

## ICMA Spotlight

### Fairmount Minerals, Subsidiaries, and Wedron Silica Company

Fairmount Minerals, headquartered in Chardon, Ohio, is one of the largest producers of industrial sand in the United States. Fairmount Minerals is a market-driven company with strategically located facilities nationwide and a global distribution network. As common as some people think sand may be, it takes uncommon expertise, experience, and resources to meet the demanding requirements of today's industries that rely on sand for their everyday production and operation.

#### Sand . . . one of the oldest and most abundant minerals on earth.

In 1986, a group of customer-driven entrepreneurs formed Fairmount Minerals. Back then the companies consisted of only the Chardon, Ohio, mining site and the Wedron, Illinois, silica sand mine. Today, Fairmount Minerals is the third largest industrial sand producer in the United

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#### Associations Advance America and the World



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The Foundation for Metal Casting Education



# THE ILLINOIS CAST METALS ASSOCIATION Runner

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Fall 2007

From Executive Director Stan Zielinski . . .

## Fairmount Minerals embraces "Sustainable Strategy" initiatives

While attending this year's annual American Society of Association Executives Meeting and Exposition in Chicago, it was interesting to listen to one of our keynote speakers; David Cooperrider, PhD, of the Department of Organizational Behavior at Case Western Reserve University. Cooperrider is best known for his founding work in the use of "strength-based approaches to planning and multi-stakeholder collaboration." His approach is ". . . based on the belief that every global issue of our day is a huge business opportunity, and that we live in an era where industry leaders in eco-innovation, green energy, and positive social impact will make their companies the leading, top rated stars of their industries."

He teaches that going green can have a positive social impact and can be seen as a tremendous business possibility in disguise. And implementing social responsibility can be the

most strategic move in successful business leadership. "Sustainable value creation" says Cooperrider, "is not old fashioned social responsibility or simple philanthropy; it is the strategic business opportunity of the 21st century." Among his work with associations, governments and educational institutions, Cooperrider has consulted with a large numbers of American companies, along with Fairmount Minerals and its subsidiaries, including ICMA member, Wedron Silica Co., Wedron, Illinois.

Fairmount Minerals' Corporate Social Responsibility Report states that the company is committed to sustainable strategy. The report has determined that the company's sustainability strategy adds business value by providing a more balanced and long-term approach to assessing financial, social and environmental risks and opportunities. This activity is based on the company's understanding that its prosperity is depend-

ent upon decisions that can impact its well-being.

Through company volunteer teams, the company's sustainable development initiatives focus on the following aspects of corporate responsibility:

- Best practices
- Recover, recycle, reuse
- Communications
- Environmental products and processes
- Safety
- Health & wellness
- Social responsibility
- Training, Awareness, Sustainability, Knowledge (TASK)
- Sustainable Enabling Technologies & Information (SETI)
- Material handling
- Transportation
- New markets and globalization

This issue of the *ICMA Runner* features Fairmount Mineral's history, and its Mission and Principles Statement. What's evident is that the company prominently showcases its most important asset — sand.

### Fairmount Mineral's Mission and Principles

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

**Principles:** Principles that unite us in our vision of sustainability:

- Ethics: Honesty, Trust, and Leadership
- Total Quality
- Environmental Stewardship
- Empowerment
- Personal Excellence
- Continuous Improvement
- Celebrate / Fun
- Teamwork / Shared Ownership
- Social Responsibility

## BRIEFLY

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## FEF — College Industry Conference — November 8-10, 2007 — Chicago

The 2007 Foundation for Metal Casting Education College Industry Conference will be a "Diamond Anniversary" celebration of FEF's 60 years serving the casting industry.

The opening event of the CIC will begin on Thursday, November 8 at 5:00 p.m. This conference is a great opportunity for companies to meet over 100 of the top engineering students in North America — all in one evening in one location.

The General Session will continue on Friday, November 9, at 8:30 a.m. This year's keynote speaker is Van

Richey with American Cast Iron Pipe Co. Panelists are: Michael Belger with Spartan Light Metals Products; Gene Muratore with Rio Tinto Iron & Titanium America; and BethAnne Shaup with Pyrotek, Inc.

The Edward C. Hoenicke Luncheon will be held in the Gold Coast Room of Chicago's Drake Hotel and will highlight Keith Millis and Ron Ruddle scholarship recipients. There will also be a brief pictorial review of FEF's history.

Concluding the conference will be the FEF Awards Banquet on Friday evening,

November 9, with a 5:30 p.m. reception followed by dinner in the Gold Coast Room of the Drake Hotel. In addition to industry recognition awards, the E. J. Walsh award and the delegate scholarships, special recognition will be given to all former FEF students in attendance. We will also highlight the decades of leaders in the casting industry. There will be a special FEF "Diamond Anniversary" auction held as part of the festivities.

