

For Immediate Release
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MEDIA ADVISORY

Harry Moser will be available at IMTS 2010 for interviews re the recent progress of the Reshoring Initiative.

WHO: Reshoring Initiative
WHAT: Reshoring Initiative to Return Manufacturing Jobs to the United States
WHEN: IMTS Sept 13 to 18, 2010
WHERE: Reshoring Initiative: Agie Charmilles Booth S-8754
NTMA/PMA Contract Manufacturing Purchasing Fairs: Booth W-1671

Harry Moser, Reshoring Initiative Leader, will be available at IMTS 2010 to discuss the progress of the Initiative, a non-protectionist, efficient way to reduce our imports, increase our "net exports" and regain manufacturing jobs. Going local can reduce a company's TCO (Total Cost of Ownership) of purchased parts and tooling and offer a host of other benefits while bringing U.S. manufacturing jobs back home.

The Initiative documents for large manufacturers the benefits of sourcing in the United States. Archstone Consulting's 2009 survey showed that 60% of manufacturers use "rudimentary total cost models" and ignore 20% of the cost of offshoring. The Initiative is providing its TCO Estimator software free to help OEMs compare the true TCO of local vs. offshore sources and to help job shops sell the benefits of local sourcing to their customers.

The Initiative has received increasing visibility and influence via: inclusion of the TCO concept in Cong. Wolf's (R VA) "Strategic Manufacturing & Job Repatriation Act" (H.R.5980); numerous webinars; dozens of industry articles; scheduled presentations in major industry and government policy conferences in Chicago and Washington, DC; and coverage by CBS, CNBC, WSJ, USATODAY and the Lean Nation radio show.

The Initiative is succeeding in changing OEMs' behavior. Companies have committed to reshore after reading Initiative articles. Fifty-seven representatives from large manufacturers and 113 custom U.S. manufacturers attended the May 12, 2010 NTMA/PMA Contract Manufacturing Purchasing Fair, where OEMs found competitive domestic job shops to manufacture parts and tooling. Sixty-four percent of the OEMs brought at least some work that was currently off-shored. The next NTMA/PMA Fair will take place on October 29, 2010 at the MGM Grand/Foxwoods in Mashantucket, CT. You can learn more about the Fairs from Harry or at the NTMA booth W-1671.

Reshoring Initiative Leader, Harry Moser, can be reached:

- Office: 847-726-2975 or harry.moser@comcast.net
- **During IMTS:**
 - Generally at the Agie Charmilles Booth S-8754 or (C) 847-867-1144 or harry.moser@comcast.net
 - At a Reshoring Tweet-up at Booth S-8754, Tuesday, Sept. 14 at 5 pm.

For more information contact Harry Moser: harry.moser@comcast.net. NTMA/PMA member companies are available to highlight reshoring success stories. Additional information can be found on the NTMA/PMA Connecticut Purchasing Fair at www.purchasingfair.com and on the Initiative at www.reshoringnow.org

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