



Nearly 100 people attended the 2017 Annual Meeting of The Transformer Association in Scottsdale, Arizona.

With so many of your industry colleagues in attendance, there was undoubtedly a lot of business conducted. There was also a lot of great networking, insight, and more than a little fun.

So what did you miss?

- An update on materials, including robust expectation that the materials markets are largely holding steady or growing modestly.
- Keynote presenter Peter DeMarco gave a number of insights in “The Priorities of Getting It Right and Getting Along.” These included exploring the importance of doing things the right way in your business and focusing on optimizing your priorities. Through interactive live-polling, Mr. DeMarco shared real-time data on how TTA members viewed the importance of effort versus results, conflict, and how to practically diagnose your own (and your employees) priorities.

As one attendee noted, “Good job in making me think about how to act as a better manager.” Another one of our attendees commented, “One of the best presentations at the TTA meetings.” A third asked, “Is there a sequel?”

It is safe to say that Mr. DeMarco entertained and enlightened everyone, giving plenty of opportunities to take something back to your office to help make you better at what you do.

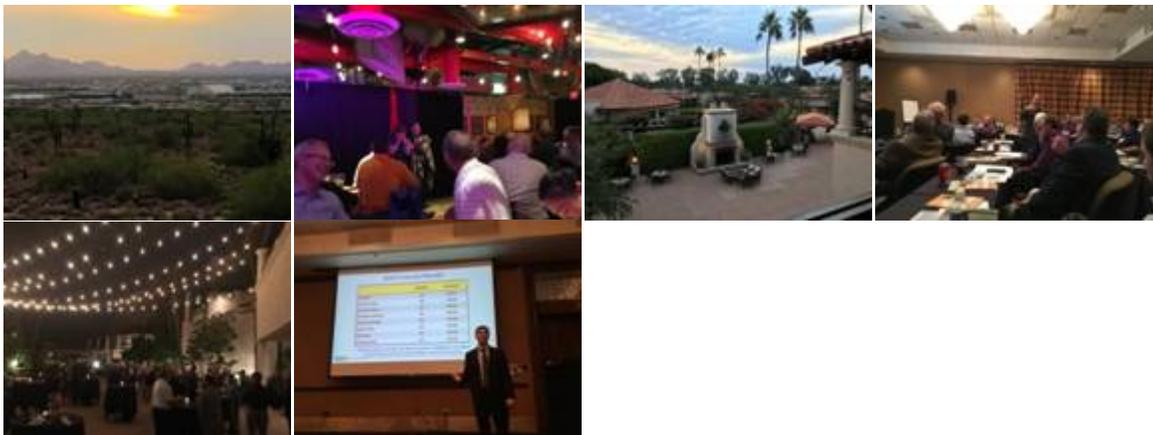
- Afternoon speaker Shahryar Shaghghi shared insights into the alarming world of cybersecurity. One takeaway from this presentation was that hacking/cyber attacks are not a matter of if, but rather a matter of when. Businesses need to have strategies in place on how to respond and manage risk rather than preventing it outright.
- Our two breakout sessions were jam-packed with information.
 - Lisa Ryan spoke during the business management forum breakout on “Manufacturing Engagement: Smart Strategies to Keep Your Top Talent from Becoming Someone Else’s.” In a highly interactive discussion, strategies for employee retention, employee engagement, appreciation and more were shared. One major takeaway was that to show true appreciation, when someone thanks you, reply with “you’re welcome.” One participant shared, “Lisa challenged us to improve our communication with employees in a very positive way.”
 - In the technical forum, Erik Hillinski and Vahe Ohanian of Tempel Steel presented on electrical steel. During the presentation, many insights were shared from a technical perspective on

annealing of steel, magnetism or steel, how alloys help (or hurt) magnetism, and an experiment Tempel conducted on the relationship between heat and cold and various properties of steel.

- On the morning of Day 2, TTA favorite Alex Chausovsky from ITR Economics delivered a longer than usual presentation on the current macro economic picture, as well as forecasting into the future and looking specifically at the manufacturing sector. He shared that ITR is forecasting a period of continued growth for the next six months, followed by a slight downturn. He even talked about BitCoin and the stock market! Check his entire presentation when it comes to you, there was a lot of great stuff in there!

Comments regarding Alex and his presentation were excellent, as usual. “Amazing presenter with sound, data-driven insights.” Another shared, his “Economic presentation was awesome!” And a third added, “As always, Alex and his presentation is the highlight of the meeting and my main reason for attending.”

- Networking dinners and meals were exceptional as well. On Wednesday night, we had a wonderful time at the murder mystery dinner. I can honestly say I’ve never had an experience like that before - and loved being there with our TTA members and friends! At dinner on Thursday night, we even had a little bit of trivia and a few Sven and Ole jokes from our pal Dave Anderson. Good times were had by everyone - and lots of business too!
- The venue was beautiful, easily accessible and hotel service was outstanding. Meals and dinners were excellent, meeting rooms were great and, as one member noted, “Much more comfortable chairs than the meeting in Chicago!”



Best regards,
Dr. Susan Graham, President/rej

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The Transformer Association