

NORBIC network.

Aug 2005

In this issue

Shirley R. Madigan Excellence	1	NORBIC Golf Outing	4
New Products, New Markets	1	Letter from our President	5
Pro-Bono Turnaround Experts	2	Calendar of Events	5
New Members	2	Member Anniversaries	6
On Board with Jeff Hughart	3		

NORBIC is a nonprofit economic development organization that promotes job growth and community advancement through the provision of technical and professional services to manufacturers in the greater Chicago area.

Shirley R. Madigan Named 2005's Motorola Excellence in Public Service Award Winner



Shirley R. Madigan, Motorola Excellence In Public Service 2005 Award Winner

EACH YEAR, NORBIC, ALONG WITH Motorola and Illinois Issues, recognizes one outstanding individual who endeavors in the public sector and who makes a significant and measurable difference to the lives and well-being of the citizens of Illinois.

NORBIC is pleased to announce that the 2005 Motorola Excellence in Public Service Award Winner is Shirley R. Madigan, Chairman of the Illinois Arts Council. Ms. Madigan has led the Illinois Arts

Council as chair for 15 of her 24 years' involvement with the organization. She is being honored for her service on the Illinois Arts Council, as well as for her many contributions to the arts and to her community.

The Illinois Arts Council (IAC) is comprised of twenty-one volunteers appointed by the governor to encourage the development of the arts throughout Illinois. This state agency assists artists, arts organizations and other community organizations that present arts programming by providing financial and technical assistance. The Council is charged with developing the state's public arts policy, fostering quality culturally diverse programs and approving grant expenditures. Funds are provided annually to the Council by the Illinois State Legislature and the National Endowment for the Arts. Members of the IAC are chosen for their demonstrated commitment to the arts.

Ms. Madigan's passionate advocacy and record of achievement in the arts and human services attest to her personal philosophy that one must "give back" for all that one has received. Four areas - the arts, children and families, education and juvenile justice reform have captured her attention.

During her time leading the Illinois Arts Council, Ms. Madigan has established

Continued on page 3

New Products, New Markets Invigorate QuickSet

September Discovery Tour to highlight product development, brand protection

QUICKSET INTERNATIONAL IS A Northbrook-based company that many photographers know well - for many years the company was a leading manufacturer of photographic tripods. A privately held company in business since the 1930s, QuickSet is the host of NORBIC's September 6, 2005 Discovery Tour, an event you'll certainly want to attend to learn how you too can redefine your company through new product development and branding initiatives.

After a period of stagnation earlier this decade, QuickSet management took several steps to revitalize the company to double-digit growth during the last three years:

- 1 It got involved in government contracting
- 2 It took advantage of research and development tax credits
- 3 It took an aggressive stance toward finding new customers in new markets

Many Chicago companies today face the dilemma QuickSet once faced: maturing or declining markets and customer base. Because growth has been stagnant or slow for these companies, there has been a failure to invest in R&D. Let's look at some figures: 54 percent of Chicago companies struggle with mature products, aging manufacturing processes and a shrinking customer base,

Continued on page 4

Making Lean Work for the Job Shop and Small Manufacturer

Shave costs even more after you attend this pivotal seminar

JOB SHOP AND SMALL MANUFACTURING executives who missed the sold-out July 19 NORBIC Discovery Tour at Ace Metal Crafts or who want to learn more about lean manufacturing should plan to attend the workshop, *Making Lean Work for the Job Shop and Small Manufacturer*, September 28 and 29 at the Doubletree Hotel in Oak Brook.

By attending this workshop, you'll learn how to apply lean manufacturing principles to your business, and you'll come away with real-world applications that will benefit your organization. You'll also learn how to reduce scrap, improve customer service, reduce inventory costs, improve quality and boost cash flow. Finally, this program will help you understand how to set up and manage value streams, begin standardized programming, create mutual trust between managers and shop floor staff, better manage bottlenecks (and know why they are always changing), and better control and schedule secondary operations, among a host of other valuable, bottom line-oriented benefits.

