

## 2011 YEAR-END MESSAGE FROM AEPMA

by David Barrack, Executive Director

AEPMA has experienced a few changes and several achievements over the past year, beginning with the addition of new Manufacturer member [R. Murphy Company](#) and new Associate member [Saint-Gobain Abrasives, Inc.](#) Membership in the association is at its highest level in the past ten years (for a complete list of manufacturer and supplier member firms, click on [Manufacturers & Suppliers](#)).

There was a change in the association leadership as AEPMA Vice President Greg Mooney of [Benchmade Knife Company, Inc.](#) departed to take a position outside the industry. He was an active and motivating member of the board, and he will be missed. Returning to the board as a director is Les deAsis of Benchmade Knife Company, Inc. This will be his second tour of duty as a director and we are pleased to have a representative from the West Coast (Portland, OR) to help steer the organization.

The May 4-6, 2011 Annual Meeting at [The Renaissance Vinoy Resort & Golf Club](#) in St. Petersburg, FL was well attended. The speaker program consisted of [Dr. Ken Mayland](#), President of ClearView Economics; CRM consultant Bob Ritter of [First Direct Corp.](#), and [Kenneth Gronbach](#), CEO & President of KGC, who is a nationally recognized expert in the field of demography and generational marketing. A highlight of the event was the presentation of an award to Jim Santelli of Dexter-Russell, Inc. in recognition of his recruiting efforts on behalf of the association.

The innovative approach the association has taken for its Industry Certification Program (formerly the AEPMA Technical Seminar) has resulted in varied locations, fresh topics and instructive tours. After more than a decade of seminars in Simsbury, CT, in recent years the association has presented programs in Portland, OR; Southbridge, MA, and Butler, PA. The 2011 Industry Certification Program was held in Latham, NY. The event featured a seminar entitled "Improving Grinding & Finishing Processes" and a plant tour of Saint-Gobain Abrasives, Inc.

The association launched a revamped website ([www.aepma.org](http://www.aepma.org)) this year which was intended to be more accessible and informative. All member firms appear on the directory page, and web links for supplier members appear on the home page. Visitors will find breaking industry and association news in the **News Room Headlines** section. Members are encouraged to provide press releases and other items of interest to be posted there.

The 2012 AEPMA Annual Meeting will take place April 25-27 at [The Resort at Longboat Key Club](#), Longboat Key (Sarasota), FL. The event will mark the 60<sup>th</sup> anniversary of the association and will be celebrated with another top notch line-up of business speakers, including a return visit by industry economist Dr. Ken Mayland. We hope both current and past members can attend to commemorate this important milestone.

For over half a century, the American Edged Products Manufacturers Association has represented domestic makers of household & professional kitchen cutlery, sporting knives, edged hand tools, and scissors & shears. Programs have included promotion of "American-made" products; industry statistics, legal representation to address improper import and marketing practices, trade tours (Sheffield, England and Solingen, Germany), education sessions for owners and senior management, technical seminars for plant personnel, tours of manufacturing operations and supplier facilities, networking and marketing opportunities, and much more. It is the goal of the association to continue activities of this nature on behalf of its members for years to come. If you have any suggestions on how AEPMA can be more effective, please share your thoughts with the headquarters.

On behalf of the board of directors and myself, please have a safe and happy holiday.