

## ICMA Spotlight

### Kettler Casting Company

Kettler Casting Company, Belleville, was founded in 1978. 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 whatever fancied the public's whim!

Kettler is a supplier of specialty items, providing for a wide range of industrial and consumer-related markets. They specialize in casting sizes that 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. Kettler Casting also acts as a servicing operation for other business segments and outside customers.

Kettler Casting is still family owned. Even though the company is small in numbers, they proudly exhibit pride and workmanship in their products and

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 2008

*From Executive Director Stan Zielinski . . .*

*We occasionally come across an article that may be of interest to ICMA members. This imaginative presentation (recently given at a graduation address) was particularly appealing for its philosophical and innovative way of describing life in the business world.*

## Finding Sesame Street

As the business and technology graduates of this fine university and future business leaders, you've no doubt heard quite a bit about the "Street" these past few years. The references, of course, are to Wall Street, which we all pay close attention to. And so today, as you go forth with diplomas in hand, I would urge you to pay attention to an even more important street: Sesame Street. For it is on this fabled thoroughfare and its storied characters that you will find some of the greatest lessons of business and life. These characters are unique because they exemplify the very best attributes of humanity.

Sesame Street is a remarkable street where everyone owns a piece of the street.

Big Bird shows us that we are all birds of different feathers. But, I am concerned that even though we were all born originals, so many people spend all of their time

trying to be copies.

The connoisseur of continental cookies, The Cookie Monster, urges you to follow your passion, for it will give you the energy and enthusiasm to keep going.

Grover enthusiastically affirms the value of emotional intelligence and the advantage that comes from networking.

Oscar reminds us of the value of respect and tolerance for different people, different ideas and different perspectives.

Bert and Ernie showed us the twin lessons of balancing analytics with intuition and that making money is only okay if there is enough time to spend it.

Miss Piggy encourages us to believe in ourselves and not to be afraid to let our light shine.

The Count reminds all of us of the importance of paying attention to the bottom line

And Kermit The Frog urges us to embrace the notion that timing is every-

thing and persistence, eventually, pays off. The green frog showed us that it is possible to use pain as a motivation. It may not have been easy being green in the 1970s when Kermit started out, but being "green" is all you hear about these days!

Sesame Street brought us more than alphabets and numbers. This street represents the very best of humanity. It is on this street that true diversity is celebrated and valued. And so, graduates, as you prepare to get on the street of life, I urge you to remember all these lessons. Congratulations to all of you on your remarkable achievement and thank you for your kind attention. I'll see you on the street.

*Reprinted with permission from Benjamin Ola Akande, PhD, Dean, School of Business and Technology, Webster University, St. Louis, Missouri, [deansbt@webster.edu](mailto:deansbt@webster.edu).*

**On the lighter side . . .**

*"Learning is not compulsory...neither is survival."*

— W. Edwards Deming

## BRIEFLY

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

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### Associations Advance America and the World

## Made in America: Success in the U.S.

By Amy Radishofski, Features Editor, *Manufacturing.Net* — June 13, 2008

Whether it was at the corner bar or in the beauty aisle of the supermarket, you've probably seen those little towelette packages.

What do you think about when you see those little square packets? Hot wings? Barbecue? Your two-year-old nephew eating spaghetti? How about moving halfway across the world to pursue a dream?

Diamond Wipes International (DWI) may not be your typical bar talk, but it's the quintessential story about immigration — someone comes to the U.S. with nothing, seeking a better life for their family, and through hard work and determination, becomes successful. Eve Yen, CEO of DWI, came to the U.S. from Taiwan in 1994 so her daughter could receive a better education.

She started out with one machine in a 1,700 sq ft. facility making microwavable hot wipes. Her company now has a 100,000 sq ft. building and produces over 1 million towelettes per day. Although those towelettes are more or less

ubiquitous now, that was not always the case.

Yen had worked with a Chinese distributor of microwavable towelettes in Taiwan, and when she moved to the United States, she brought the idea with her, recognizing that there was a market for it.

When she first arrived in the U.S., Yen had little knowledge of how to do business in America. The majority of what she learned about business here was gained via a process of trial and error.