NORBIC has joined with the Chicago/Midwest Chapter of the Association for Manufacturing Excellence to promote this event. The event itself is sponsored by the Society of Manufacturing Engineers and the National Association of Job Shops and Small Manufacturers.

The program will take advantage of expert-lead workshops, as well as break-

Don't miss this opportunity to learn how lean manufacturing can help you reduce your costs and improve your profitability.

out sessions, videos, testimonials and job shop and small manufacturer site tours to teach you about lean principals and to help you to visualize them in application in your shop or plant.

You will conclude the workshop with the knowledge you need to set up lean principles and take advantage of them back at your facility.

One of the site tours to be featured is Ace Metal Crafts, Franklin Park, which was the site of last month's NORBIC



Keith Stout of Ace Metal Crafts speaks to NORBIC members about lean manufacturing for job shops at the August NORBIC Discovery Tour

Discovery Tour. Ace Metal Craft has used lean processes to reduce work-in-progress values by 50 percent, increase throughput, and decrease lead times by 65 percent.

"Lean manufacturing is having a remarkable impact on the marketplace and this lean workshop is specifically designed to teach lean principles that can be applied by job shops and small manufacturers and show results in those unique environments," said Lauralyn McDaniel of the Society of Manufacturing Engineers, Dearborn, MI.

Don't miss this opportunity to learn how lean manufacturing can help you reduce your costs and improve your profitability. If your manufacturing company is low volume, has a high product mix, has fewer than 250 employees, provides custom orders, common products, non-repetitive manufacturing, make-to-order, or short run or small lot manufacturing, this event may offer an important key to your business success.

For more information and to register, contact www.sme.org.

NORBIC Welcomes New Members

New Century Bank is a \$300MM asset wholesale commercial bank, providing the full range of banking products to serve the needs of entrepreneurs and privately owned or closely held companies in the greater metropolitan Chicago marketplace. Whether it's commercial banking, commercial real estate or private banking, they deliver thoughtful, timely value-added solutions together with a strong focus on service.

U.S. Tsubaki is a leading manufacturer and supplier of power transmission and motion control products and is the world's market share leader in roller chain. An intense focus on research and development, along with continuously modernized production facilities, has resulted in Tsubaki meeting the ever changing needs of the global marketplace.

Nielsen Massey Vanillas has been producing premium pure vanilla products made from the finest vanilla beans available- hand-picked for perfection, since 1907. This family owned business' products are sought for their pure vanilla flavor and varied functionality worldwide for industrial or retail use.

NORBIC Facts & Features

"Innovation is the specific instrument of entrepreneurship. The act that endows resources with a new capacity to create wealth."

*Peter F. Drucker
American Educator & Author*

The London-based Foreign Direct Investment (fDi) magazine, a Financial Times publication, recently named Chicago the overall "U.S. City of the Future" in its June/July 2005 issue. The award honors Chicago for its many attributes as a center for foreign investment. The June issue states, "Among the three most important factors in securing investment in Chicago are the availability of world-class and diverse talent, superb transportation and connectivity infrastructure, and a business-friendly environment."

Congratulations Chicago!

Getting on Board with NORBIC's Board of Directors

Featuring Jeff Hughart, Knight Industries

THIS SERIES ABOUT NORBIC DIRECTORS provides a look into these directors' companies, their involvement in NORBIC and their observations on issues facing Illinois manufacturers. This interview is with Jeff Hughart, Chief Operating Officer for Knight Industries, LLC, Northfield, Illinois.

What business is Knight Industries in?

Knight Industries has been in business for four years. We are a manufacturer and supplier of engineered wood products for residential and commercial applications. Our headquarters are in Northfield, and we have manufacturing in Louisiana, Pennsylvania, Maine and Virginia. Until recently we have marketed exclusively through distributors, though we are now reaching the end consumer, the do-it-yourself homeowner, through advertising and public relations through the homes sections of major city newspapers.

What key challenges does your business face and how do you address them?

Energy costs, especially as they relate to the manufacture of our products, are a growing concern. Our market is also quite mature. In fact, we started Knight Industries to fill a niche in the construction products market we felt was being ignored. Construction products like fiberboard and the like are rather ho-hum, in terms of great innovation and excitement, but we felt with the right approach we could create quite a successful company marketing products to this mature market.

