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June 22, 2011

Mr. John Ratzenberger
Industrial Tsunami Campaign
c/o Center for America
230 Willow Springs Drive
Roswell, GA 30075

Dear Mr. Ratzenberger,

On behalf of the Precision Metalforming Association (PMA), I am pleased to write in support of the Industrial Tsunami Pledge Campaign which you are launching with the Center for America on Labor Day, September 5, 2011.

PMA is the full-service trade association representing the \$113-billion metalforming industry of North America—the industry that creates precision metal products using stamping, fabricating, spinning, slide forming and roll forming technologies, and other value-added processes. PMA's nearly 1,000 member companies also include suppliers of equipment, materials and services to the industry. PMA leads innovative member companies toward superior competitiveness and profitability through advocacy, networking, statistics, the PMA Educational Foundation, METALFORM tradeshows and *MetalForming* magazine.

We endorse the goal of the Industrial Tsunami Pledge Campaign to have one million Americans in the next year sign an on-line pledge in support of training a new generation of skilled workers in America. The pledge calls upon people to take an action of their choice in their local communities, such as school guidance counselors visiting with local manufacturers and manufacturers volunteering to speak to school groups about necessary skills.

We are pleased to join the Pledge Campaign because we understand and endorse the importance of training skilled workers in our industry. In fact, in 1996, PMA established the PMA Educational Foundation (PMAEF) to help develop a trained, motivated workforce by initiating and supporting training, education and an image-building program with PMA member companies, educators, corporations, foundations and civic leaders across the country. PMAEF's Campaign for Workforce Development builds alliances to meet the industry's training and education needs; develop models, products and services to address the industry's workforce development needs; provides and sells systems, services and resources to address industry's need for improved productivity; increases public awareness that metalforming career opportunities are dynamic, attractive and financially rewarding; and ensures adequate resources in both membership and funding to appropriately address mission and goals.

For example, PMAEF awards the “Metalforming Pioneer Award” initiative, through a grant from the Hitachi Foundation, to identify and develop case histories of successful companies in the metalforming industry whose success fosters, and is driven by, skill enhancement and advancement opportunities for its production employees.

PMA has also worked closely with the National Association of Manufacturers to devise a way to validate metalworking industry skills through the National Institute of Metalworking Skills (NIMS) machining and metalforming certifications. NIMS certifications offer a concrete path for students to acquire or increase specific skills, while providing a set of credentials that signals to employers the ability to meet quality standards in a skilled machining or metalworking job. Thus, both the worker and employer benefit from the NIMS certification.

We are proud to join other trade associations, businesses, school systems and community leaders who are supporting the Industrial Tsunami Pledge Campaign to promote training a new generation of skilled workers in America and urge others to do the same.

Sincerely,



William E. Gaskin
President