She started by selling the microwavable wipes to chains. Then she added makeup remover wipes and shoe shine wipes to her product line in 1996. In 1999, she moved into contract packaging, which is now the company's fastest growing sector.

As DWI continues to grow, her first customer remains the company's number one customer, and she still has her very first sales person on staff.

However, now that the economy is slumping, consumer spending is sluggish

and prices are rising, it may be hard to keep your head above water, particularly if you are a small manufacturer. "Rising raw materials costs certainly make doing business more difficult, but I feel that if you are creative enough, and willing to work hard enough, you can be successful here," Yen said.

Yen suggests companies add extra value to their products by offering additional services, such as making upscale or more environmentally friendly packaging. "We want to be a full line, turnkey, one-stop shop for our customers," Yen said.

And you can use those additional service offerings should you decide to pass some of your extra costs on to the customer via product price increases. "You can justify price increases because you are offering additional benefits to the client that a competitor can't," Yen said.

She uses her research and development team to brainstorm suggestions for

See **SUCCESS**, page 4

## HG Logistics LLC (Hill and Griffith ) offering North American logistics, transportation, freight and shipping services

Hill and Griffith Co., manufacturers of various chemical products for metalcasting, is introducing specialized logistics services through a new subsidiary, HG Logistics LLC. Cincinnati-based Hill and Griffith produces release agents, coatings, parting lubricants, core glues, and other sup-

plies for green sand and permanent mold foundries and diecasters.

HG Logistics LLC is offering transportation services that include personal monitoring of freight from pick-up through delivery across the NAFTA region. HG Logistics LLC says it maintains a database of

contracted carriers (flatbeds, step decks, double drops, reefers, bulk pneumatic, RGNs and vans), and that it provides at least \$100,000 of cargo insurance for each shipment.

The company indicates it ships freight through more than 11,000 truckload carri-

ers and most major national and regional LTL carriers. It emphasizes that its established working relationships assure "quality and service" for its customers. For more information, contact logistics development manager Doug Bierman, or visit [www.hglogisticsllc.com](http://www.hglogisticsllc.com).

# AFS Marketing & Selling of Castings Conference

The AFS Marketing and Selling of Castings Conference will be held July 31-Aug. 1 at the Westin O'Hare, Rosemont, Ill. Take the opportunity to register now to gain access to experts and potential customers. Registrations are coming in fast, so sign up before it is filled.

A special two-hour in-depth seminar with marketing guru Dan McQuiston ([www.mcquistongroup.com](http://www.mcquistongroup.com)), Butler Univ., is planned, along with several top-notch speakers including:

- Ed O'Neil, Director of Global Sourcing, Caterpillar
- Bob Whaley, Director of Procurement, Haas Automation
- Jim King, Commodity Sourcing Analyst, FMC Technologies
- Robert Ryan, Director, Engine Business Global Purchasing, Cummins, Inc.
- Wayne Braun & Jim Clifford, Sales & Marketing, AmeriCast Technologies, Inc.
- Alex Bryant, President, East-West Associates
- Rick Betori, President, Wonderlic
- Tim Daro, President, Bernard & Co.

As part of the conference special, have your website, brochures and other marketing and communications vehicles evaluated one-on-one by industry experts in a critique session. All attendees will receive a free copy of the 2008 AFS Forecast and Trends Report (valued at \$400).

For more information, or to register for the AFS Marketing and Selling of Castings conference, contact AFS customer service at 800/537-4237 or visit [AFS@afsinc.net](mailto:AFS@afsinc.net) to view the conference brochure.



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## AMERICAN FOUNDRY SOCIETY • CAST METALS INSTITUTE UPCOMING EVENTS

Ductile Iron Metallurgy, INTERNET COURSE, July 28-August 24

Analysis & Reduction of Investment Casting Defects, July 29-31

Permanent Mold Coating Fundamentals-A1, August 5-6

Metallurgy of Gray & Ductile Iron, August 12-15

Six Sigma Green, Belt Certification INTERNET COURSE, August 18-September 28

Gating & Riser, Design-Nonferrous, August 19-22

Metallurgy of Copper, Base Casting Alloys, August 19-21

Metallurgy of Aluminum, Casting Alloys, August 26-27

Analysis & Reduction of Casting Defects, August 16-18

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

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

Foundry Executive Conference, Sept. 21-23

Advanced Air Seminar, Sept. 22-23

## SPOTLIGHT

Cont. from page 1  
services, and customer satisfaction.