We've been successful at this because we have assembled a great management team, reinvested back into creating new products and services for our markets, and by applying manufacturing efficiencies that help us produce excellent products at a lower cost.

In the last 12 months we have introduced two new products to our markets that now represent 10 percent of our revenues. We expect that these products will eventually make up to 30 percent of our products as demand for them grows.

How does involvement in NORBIC aid a company like yours?

It is beneficial to us on both personal and company levels. For me individually, my



Jeff Hughart of Knight Industries

involvement in NORBIC puts me in touch with a wide variety of people running and managing a wide variety of small to mid-size businesses. From them, I learn a lot about how to run my business better.

Also, as a mid-size business, we don't have the personal time -- or the budget to hire a consultant -- to investigate all the solutions and opportunities that might be available to us to expand our markets, reduce our costs, or provide better training for our employees. However, through NORBIC we have access to the resources and information that can provide the right answers to those questions.

For instance, we have leveraged such NORBIC programs as its employee training grant and government procurement programs to help us take advantage of those opportunities to improve our business.

How long have you personally been active in NORBIC?

I initially got active when I was the European Managing Director for A. Finkl & Sons about six years ago. When I left there to become co-founder of Knight Industries along with Jim Knight I kept my NORBIC membership intact. Involvement has continued to be an advantage for me and for Knight Industries.

For more information on Knight Industries, visit <http://www.aknightcompany.com>.

Shirley R. Madigan

(Continued from page 1)

numerous arts and music programs and festivals, served on the steering committee for the National Endowment for the Arts' Arts in Education and similar programs, organized the Southwest Arts & Cultural Council, as well as many other cultural events for the community. She has been honored many times for her work on behalf of the arts, including the Sidney R. Yates Lifetime Achievement Award from the Illinois Arts Alliance. Ms. Madigan has served and continues to serve as a volunteer with various schools and universities, hospitals, domestic violence and homeless shelters, as well as with the American Red Cross, United Way, Boys & Girls Clubs, Girl Scouts of America, Urban Gateways and other organizations.

Through her leadership and contributions to the community, Shirley Madigan has embodied the spirit of the Motorola Excellence in Public Service Award, which honors a public servant who has a vision for his or her government jurisdiction and a coherent plan for bringing that vision to life. The winner of this award must have assembled a talented team that is helping implement that vision and have accomplished long-term and lasting benefits for the efficiency, effectiveness, and economy of government operations. The winner must also be a role model to motivate and inspire others, among other qualifications.

A luncheon and awards ceremony to recognize Ms. Madigan for her contribution to the betterment of Illinois and the Illinois arts community will be held October 12 at the Chicago Hilton. More details on the 14th Annual Motorola Excellence in Public service award luncheon will be announced soon.

NORBIC, Motorola and Illinois Issues invite you to join us in honoring an exemplary public servant.

NORBIC Golf Outing

NORBIC wishes to thank its 2005 Golf Outing sponsors for their support of our economic development efforts!

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Improve Olympic
Lakeshore Theatre
L. Krinsky
Lou Malnati's

Marcello & Sons
Marriott O'Hare
The Notebaert Nature Museum
Radio Flyer
Rollex Corporation
Second City
Shedd Aquarium
Sybaris
Tony N' Tina's Wedding
Zanies

NORBIC congratulates its best golfers:

Best Team Score – Red Course

Scott Dawson, Todd Benton
Bill Herring & Jeff Rathmel

Best Team Score – White Course

Tim Kowalczyk, John Boronka
Chris Leo & George Burger

Best Score Male

Vince Robisch & Norm Stanczek

Best Score Female

Jean Afman & Jean Pitzo

Longest Drive Male

Dean Stork & Scott Dawson

Longest Drive Female

Jean Afman & Jean Pitzo

Closest to the Pin Male

Nat Browski & Nick Corrieo

QuickSet

(Continued from page 1)

yet a full 61 percent of these companies do no R&D to create new products or extensions of existing products that could result in new growth customers and new growth markets.

