

Special placement

How skilled manufacturing recruiters deliver the right person, with the right skills, at the right time



Thomas R Cutler

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Generic personnel placement organisations are failing to meet the specific employee requirements of industry segments including automotive, electronic, machining, sheet metal, fabrication, and many other specialised producers. There is increasing staffing segmentation. Few organisations are involved with the total spectrum of manufacturing positions including production, quality, maintenance, supervision, and all levels of management. Skilled manufacturing recruiters must be able to deliver the right person, with the right skills, at the right time.

According to Julie Maydew, Division Vice President of ResourceMFG, one of the very few firms dedicated exclusively to the manufacturing sector, "We focus on the demands of the manufacturing sector to serve the needs of our employees and customers. We have immersed ourselves in the manufacturing community and have close relationships with a wide range of industrial organisations."

In an era where lean manufacturing is normative and the standard, it is remarkable that how much waste still remains in the hiring and training of manufacturing employees. ResourceMFG maintains relationships with leading manufacturing trade organisations and associations to help clients eliminate wasteful practices, and experience real continued process improvements. "Aligning with professional development groups in the manufacturing sector is critical to the organisation's success," asserts Maydew.

The industry specific focus of each organisation allows access to business reports on current trends and situations that are positively or negatively impacting each industry. Access to this information also allows the industrial placement leader to continuously upgrade the knowledge of internal staff and better serve the manufacturing sector.

NAM – National Association of Manufacturers

Maydew noted that, "Our relationship with the NAM is critical because we exist to serve the manufacturing community. The NAM is the unified voice of American Manufacturing, which lends credibility to us as we are on the same page, with the majority of manufacturers in the United States. Our membership allows us the opportunity to join forces with other NAM members fighting for a strong future for US manufacturing. NAM is a fantastic resource for key manufacturing and trade data, as well as informing us on legislative issues facing the manufacturing community. There is a growing shortage of skilled workers in manufacturing, and ResourceMFG has a vested interest in developing the skilled workforce of tomorrow. This is a key priority for the NAM through their "Dream It Do It" program."

AWS – American Welding Society

The affiliation with the AWS has informed ResourceMFG that the United States will be facing a shortage of 250,000 welders by the year 2010. By aligning with com-

panies that support the AWS "Take up the torch" program, the company directs people into a job that will develop into a lifelong career. AWS underwrites the welding standards and specifications that every American fabricator uses as they produce. They maintain a large library of the welding specifications that is available to their membership; that information allows ResourceMFG to develop screening tools, and to better transfer industry knowledge to our internal staff.

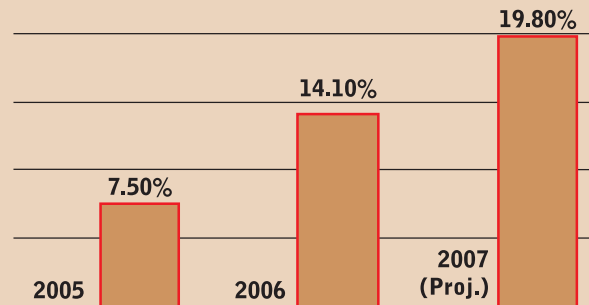
APICS – American Production and Inventory Control Society

As a professional development organisation that focuses on operations management, membership aligns ResourceMFG with the group that is recognised as the source of training and establishing standards in the area of production and inventory management. APICS offers members the opportunity to attend monthly professional development meetings, where industry leaders discuss issues of importance to all manufacturers. APICS is the recognised certification facility, so that P&I professional may be credentialed in their chosen field.

AME – Association for Manufacturing Excellence

AME is an organisation that encourages manufacturers to achieve organisational and operational excellence.

Use of Staffing Firms on the Rise in the Mfg Sector
% of Total Staff Hired (n=428)



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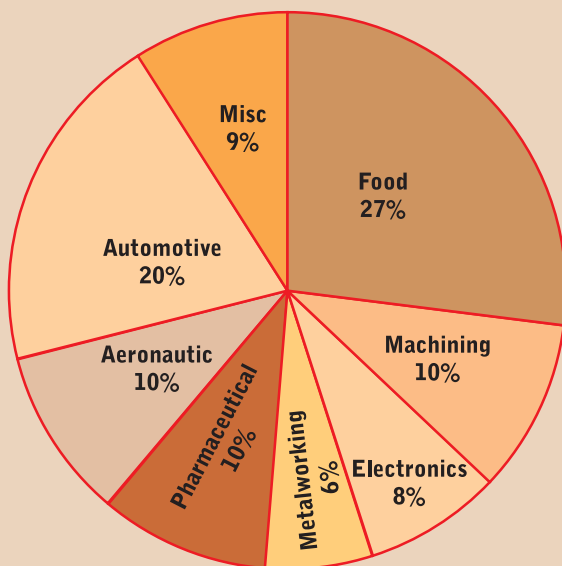
They are the "voice of lean" in the manufacturing world. As supporting member, ResourceMFG is provided with information that works toward manufacturing excellence, and aligns the organisation with the most progressive manufacturers in each community.

NTMA – National Tooling and Machining Association

The NTMA is the professional organisation that represents the precision machining and tooling producers in the United States. NTMA is organised in a way that emulates the NAM with a much narrower focus. NTMA is concerned with legislation that supports machining and provides members with information and tools to remain competitive. NTMA gives member's weekly industry insights, hiring criteria, training criteria, and sponsors national competitions for their national apprenticeship program. As a provider of skilled employees, ResourceMFG's support of this organisation is recognised as a strong strategic alliance. While not exhaustive, these organisations and community involvement with the manufacturing sector provide a unique involvement, participation, and awareness of industry; it is a demonstrable level of commitment to understand the businesses served and employees placed in manufacturing companies throughout the United States. **2.0**

Thomas R Cutler is the founder of the Manufacturing Media Consortium of twenty seven hundred journalists and editors writing about trends in manufacturing. Cutler is also the author of the Manufacturers' Public Relations and Media Guide. Cutler is a frequently published author within the manufacturing sector with more than 300 feature articles authored annually; he can be contacted at trcutler@trcutlerinc.com.

Mfg industries most likely to use specialised staffing firms (n=428)



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