For more information, please contact the FEF office at 847-490-9200.

## What does enterprise excellence look like?

By Ralph Keller

*Continuous Improvement — To get an idea of how good your facility is, start by asking: Would you buy products from your own plant?*

Many manufacturing executives today don't know what enterprise excellence really means. Their lives are so busy just keeping up with things day-to-day that they don't have the time or opportunity to take a hard look at their business. They don't get outside their own four walls to see what the rest of the world is doing, so they don't know what world-class companies look like. Fortunately, however, there are numerous ways to get some clues as to what enterprise excellence looks like, and they all begin by examining your own facilities.

An introspective look at your business can often be very revealing and can help

direct your continuous improvement efforts at things that will really impact the success of your business. Here are some simple questions you should ask:

- Would you buy products from your own plant?
- Does your sales force invite customers to visit your plant as one of their best sales tools?
- Do you track on-time delivery by your customers' requested date? Is it posted for all to see?
- What percentage of your sales is from products that didn't exist three years ago?
- Is there a place for everything and everything in its place?
- Are your employees safe working in your plant? Would you let your kids work there?
- Can you and your opera-

tors tell from visual signals around the plant how well it's performing?

- Is your production scheduling based on customer demand or ERP-driven sales forecasts (which are either lucky or wrong)?
  - Do your operators know what to do next without waiting for work orders or instructions?
  - Do they waste time looking for materials or are they supplied to point of use, on time?
  - Are suppliers scheduled by purchasing based on ERP or operations with Kanban tools?
  - Can you make every product every day by using small batch sizes and quick change-over so you can respond immediately to customer demand?
  - Do you measure inven-
- tory turns for raw, WIP and finished goods? How do your metrics compare to your industry's best-in-class?
- Have you done a value-stream analysis to determine what portion of your total lead-time is value added? Do you track this regularly and post it?
  - Are you involving your direct labor operators in improvement projects and problem solving? Are you training them for this?
  - Are you rightsizing and maintaining your equipment rather than spending capital on equipment that you don't have the volume to fully utilize?
  - Do you keep things simple and have no more than three to five key metrics for people to

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# Cast Metals Institute CE offerings

The Cast Metals Institute (CMI) will be offering an online Sand and Molding Technology course Oct. 2-Feb. 2 in conjunction with Mohawk College. The intent of this course is to have students gain a thorough understanding of the types of sand used in metalcasting operations and the procedures for mixing and molding sands. Green sand, shell sand and other chemically bonded methods for producing molds and cores are examined. Students will also be able to select suitable methods for producing and testing cores. Visit [www.castmetals.com/content/blogcategory/38/96/](http://www.castmetals.com/content/blogcategory/38/96/) for more information.

## **CMI Offers Introduction to Metallurgy Course**

The Cast Metals Institute (CMI) will be offering an online Introduction to Metallurgy course Oct. 16-Feb. 2 in conjunction with Mohawk College. The intent of this course is to introduce students to the basic components of metallurgy. Topics will include:

- basic atomic structure;
- key metallic crystalline structures;
- effects of structure on mechanical properties;
- binary phase diagrams;
- heat treatment of common ferrous and aluminum alloys.

Online laboratories will reinforce topics covered in the course. Visit [www.castmetals.com/content/blogcategory/38/96/](http://www.castmetals.com/content/blogcategory/38/96/) for more information.

## **CMI Offers Heat Treating of Castings Course**

The Cast Metals Institute (CMI) will be offering an online Melting and Heat Treating of Castings course Oct. 16-Feb. 2 in conjunction with Mohawk College. The intent of this course is to provide the student with a broad understanding of the melting and heat treating techniques used in various ferrous and nonferrous castings. The course will focus on discussing the major and minor alloying elements and heat treat options for the following alloy systems: aluminum, copper-based, mag-

nesium, steel and cast iron. Visit

[www.castmetals.com/content/blogcategory/38/96/](http://www.castmetals.com/content/blogcategory/38/96/) for more information.

## **CMI Offers Total Quality Management Course**

The Cast Metals Institute (CMI) will be offering an online Introduction to Total Quality Management course Oct. 23-Feb. 2 in conjunction with Mohawk College. Topics discussed during the course include:

- historical development of the field of quality;
- movers and shakers of the quality world;
- quality costs;
- charting;
- TQM;
- acceptance sampling;
- statistical process control;
- ISO 9000 and Six Sigma.

No previous quality knowledge is assumed. Mathematical concepts, where necessary, are introduced at a fundamental level. Visit [www.castmetals.com/content/blogcategory/38/96/](http://www.castmetals.com/content/blogcategory/38/96/) for more information.



