



UNITED STATES CUTTING TOOL INSTITUTE  
LEADING THE FUTURE OF THE CUTTING TOOL INDUSTRY

# fall 16



Omni Royal Orleans  
New Orleans, Louisiana  
October 15-17

# 2016 USCTI MEETING SPONSORS



# PRESIDENT'S WELCOME



Dear USCTI Members, Sponsors and Guests,

After coming off a very successful World Cutting Tool Conference this past spring in beautiful Hawaii, allow me to welcome you to historical New Orleans. We typically alternate our meetings between the east and west coasts, but our Programs Committee wisely chose to mix it up this time and selected a “must-see,” or should I say, “must-experience” place for everyone to visit. Depending on how your business is going, you may choose to celebrate or drown your sorrows on Bourbon Street. Either way, who better to experience it with than your fellow Cutting Tool colleagues!

Our extended weekend is jam-packed with tremendous content. Eric Potterat, retired psychologist for the U.S. Navy SEALs, will challenge your mental toughness. Your stomach will be tested by not only New Orleans creole cuisine, but also by Bill Strauss’s Economic Outlook for the rest of 2016 and 2017, and Bob Segal’s presentation on Channel and Distribution Strategies. We will also stretch your vision with a mind-expanding presentation on the Digital Machine Shop from a Cutting Tool Perspective by Jeff Rizzie of Sandvik Coromant. Mixed in will be Gold sponsor presentations, roundtable discussions and plenty of networking opportunities.

We also encourage you to stop and smell the gumbo! What would a trip to New Orleans be without sampling its great cuisine and washing it down with your favorite bayou beverage? So, work on your business, experience the culture and create some memories.

Eat well,  
Steve Stokey



# PROGRAMS COMMITTEE CHAIR'S WELCOME



Hello everyone and welcome to NOLA. Once again, we have a little bit of everything wrapped up into a three-day meeting. We will kick things off with an opening reception Saturday evening. On Sunday, we will start off with Retired Commander Eric Potterat and end with some insight from Bill Strauss in regards to what is happening from the perspective of the Federal Reserve. In the afternoon, we have a couple of ways to explore the culture of New Orleans. Sunday evening promises to be a treat, as we will be embarking on a journey to the World War II Museum for a night of dinner and drinks at this historic venue.

On Monday, the ladies will start off with a wonderful breakfast at Brennan's and a walking tour of the city. The membership will start the day with our traditional roundtable discussions, followed by discussions about channel and distribution strategies from Bob Segal of Frank Lynn & Associates. Our final speaker will be Jeff Rizzie from Sandvik Coromant, who will speak about the digital machine shop from a cutting tool perspective. We will end the day—and the meeting—with more optional activities to enjoy New Orleans in the afternoon, and will host a closing reception in the evening for additional networking opportunities.

Throughout Saturday and Sunday, we will have presentations from four of our Gold sponsors. Sponsors will also have tables set up to visit during program breaks. Please stop by and talk to them about how they might be able to help with your business needs. Our sponsors allow us to continue to bring value to each meeting. Please thank them for their continued support.

Cheers!

Mike Stokey  
Programs Committee Chair



# 2016 FALL MEETING SCHEDULE

October 15–17, 2016  
Omni Royal Orleans • New Orleans, Louisiana

## FRIDAY, OCTOBER 14, 2016

6:00 PM – 9:00 PM **Gold Sponsor Dinner** (By invitation)  
*Walking distance from hotel* Galatoire's Restaurant

## SATURDAY, OCTOBER 15, 2016

8:30 AM – 9:30 AM **Programs Committee Meeting (Breakfast)** Chartres/St. Louis Room

9:45 AM – 11:45 AM **Board of Directors' Meeting** Chartres/St. Louis Room

6:00 PM – 7:30 PM **Welcome Reception**  
*Join USCTI members and sponsors for music,  
heavy hors d'oeuvres and networking* Esplanade Complex

## SUNDAY, OCTOBER 16, 2016

7:30 AM – 8:15 AM **Institute Breakfast** (Spouses welcome) Esplanade

8:15 AM – 8:30 AM **Introductions and Welcome** Grand Salon

8:30 AM – 9:45 AM **Keynote Speaker: Eric Potterat** Grand Salon

9:45 AM – 10:15 AM **Coffee Break and Sponsor Tabletops** Josephine Bonaparte

10:15 AM – 10:30 AM **Gold Sponsor Presentation: Blaser Swisslube** Grand Salon

10:30 AM – 10:45 AM **Gold Sponsor Presentation: Platit** Grand Salon

10:45 AM – 11:00 AM **Gold Sponsor Presentation: Beamer** Grand Salon

11:00 AM – 12:00 PM **Speaker: William A. Strauss** Grand Salon

1:00 PM – 3:00 PM **Optional Activity: Spirited Cocktail Tour**  
*Meet in lobby at 12:45 PM (walk) – Lunch  
not included* Various

