

industry news

Motoman

INCREASES EDUCATION/TRAINING PROGRAMS

Harrisburg Area Community College (HACC) is now a Motoman Endorsed Robotics Instructor Training (MERIT) center. Through the MERIT program, universities and community colleges such as HACC offer the same level and quality of Motoman training to the regional manufacturing workforce. On March 1, representatives from HACC and Motoman Robotics cut the ribbon at the grand opening of the MERIT center located at the Chambersburg Mall. The center will deliver the NX100 Basic Programming, Advance Programming and Maintenance courses. "We are very excited about collaborating with Harrisburg Area Community College and manufacturers in eastern Pennsylvania," says Doug Schenher, vice president of Motoman Robotics, customer satisfaction group. "We view HACC as an extension of our Motoman training department. With an installed base of over 1,000 robots in this area, this is a significant win for the regional workforce and manufacturers. Increasing the skills of the workforce in the areas of robotics and advanced manufacturing enables companies to achieve new levels of productivity and profitability."

"Today represents another milestone," said Ron Young, HACC's provost and vice president of academic affairs and enrollment management. "We are, of course, increasing our mechatronics program, and we will be able to do that through the Robotics course."



Motoman also opened a Robot Laboratory at the Southern Indiana Career and Technical Center (courtesy of Motoman).

order to better prepare students for careers in post-secondary education related to manufacturing. SICTC's new Motoman Robot Laboratory will equip students with the skills needed to support advanced manufacturing in the southern Indiana region. For more information, visit www.motoman.com.

Eva Woo

JOINS BISHOP-WISCARVER

Linear motion technology manufacturer Bishop-Wisecarver has announced that a new vice president of marketing has been hired to support the company's forward-thinking communications and branding efforts. Eva Woo joined the company in early March, bringing with her a wealth of experience in online and offline marketing. She will play a leading role along with the executive team to develop innovative ways to build the BWC brand as it grows into new markets. Bishop-Wisecarver President Pamela Kan said the company chose Woo because of her knack for building brands from the ground up, her energy and her ambitious vision. "I am very excited at the new skill sets and expertise that Eva will bring to the team," Kan said. "Eva shared many ideas through



Eva Woo



The ribbon cutting ceremony for the Harrisburg Area Community College MERIT center took place on March 1 (courtesy of Motoman).

Additionally, Evansville Vanderburgh School Corporation (EVSC) recently announced the opening of the Motoman Robot Laboratory at the Southern Indiana Career and Technical Center (SICTC). The center received an advanced manufacturing grant this year, allowing it to purchase eight HP3JC robots with NXC100 controllers. The robotics program is one of several new programs SICTC has started in

the interview process and I look forward to seeing the impact that her changes will make on our company. It is a very exciting time for us and I feel very lucky to have Eva on the team to help us achieve all aspects of our strategic plan."

An industry veteran, Woo has spent the last 20 years shaping existing brands in various fields, from apparel to online games, and launching new ones, like toys and search/display

advertising. Woo started her marketing career as a product manager for Levi Strauss International, where she marketed U.S.-manufactured apparel to the Asia market. Woo then went on to become a start-up product marketer for companies such as MySpace, LeapFrog Enterprises and AdScape Media. Woo worked as the product marketing manager at Google, where she launched the Google Certified Partners Program for Google AdWords Professionals, Google Analytics Authorized Consultants.

"I saw the position at BWC as a chance for me to apply my skills and experience with marketing to an industry that could use more marketing breakthroughs," Woo said. "I have been fortunate enough to be part of some very successful companies, all of which were known for quality and consistency. I see that BWC has a lot of similar traits." Woo holds a bachelor's degree in international business and marketing from San Francisco State University and a master's degree in Organization Development from the University of San Francisco.

ABB

ACQUIRES NEWAVE ENERGY HOLDING

ABB recently announced that it has completed the public tender offer for Newave Energy Holding SA. The acquisition of Newave advances ABB's strategy to strengthen its position in the power control and quality market and it facilitates the sale of Newave products and services beyond their traditional markets in Europe through ABB's worldwide distribution network. Newave is well known in Europe as a manufacturer of uninterrupted power supply (UPS) systems. ABB plans to integrate Newave in its Discrete Automation and Motion division, with Newave's headquarters in Quartino, Switzerland, to become a main location for ABB's UPS systems. The management of Newave will assume leading positions in ABB's UPS business, which is expected to grow significantly because of the strategic and operational advantages resulting from the integration of Newave into ABB's UPS business.

"Combining ABB's and Newave's market presence and technological expertise will allow ABB to offer a complete range of UPS solutions to industrial, commercial and datacenter clients with a comprehensive alternating current (AC) and direct current (DC) solutions portfolio, reinforcing its strategic differentiation," said Ulrich Spiesshofer, ABB executive committee member responsible for the Discrete Automation and Motion division. "I am confident that the knowledge, experience and determination in both organizations will result in a strong, cohesive team focused on delivering exceptional products and services to our customers in Europe while opening new growth opportunities around the world."

"We are very glad that our shareholders accepted ABB's offer. With ABB's resources we can significantly extend the reach of Newave's products and grow further," said Newave's Chairman Villaznim Xhiha. "With the integration into ABB, Newave and its employees have a bright future ahead."

