

## ACMC 2005 WORKSHOP—BUSINESS REPORT

The Steering Committee Pre-workshop meeting was held on 8 June 2005 in Hamilton. Present were: Dan Connelly, Gary Vale, Ian Kirk, Kos Doytchinov, Alan Spence, Greg Hetland, Tom Williams, Alexandra Shaw

The planning of the ACMC 2005 Workshop was well in hand, with all logistical issues accomplished. Therefore, the meeting focused on the main agenda item—a proposal put forth by Thomas Williams, Publisher of Quality Magazine that the ACMC consider a potential relationship with the IDW.

### Proposed IDW/ACMC Collaboration

A lengthy discussion took place and the significant points are listed below:

1. There has been a shift of audience for CMM events—the number of participants coming from metrology labs is decreasing while participants from industry's shop floor are growing in number—surface measurement sessions at the IDW 2005 event attracted only 33% of participants while thread gaging attracted double that amount.
2. The percentage of measuring equipment under the responsibility of the Manufacturing Departments is increasing at the expense of the Quality Departments—design engineers not metrologists are driving the function. ACMC should take this into account and make a specific attempt to target these people by increasing the metrology awareness and outlining the consequences for the manufacturing sector.
3. Whereas the IDW used to focus on cutting edge CMM metrology, day-to-day user issues are now the main audience for knowledge dissemination.
4. A decline in circulation of trade magazines such as *Quality in Manufacturing* has signaled a change of audience and the way audiences can be reached.
5. Quality Magazine has marketing power with approximately 50,000 email addresses to which they can send electronic newsletters.
6. Quality Magazine organizes the IDW as a moneymaking event. Their 2005 two day event costs \$395US, booth space costs \$800US, and various levels of sponsorship is available with many good benefits to sponsor companies.
7. During the discussions with Tom, the Committee discussed several scenarios, which included the possibility of a joint IDW/ACMC meeting, in Windsor for example. Neither Tom nor the committee members were sure that this would be beneficial to both parties. It was agreed that Kos would consult the Steering Committee Members after the Workshop and then organize a conference call with Dan, Tom Williams and Greg Hetland in 2-3 weeks time.
8. One issue to consider is that the support from NRC may not be forthcoming for an event with a for-profit organization in another country. NRC management's position would have to be taken into account.
9. The ACMC is a non-profit organization, with a mission to disseminate information, training, and good practices to industry and users in Canada.
10. The ACMC could incorporate "manufacturing" in its branding, and rework its marketing message to ensure potential participants are aware of the balance between the cutting edge and practical presentations.

11. Each year the ACMC Workshop attracts about 25 participants, 7 or 8 speakers and 7 active Steering Committee members. Our yearly workshop attendance ranges from 40 to 55, with our highest being 62 at our 2003 workshop in Montreal.
12. The ACMC, like the IDW, is looking for ways to extend its reach.

ACMC Business Meeting — 9<sup>th</sup> June 2005

A synopsis of the discussions at the Steering Committee Pre-Workshop Meeting was brought to the participants during the Workshop Business Meeting at the close of day one. Another exchange of good ideas and suggestions on the topic of teaming with IDW followed.

Kevin Legacy of Zeiss provided information about the one-day workshop given by Zeiss for their employees. He suggested that the ACMC could also look into the possibility of piggybacking on this venue.

The animated and informative interchange provided more excellent points for the Steering Committee to discuss in the coming weeks. Further communications with Tom Williams and Kevin Legacy from ZEISS will follow,

Election of Officers for 2006

It was proposed and carried that the 2005 slate of Officers continue in their roles for 2006.

Chairman: Dan Connelly, General Motors

Vice-Chairman: Gary Vale, Technical Measures Inc.

Secretary: Kos Doytchinov, National Research Council Canada

Treasurer: Ian Kirk, Durham College

Financial Statement—Reporting Period 1 January 2004 to 31 December 2004

Report to follow on 28<sup>th</sup> June 2005.