1:00 PM – 4:00 PM **Optional Activity: Garden District Tour**  
*Meet in lobby at 12:45 PM (bus) – Lunch not included* Various

6:00 PM – 10:00 PM **Reception & Dinner**  
*Meet in lobby at 5:30 PM (bus)* World War II Museum

*continued on next page*





# MEETING SCHEDULE CONTINUED

## MONDAY, OCTOBER 17, 2016

7:00 AM – 8:15 AM	<b>Breakfast</b>	Esplanade
7:15 AM – 8:15 AM	<b>Roundtable</b> <i>An opportunity for attendees to discuss current trends, issues and solutions among their peers</i>	Grand Salon
8:15 AM – 8:30 AM	<b>Welcome &amp; Introductions</b>	Grand Salon
8:30 AM – 9:30 AM	<b>Speaker: Bob Segal</b>	Grand Salon
9:00 AM – 12:00 PM	<b>Ladies Breakfast and Walking Tour</b> <i>Meet in lobby at 8:45 am (walk)</i>	Brennan's
9:30 AM – 9:45 AM	<b>Coffee Break and Sponsor Tabletops</b>	Josephine Bonaparte
9:45 AM – 10:45 AM	<b>Speaker: Jeff Rizzie</b>	Grand Salon
10:45 AM – 11:00 AM	<b>Gold Sponsor Presentation: Rollomatic</b>	Grand Salon
11:00 AM – 12:30 PM	<b>USCTI Institute Meeting</b>	Grand Salon
1:00 PM – 4:00 PM	<b>Optional Activity: Cookin' Creole Culinary Tour</b> <i>Meet in lobby at 12:45 PM (walk) – Lunch included</i>	Various
2:00 PM – 4:30 PM	<b>Port River &amp; Paddlewheel Cruise</b> <i>Meet in lobby at 1:30 PM (bus) – Lunch not included</i>	Various
6:00 PM – 7:30 PM	<b>Farewell Reception</b> <i>Join USCTI members and sponsors for heavy hors d'oeuvres, networking and a glimpse into your future.</i>	Royal Garden Terrace Complex

# SPEAKERS



## **Keynote: Retired Commander Eric Potterat**

Eric Potterat, Ph.D. is a newly retired U.S. Navy Commander, who, during his last 10 years in the Navy, served as the psychologist for the U.S. Navy SEALs. As their head psychologist, he was responsible for the assessment, selection, development, maintenance and enhancement programs for the nation's best warriors and highest performers. He was also responsible for the mental toughness and performance psychology training, clinical care, operational readiness/resilience training and neurocognitive evaluation programs for all the active duty personnel across the Navy's Special Operations Force worldwide. He is considered one of the leading experts in individual and organizational resilience and performance enhancement in high-risk, high-performance occupations. Years of working with and researching these elite performers has allowed him to better understand the science of mental toughness and how many of the same techniques that make elite performers amazingly successful are 100% teachable. He now helps individuals and organizations better focus on more effective teamwork principles, performing better under pressure, and the development, maintenance and enhancement of resilience.

For his last 15 of his 20 years in the Navy, he focused his research and practice on stress resilience, personnel selection and development, mental toughness training, and optimizing human performance in extreme environments. He is also credited for developing and implementing the Mental Toughness Training Program for the U.S. Navy SEALs and embedding it into their training pipeline. He has 30 peer-reviewed, professional journal and/or chapter publications, has been featured on national media (History Channel, MSNBC, national magazines, etc.), and has served as a consultant to many organizations including, numerous professional (NFL, MLB, NBA, etc.) and collegiate sports teams, individual professional athletes, Red Bull High Performance, NASA, many law enforcement and government agencies, firefighting organizations, and Fortune 500 corporations. His talks tend to be a mixture of techniques and mindset principles that allow individuals and organizations to thrive and excel in the face of pressure.



## **William A. Strauss, Federal Reserve Bank of Chicago Economic Outlook for 2016 and 2017**

William A. Strauss is a Senior Economist and Economic Advisor in the Economic Research Department at the Federal Reserve Bank of Chicago, which he joined in 1982. His chief responsibilities include analyzing the current performance of both the Midwest economy and the manufacturing sector for use in monetary policy. He produces the monthly Chicago Fed Midwest Manufacturing Index and organizes the Bank's Economic Outlook Symposium and Automotive Outlook Symposium.