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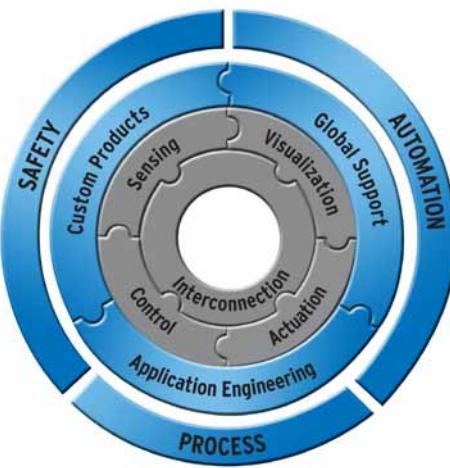
industry news

Omron

INTEGRATES SUPPORT FOR INDUSTRIAL AUTOMATION AND SAFETY

Omron Industrial Automation and Omron Scientific Technologies Inc. announced an internal realignment of support for machine automation systems and safeguarding to satisfy the needs of a wider range of customers. The sales and support organizations of Omron Industrial Automation and Omron STI will report to the same management while maintaining individual expertise in established areas at their current locations. The path to market using distributors remains unchanged: those specializing in either Automation or Safety will continue with that product portfolio; those distributors authorized for both will support both product categories. Customers will experience "business as usual" when the internal change takes effect on April 1, 2012.

"This sales realignment is the planned next phase of integra-



tion to provide our customers powerful machine automation and safety solutions, backed by application expertise and support acknowledged to be the best in the industry," explained Gregg Holst, president/chief operating officer of Omron Industrial Automation for the Americas.

"In 2006, when Omron acquired STI, we started down a path that would allow us to leverage the combined strengths of a global automation company while providing us with the resources to invest in and grow our safety business in a very competitive market," says Jim Ashford, president and chief operating officer of Omron STI. "This arrangement has turned out to be a great success for all of us. The subtle, but important next step in our evolution capitalizes on our organizational synergies and strengthens our ability to deliver exceptional customer value."

"There are four goals we seek to accomplish with this new arrangement," states Tony Canonaco, Omron STI vice presi-

dent sales. These include strengthening automation competency, presenting one Omron automation company, providing employee enrichment and transforming the company.

The realignment consolidates internal management responsibilities for automation and safety sales and support into three regions: USA and Canada; Mexico and Latin America; and Brazil. The arrangement enables greater sensitivity to local regulatory requirements to provide appropriate products and systems to customers.

PTDA Foundation Contributors

KICK OFF 2012 FUNDRAISING EFFORTS

With the anticipated retirement of more than 80 million baby boomers over the next 20 years and only 43 million younger workers in line to replace them, the time is fast approaching when recruiting talented individuals will once again be a serious challenge for every business. For the power transmission/motion control industry, the problem is even more profound as it endures a lack of recognition among young people as well as a well-publicized skills gap. The Industrial Career Pathway (ICP) initiative—founded and significantly funded by the PTDA Foundation—is taking major steps to ensure the workforce is aware of the satisfying and rewarding careers available in industrial distribution.

And to help, 15 organizations stepped up by making contributions of more than \$48,000 to fund the initiative's activities in 2012. These organizations are "in the vanguard" or leading the fundraising charge. By contributing to the PTDA Foundation as part of the Vanguard Campaign, they are taking a leading role in the movement to drive talented workers to the key positions of sales and customer service in industrial distribution.

"The 2012 Vanguard contributions show us just how many companies understand the importance of reaching out, connecting with and preparing young people to become our industries' outstanding employees and future leaders," said Barbara J. Ross, vice president sales and marketing, Timken Drives LLC, and president of the PTDA Foundation. "I give my sincere thanks to all 15 organizations for supporting the PTDA Foundation and its key initiative—Industrial Careers Pathway (ICP)."

2012 Vanguard contributors include BDI Worldwide, NSK Americas, Rexnord Industries, SKF USA, The Timken Company, Altra Industrial Motion, Bearing Service Inc., U.S. Motors/Nidec, AMI Bearings, Climax Metal, Hitachi, IBT, Koyo Corp, Lafert North America, Goodyear Engineered Products and Technologies, Inc.

The Vanguard campaign kicks off the PTDA Foundation's 2012 fund drive. For more information, visit www.ptda.org.

AMT and AMTDA

ANNOUNCE MERGER

The Association for Manufacturing Technology (AMT) and the American Machine Tool Distributors' Association (AMTDA) recently announced the merger of the two associations that will integrate their products and services to better serve the members of both associations. The announcement was made at The MFG Meeting (Manufacturing for Growth) held in Orlando, Florida. The new AMT will be headquartered in McLean, Virginia. All current employees of AMTDA will be joining the new AMT immediately.

Steve M. Wherry, chairman of AMTDA said, "This merger is a logical evolution for the manufacturing technology industry. We are uniting the entire manufacturing technology supply chain from engineering and building machines, to integrating automation and support, to distribution services, which will well serve the users of manufacturing technology for their future."

Eugene R. Haffely, Jr., chairman of AMT added, "This move exponentially increases member benefits and services to both organizations. We are now a stronger, more complete organization, representing the entire value chain of the manufacturing technology industry. Most important, this will give

our industry a more clarified and unified voice." Both boards of directors voted unanimously for the merger, and an unprecedented percentage of the combined membership participated in the vote to approve the move.

As a result of the merger between AMT and AMTDA, the organization took on an intensive process to design a new logo, and hence, a rebranding of the newly conjoined group. The logo was inspired by the Al Moore Award, which recognizes



extraordinary service to the industry. The design is a mathematical Lissajous curve suggestive of a three-dimensional knot. This pyramid style shape is evocative of a solid base with stability and strength. "It has always been our goal to find better ways to serve the manufacturing industry," said Douglas K. Woods, president of AMT. "This process, upon which we embarked two years ago, is a natural partnership that will help both organizations as we seek to advance manufacturing in the United States."

For more information, visit www.amtonline.org.

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