned and operated enterprise with fourth generation family members holding the reins. While the company is still small in employment numbers, pride and workmanship of family still is number ONE.

The Connection — My number is . . .

Your voice-mail light blinks, so you listen to the message. You wait through the long voice mail for the call-back number, but you only hear 10 mumbled numbers delivered at warp speed. You have to play the message over and over and over, just to get the number so you can call back.

When you leave a voice mail for your customers, consider the following tips:

- Leave your number right after you identify yourself. Don't make your customer wait until the end of your message. They'll know how to get back to you, so they'll listen more closely to the reason for your call.

- Say your number slowly and distinctly: 2-1-4-8-6-7- 5-3-0-9.
- Repeat the number a second time, using the same speed. That pace will give your customer time to write it down.

Using the tips above will make it easy for your customers to return your call. And, as an added bonus, they'll follow your example, speaking slowly and distinctly when they leave their number for you.

For more information and opportunities to improve your telephone communication skills, visit the Communispond Website at <http://www.communispond.com>

ICMA member anniversaries . . .

Aurora Metals, LLC

110 Years (Founded 1898)

Kettler Casting Co., Belleville

30 years (Founded 1978)

Industry events . . .

CastExpo '08 — May 17-20

**Marketing & Selling of Castings
Conference — July 31-Aug. 1**

**Improving Operations and Profitability
in the Small Foundry — Aug. 4-6**

**20th Environmental Health & Safety
Conference — Aug. 24-27**

**Foundry Executive Conference —
Sept. 21-23**

Advanced Air Seminar — Sept. 22-23

East Coast Regional Conference — Oct. 2-4

**DIS/AFS — Keith Millis Symposium
on Ductile Iron — Oct. 20-22**

**International Lost Foam Casting
Conference — Oct. 21-23**

**Labor Relations & Human Resources
Conference — Oct. 29-31**

CastExpo

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floor plan to help organize your time at the event. My Expo also provides company profiles of exhibitors. With nearly 450 exhibitors and 160,000 sq. ft. of exhibit space, the show

floor is the heart of CastExpo'08. Create your My Expo account today to customize your CastExpo experience.

Don't wait. Register early at reduced rates at www.castexpo.com.

SHOW DATES & TIMES

Saturday, May 17
9:00 a.m. - 5:00 p.m.

Sunday, May 18
9:00 a.m. - 5:00 p.m.

Monday, May 19
9:00 a.m. - 5:00 p.m.

Tuesday, May 20
9:00 a.m. - 2:00 p.m.

Georgia World Congress

Center, 285 Andrew Young International Blvd. NW.
Atlanta, GA 30313

For more information including session times, lecturers and specific paper topics, visit www.castexpo.com.

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