For QuickSet, however, R&D has been instrumental to its future.

"We have a series of R&D programs going all the time," said Bill Raspe, CFO. "We want to become an innovator, not a follower. By moving into the government markets, where the R&D dollars are, we've found that as we stretch to do something new what we learn along the way can be applied to our existing processes to reduce costs."

Following its leadership in consumer photographic tripods, QuickSet expanded its line into commercial, industrial and military markets, and then evolved into

designing and manufacturing electro-mechanical precision positioning devices for mobile broadcast van antenna.

Today, Quickset is expanding its pan-and-tilt product line, now fully electronic, into the power utility and corporate facility security markets.

NORBIC has been an important partner to QuickSet along this journey, Raspe said. QuickSet has been a member for about 18 months. "NORBIC helped us get a grant that provided help in our understanding how Washington, D.C. works" he said. "This was tremendously helpful to a small Midwest manufacturing company like us looking to get its share of government contracting business."

When companies redefine themselves as QuickSet did, whether through product re-alignment, innovation or through penetration into new markets, the branding of that company and its products can add considerable value to it. Thus, patents and trademarks become important legal issues to be considered. Attorney Leon Edelson of Levenfeld Perlstein, LLP, a specialist in intellectual properties, patents, trademarks, copyrights and trade secrets, will present at the Discovery Tour to share how manufacturers can leverage trademarks and patents to build value in their products and their companies. A trademark, he said, is really branding, which has economic value (consider the power of the brands Microsoft, Nike or McDonalds). Patents, on the other hand, protect products or processes, and these too have economic value.

"Coca-Cola, if it somehow lost all its processes, distribution and real estate, still has powerful economic value, just in the brand 'Coca-Cola,'" Edelson said. "It could re-invent itself as a maker of Coca-Cola pies and still have tremendous economic value."

Edelson will help attendees better understand how companies interested in new product development can leverage the power of trademarks and patents to not only protect company assets but help to create value in the names and patents themselves.

Me, Inc.

Why your business model must change

5

AS A YOUTH, A POPULAR REFRAIN heard often in my household was this: "If it is to be, it's up to me."

The instruction made it difficult for me to pass by a piece of litter in the yard without picking it up or to fantasize that somehow my studies would get done without me cracking open the books.

"If it is to be, it's up to me" applies to every one in your business. Today's the age of Me, Inc., the corporation of one, where every employee working in your company needs to begin to understand that personal self reliance is the key to their future.

Whereas our fathers worked for companies and organizations in which lifetime employment was almost a given, we, laboring today here in the early part of the 21st century, are working in an era of employ-ability. The "employ-able" individual isn't psychologically dependent on life-time employment for security, but rather realizes that the true path to employment security is through the self reliance that comes with continuous skills sharpening; continuous education, often in areas outside the individual's core competency; and through a focus on the maintenance of an attitude that accepts and embraces the fact that the pain of change is often the admission to greater success.

These concepts we also can apply to the ownership of a small- to mid-size manufacturing company. A company must work on maintaining its collective "employ-ability." This means that the company, like its employees, is focused on change...on continuous improvement...on being flexible with regard to the nature of its business...to ensure that it attracts customers today and those who'll become customers tomorrow.

We, as CEOs of the ships we steer, must add to our plate of responsibilities the most-important of duties, the upgrading of our own skills and capabilities as well as those of everyone who works within our organizations. What I am suggesting here is this: you must work on the de-

velopment of the individual -- let's call it person-product development -- as much as you do on the tangible products and services you manufacture and market.

Of course, directing such change can be difficult. NORBIC, however, is always here to assist you. NORBIC training programs can help you pay for the skills improvements that your business deserves to ensure its long-term viability. Other programs on lean manufacturing, for instance, help your organization develop new skills for being more efficient and doing more with less.

Product development for the company and product development for the individual -- Me, Inc. -- often must move forward in tandem. For the company, the point of the bayonet in the small of the back that stimulates this change can be unexpected financial troubles, the loss of a critical company leader, or the sudden challenge of a new competitor. For Me, Inc., the bayonet point can be a difficult but constructive performance review, a promotion not realized or a security-shaking life-change.