### Mission Statement

*To provide quality iron castings to our customers in a timely, cost-efficient manner that meets or exceeds their expectations.*

### Corporate Governance

The success of Kettler Casting is basically united to the belief we instill in our marketplace through ethical and honest management of our company. That belief plays an important role in assuring we maintain our standards with the best interests of our customers and employees.

### Quality Statement

Kettler Casting is committed to being a customer-focused organization by meeting customer's needs, providing our employees with proper resources, maintaining a safe work environment and continuous improvement.

# New data reveals how small businesses cope in bad times

According to the latest Small Business Economic Trends Report from the National Federation of Independent Business, the Index of Small Business Optimism is now at recession-level readings. Small business owners' expectations for real sales gains and improvements in business conditions are as bad as in 1980-82, the worst recession period in recent years.

How are entrepreneurs coping with these bad times? A new National Small Business Poll, Economic Downturn, has answers showing:

- Twenty percent of small employers have reduced, postponed or cancelled a planned investment or reinvestment in the last six months; the slowing economy is the primary

reason in more than half of these cases.

- Increased marketing and sales activity is a common strategy to combat an economic downturn. However, this is one of the least frequent approaches a small business owner uses.
- Forty-four percent of small business owners are spending more time at their businesses today than six months ago.
- Over the past six months, small business owners are highly likely to have become more attentive to their cash flow and inventory status.

A complete copy of the poll can be found at <http://www.411sbfacts.com>.

*Founded in 1943 as a non-profit, nonpartisan organiza-*

*tion, NFIB gives small and independent business owners a voice in shaping the public policy issues that affect their*

*business. More information about NFIB is available online at [NFIB.com/newsroom](http://NFIB.com/newsroom).*

## FEF elects new officers

The following officers were approved at the annual FEF meeting

### Executive Committee:

Jerry Clancey – 2nd Vice President,

Fairmount Minerals

Joe Costabile – Secretary, Hickman, Williams & Co.

### 2007-2008 FEF Board of Directors:

Jerry Clancey, Fairmount Minerals

Kelly Kerns, Fairmount Minerals

Jorg Kroker, Ashland Specialty Chemicals

Maureen Lynn, Fairmount Minerals

Joe Costabile, Hickman, Williams & Co.

### PAC—Presidents' Advisory Council:

Chuck Fowler, Fairmount Minerals

Mike Swartzlander, Ashland Specialty Chemicals

These companies are loyal members of ICMA.

## SUCCESS

Cont. from page 2

improving products that the customer may not have thought of or been able to visualize on their own. "The trial and error I've been through helps me understand the customer and their needs, and it helps keep them from spending their money on the same type of trial and error," Yen said. "For a little bit extra in terms of cost, you can create a product that is 30 to 50 percent better."

Yen says companies should also analyze their costs and find ways to cut back whenever possible by becoming more efficient. And for those who may be just starting out, Yen stresses perseverance. "The best advice I would give new entrepreneurs is to be brave and persistent," Yen added. "It is best to stay focused on your end goal and work hard to get there."

Yen has stayed true to her goal to keep her business in the U.S. She said that she "believes in the

'Made in U.S.A.' label and in the immigrants, families and entrepreneurs that stand behind it."

While other companies are outsourcing to whatever low-cost countries they can find, Yen is sticking with the United States and working to keep jobs here. "The biggest pro to doing business in the U.S. is that America is so large and the markets are so big that there is enough business even for small new startups," Yen said.

However, she also cau-

tions that that immense size has a downside.

"To penetrate the market, new entrepreneurs need a lot more capital and time than they anticipate, which is why setting goals is so important," Yen added. "There are opportunities if you're persistent."

*Reprinted with permission from Amy Radishofski, Features Editor, Manufacturing.net. Advantage Business Media, [amy.radishofski@advantage-media.com](mailto:amy.radishofski@advantage-media.com).*

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