We are in the eighth year of the economic expansion following the "Great Recession" of 2008 and 2009. During the economic downturn, the economy experienced outsized losses in the housing, manufacturing and jobs sectors. Yet, what would typically be a robust recovery has not occurred. Labor markets, while significantly improved, are still not at a normal level and wage growth remains low. Credit conditions continue to ease from those that existed during the recession, but remain restrained for many borrowers, and continue acting as a headwind to growth. The collapse in energy prices will boost growth in the U.S. economy this year, however, the surging value of the dollar will lower growth as we see net exports deteriorate. Inflation has been low and below the Federal Reserve's target for several years.

Mr. Strauss will look at the performance of the overall macro economy with specific attention paid to key economic sectors and indicators for the U.S. economy over the next couple of years.

# SPEAKERS CONTINUED



## **Bob Segal, Frank Lynn & Associates Channel & Distribution Strategy**

Robert [Bob] L. Segal is a principal with Frank Lynn & Associates, Inc. with extensive experience in the industrial and technology markets. During his 31-year tenure with the firm, Bob has worked with clients to evaluate growth opportunities, predict and respond to industry trends, and design innovative channel strategies. A central theme of his work is the development of channel strategies based on added value and differentiation.

Bob is a widely published author and frequently quoted expert in channel strategy, appearing in publications such as *Planning Review Magazine*, *Purchasing Magazine*, *The Journal of Business Strategy* and *Industrial Distribution Magazine*. In addition, he teaches *Professional Sales Channel Management* and *Channel Strategy Design*, two of Frank Lynn & Associates' core workshops, at client sites around the country and at Frank Lynn & Associates' office in Chicago.

He earned an M.B.A. in marketing and finance from the Kellogg School of Management, Northwestern University and a Bachelor of Arts degree in economics from Georgetown University.



## **Jeff Rizzie, Sandvik Coromant The Digital Machine Shop from a Cutting Tool Perspective**

Jeff started his manufacturing career in 1980 and has held various technical and/or strategic leadership positions for industry leaders Sandvik Coromant, Mazak Corporation and Emerson Electric. In his current role at Sandvik Coromant, Jeff is responsible for development of strategic initiatives and business cases across Market Area Americas with a focus on future business needs and the creation of new revenue streams—either organically or through potential mergers or acquisitions. In addition, he has responsibility to promote “Future of Manufacturing” initiatives within the organization by helping to identify and track industry trends and leading related projects/opportunities in the Americas.

His technical expertise is centered around manufacturing processes with a concentration on metal cutting and machine tool integration, having held positions as Journeyman Machinist, Sr. Manufacturing Engineer, Applications Engineering Manager and Machine Investments Specialist over a 20-year span. He also has extensive international strategic planning, implementation and leadership experience, working to drive and support key initiatives of manufacturing customers and internal stakeholders through positions such as Tooling Systems Manager, Global Customer Manager (responsible for business with Caterpillar) and Director of Machine Investments.



# 2016 FALL MEETING ATTENDEES

Company	Representative	Spouse/Guest
Allied Machine & Engineering Corp.	Steve Stokey Mike Stokey	Gretchen Sue
Alvord-Polk Tool Co.	Steve Boyer	Trisha
American Tool	Devon Anderson*	
ARCH Global Precision	Elijah Crotzer	Missy Nelson
ATA Tools, Inc.	Ed Boggs Hector Diaz-Stringel*	
Baker & Hostetler LLP (USCTI legal counsel)	Joseph Boeckman	Jane
CemeCon, Inc	Marjorie Steed Gary Lake	Daniel Woodruff Martha
Craig Tools, Inc.	Don Tripler	Yuni
Dormer Pramet	Andrew Hunter* Martin Sehnal*	
Everede Tool Company	Randall Rinehart Bret Tayne	Kimberly
Fraisa USA	Mathieu Tapp Thomas Naegelin	Catherine
G.W. Schultz Tool, Inc.	Adam Lafferty* Rick McIntyre*	
Greenfield Industries, Inc.	Jeff Major	
Jarvis Cutting Tools, Inc.	Costikyan Jarvis	Jean
Keo Cutters	Jeff Cederstrom Terry Leach	Monica
Kyocera Hardcoating Technologies Ltd.	James Haag	Deborah
Kyocera SGS Precision Tool	Thomas Haag	
Mapal, Inc.	Torsten Buchwald Rene Kristensen*	Karin Brandy*
Micro 100 Tool Corporation	Mick Armstrong	
North American Tool Corp.	Phil Samuels	Barbara
OSG USA, Inc.	Mike Grantham David Kwon Jeffrey Tennant	Alicia
Promax Tools	Nancy Owens Nick Wendt	Beth
Sandvik Hyperion	Jon Wyniemko	Jennifer
Seco Tools, LLC	Rob Keenan*	
Star Cutter Company	Jeffery Lawton Aaron Remsing	Meghan Jessica Treece
Ultra-Met	Neil Cordonnier*	Robin*
US Tool Group	Mike Baugh Brent Williams	An