Regardless of the source of such pain, the purpose of constructive pain of this nature is to focus the individual and the organization on self reliance. Companies today must be flexible, ever-changing and alert. Employees today must likewise be so. Work with your employees to realize that they are in control of their own employ-ability destiny. Help them realize that the best karma for the organization and the individual alike to adopt today is what my folks taught me years ago, "If it is to be, it's up to me."



Chris Multhauf
President and CEO

Calendar of Events

August 8, 2005

Illinois Symposium on RIA Applications

8:00am - 5:30pm

University of Illinois at Chicago
Molecular Biology Research Bldg
900 S. Ashland Ave., Chicago, IL

For more information and to register, visit
www.riaforillinois.com/news.htm

August 10, 2005

Value Stream Mapping

8:00am - 12:00pm

Tooling and Manufacturing Association
Park Ridge, IL 60068

Register online at www.tmanet.com

August 12, 2005

2005 City Treasurer's Small Business Expos @ UIC

8:00am - 3:30pm

UIC Pavilion, 525 S. Racine Ave., Chicago, IL
Free

Register online at www.chicagocitytreasurer.com or
call 312/744-EXPO

August 18, 2005

Basics Seminar: Government Procurement

8:30 - 11:00am

Chicagoland Entrepreneurial Center
330 North Wabash, Suite 2800, One IBM Plaza
Chicago, IL

\$20/members; \$40/non-members

For more information and to register, visit
www.chicagolandchamber.org

September 6, 2005

Discovery Tour: Product Development

8:00 - 11:00am

Quickset International
3650 Woodhead Drive, Northbrook, IL

\$35/members; \$50/non-members

For more information and to register, contact NORBIC
773/594-9292

September 8, 2005

Key Issues Seminar: NAFTA Compliance Training

8:00 - 11:30am

Wright College, 4300 N Narragansett Ave, Chicago, IL

\$50/members; \$65 for non-members

For more information and to register, contact NORBIC
773/594-9292

September 20, 2005

Business Killers- Avoiding the Six Common Mistakes Business Owners Often Make

TBA

For more information and to register, contact
CenterPoint @ 708/534-4929

September 21, 2005

Key Issue: Automated Export System (AES) Certification

Wright College, 4300 N Narragansett Ave, Chicago, IL

For more information and to register, contact NORBIC
773/594-9292

September 28 & 29, 2005

Making Lean Work for the Job Shop and Small Manufacturer

Doubletree Hotel Chicago-Oak Brook
Oak Brook, IL

For more information and to register, contact
www.sme.org/

About Network

NORBIC is a nonprofit economic development organization that promotes job growth and community advancement through the provision of technical and professional services to manufacturers in the greater Chicago area.

For information:

NORBIC, 5353 W. Armstrong Ave.
Chicago, IL 60646-6509
Phone: 773/594-9292, Fax: 773/594-9416.

Elizabeth R. Beltran, Editing/Distribution,
ext. 233



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Property Listings

Looking to relocate? Property Listings can be found on NORBIC's website at www.norbic.org or by calling Angela Bertolo at 773/594-9292.

Credits

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July Member Anniversaries:

Dupli-Graphic 2001
Wolf & Company 2003
Pearre & Associates Ltd 2002
North Park University 1988
Permatron Corporation 2003
Kenall Mfg Co 2003
Bruss Company 2003
C Cretors & Company 2002
Horizon Metals Inc 2000
Craftsman Plating & Tinning Corp 1991
Automatic Anodizing Corp 1995
Cardinal Cartridge Inc 2001
H2O Plus 2002
Allenton Lumber Co Inc 2003
Laner Muchin Dombrow Becker
Levin Tominb 2003

Metal Strip Manufacturing Co 2003
K & C Machining Inc 2003
Block & Company Inc 2003
Evolution Partners 2003
Vibrol Dynamics Corp 2004

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- ✦ Sales Collateral
- ✦ Web Site Development
- ✦ Advertising
- ✦ Catalogs
- ✦ Writing
- ✦ Newsletters (This one for example)

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