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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)

# Metalcasters reusing more than 28% of spent sand

U.S. metalcasters currently dispense 28.18% of their spent metalcasting sand to beneficial reuse programs, according to the results of a recent survey.

The recent benchmarking survey of 244 metalcasting facilities by the American Foundry Society (AFS) was part of a multi-year data gathering exercise to more fully understand the beneficial reuse industry. The data represents the amount of reuse performed from 2004 to 2006 by the participants, most of whom were ferrous metalcasters of varying sizes. Survey respondents indi-

cated construction fill and Portland Cement/Concrete were the most frequent beneficial reuse applications, and the average hauling distance for metalcasting sand was 17.9 miles. According to the authors of the study, these were areas of concern.

"Only a small percentage of metalcasting facilities are using their sand in the top soils market," the authors wrote. "The industry is waiting on research that may open up markets in this area."

To lower the average hauling distance for the sand, AFS offers a mapping

program to help metalcasters find its closest end-user. The web-based tool can be found at [www.afsinc.org/component/option,com\\_mtree/Itemid,193/](http://www.afsinc.org/component/option,com_mtree/Itemid,193/).

For more information on industry practices regarding the disposal and beneficial reuse of foundry sand, visit [www.afsinc.org](http://www.afsinc.org) or contact Alicia Oman, AFS Washington Office, at [ao@wafed.com](mailto:ao@wafed.com).

Source: American Foundry Society

## SPOTLIGHT

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States with eight active mining facilities, and the second largest commercial Foundry resin-coated sand producer with three manufacturing facilities. Through its various operations, Fairmount Minerals provides other equipment and consumable products to the markets it serves.

### **Sand . . . the origin of an uncommon company**

Strategic acquisitions

brought some of the country's most successful and experienced silica sand related technology companies together. These partners, who form Fairmount Minerals, have been continuously mining, processing and selling high purity silica sand and related products since 1890. These facilities have molded the glass, foundry, golf course, landscape, oil & gas, industrial coatings, abrasives, play sand, and filtration markets.

### **Mission Statement:**

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

*Wedron Silica Co, Wedron Illinois, subsidiary of Fairmount Minerals, is a loyal member of ICMA.*

## American Foundry Society Upcoming Events

Labor Relations & Human Resources Conference

Oct. 17-19

Clearwater Beach, FL

Midwest Regional Conference

Oct. 21-23

Ft. Wayne, IN

OSHA Compliance Seminar

Nov. 12-16

Schaumburg, IL

International Lost Foam Casting Conference

Oct. 23-25

## Doing business in China — Models for success

The ability to reach key audiences in China, one of the world's largest and fastest growing economies, has become a global priority for many companies.

Whether you're planning a communication program in Shanghai, Beijing, Shenzhen or in Guangzhou, the top areas for public relations

activity in China, or simply looking for advice on how best to tackle the challenges when doing business in China, a panel of leading experts will share best practices, recommendations and tips on what works best. Sponsored by PR Newswire. Join them Wednesday, October 17th — Breakfast

and registration: 8:00-9:00 am; presentation and Q&A: 9:00-10:30 am, at Columbia College, Ferguson Theater, 1st Floor, 600 S. Michigan, Chicago, Illinois 60605.

For more information, contact David Korvah, 866-290-9691, email [david.korvah@pmnewswire.com](mailto:david.korvah@pmnewswire.com).

*"You can't put a price tag on the American Dream. That dream is the heart and soul of America; it's the promise that keeps our nation forever good and generous, a model and hope to the world."*

**President Ronald Reagan  
October 22, 1986**

## EXCELLENCE

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work on?

- Is there a visible effort to use common processes, components and tooling whenever possible?
- Do you have a supplier development program in place to involve them early on in new-product development?
- Are joint company/supplier teams working to take real cost out of your supply chains?

- Is your quality system focused on the customer needs or adherence to specifications?
- Who handles customer quality complaints — your factory operators or customer service?
- Do you have a continuous-improvement culture in place with defined goals?

A quick story: In my past life, I bought precision stainless steel stampings from a small, highly profitable operation in rural Kentucky. They asked them-

selves some of these questions and ended up with a plant that sold itself. Their production floor had banks of high-speed stamping machines with high intensity overhead lighting and a white tile floor that you could eat off of. There were no drip pans under the machines and no oil on the floor. They paid attention to the details and their plant was their best sales tool. We bought from them, not because of price but because they were the best in their industry. By the way, this

was 30 years ago . . . so the more things change, the more they stay the same.

*Reprinted with permission from Ralph Keller, "Industry Week Newsletter." August, 2007. Ralph Keller is president of the Association for Manufacturing Excellence, an organization dedicated to cultivating understanding, analysis and exchange of productivity methods and their successful application in the pursuit of excellence. He has been an operations practitioner for the past 35 years.*

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