\*first-time attendees ‡USCTI Member Company

Attendee list is as of 10/5/2016


*continued on next page*

# 2016 FALL MEETING ATTENDEES CONTINUED

<b>Company</b>	<b>Representative</b>	<b>Spouse/Guest</b>
<b>Vargus USA</b>	<b>Scott Golden Michael Trimble</b>	<b>Mary Ellison Kathleen</b>
<b>Wetmore Tool &amp; Engineering Co.</b>	<b>Phil Kurtz</b>	<b>Robin</b>
<b>Whitney Tool Co., Inc.</b>	<b>Scott Baker Samuel Dean*</b>	
<b>Sponsors</b>		
<b>3M</b>	<b>Michael Irwin* Nick Orf</b>	<b>Emily* Kimberly</b>
<b>Beamer Laser Marking</b>	<b>Brian Bittner</b>	<b>Jamie</b>
<b>Blaser Swisslube</b>	<b>Uli Kuster Jed DeJong*</b>	
<b>Bohler Uddeholm ‡ BOHLER Edelstahl GmbH &amp; Co KG</b>	<b>Cres Medley Barbara Starzer* Bernhard Winter*</b>	<b>Ann</b>
<b>Ceratizit Group USA ‡</b>	<b>Chris Schulte Tim Tisler Pierre Viaud-Murat*</b>	<b>Marilyn Veronica Jean*</b>
<b>Cutting Tool Engineering</b>	<b>Don Nelson</b>	<b>Jody</b>
<b>Griggs Steel Company ‡</b>	<b>Mark Mullen</b>	<b>Meghan</b>
<b>Haimer USA</b>	<b>Brendt Holden Drew Strauchen</b>	
<b>HB Carbide Co.</b>	<b>Neal Johnson*</b>	
<b>Mitsubishi Materials USA</b>	<b>Travis Timian*</b>	
<b>Plasel Plastic Ltd.</b>	<b>Efrat Ben Horin Tom Watson*</b>	
<b>Platit, Inc.</b>	<b>Bo Torp Goran Bulaja*</b>	
<b>Rollomatic Inc.</b>	<b>Bjorn Schwarzenbach Eric Schwarzenbach</b>	<b>Boris Aldine</b>
<b>Vollmer of America Corp.</b>	<b>Shannon Fox*</b>	
<b>Staff</b>		
<b>USCTI/Thomas Associates, Inc.</b>	<b>Susan Orenge Jenn Boyle</b>	
<b>Speakers</b>		
<b>Keynote</b>	<b>Eric Potterat</b>	
<b>Federal Reserve Bank of Chicago</b>	<b>Bill Strauss</b>	<b>Rosanne</b>
<b>Frank Lynn &amp; Associates, Inc.</b>	<b>Bob Segal</b>	
<b>Sandvik Coromant ‡</b>	<b>Jeff Rizzie</b>	

\*first-time attendees ‡USCTI Member Company

Attendee list is as of 10/5/2016



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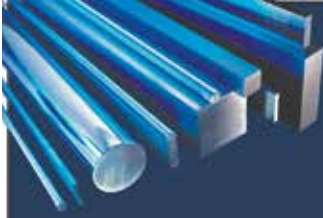
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## The Digital Transformation of the Cutting Tool Industry is saving shops time and money

The cutting tool industry is in the middle of a Digital Transformation involving wide-spread access to manufacturers' advice and product data via cloud-based services using ISO/GTC standards.

Manufacturers still relying on paper catalogs, telephone calls, face-to-face meetings and proprietary websites to determine their cutting tool product choices, and to obtain the associated cutting tool product data needed to run their shop will find themselves falling behind.

As a cutting tool manufacturer, contact us to learn more about how we can help accelerate your progress down the digital highway. Email [info@machiningcloud.com](mailto:info@machiningcloud.com).



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## NOTES

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# THINGS TO DO

We hope you enjoy your visit to New Orleans! While you're here, may we suggest the following activities:

1. Visit the French Quarter and check out the nightlife on Bourbon Street.
2. Explore one of the many plantations near New Orleans to learn more about their history and architecture.
3. Check out one of the many music venues in which you can experience New Orleans jazz.
4. Visit a haunted house or attend a voodoo ritual!
5. Take a stroll through City Park, one of the oldest parks in the country.
6. Ask the hotel concierge for more things to do while you are in NOLA, or visit [www.neworleansonline.com](http://www.neworleansonline.com).



# UPCOMING MEETINGS

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## **2017 Spring Meeting**

May 6-8, 2017

Wild Dunes Resort

Isle of Palms, South Carolina



## **2017 Fall Meeting**

October 7-9, 2017

The Coeur d'Alene Resort

Coeur d'Alene, Idaho



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