

# Manufacturing Newsworthy Manufacturing News

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Editors of key marketing publications receive more than a thousand emails per day from manufacturers claiming to have important, urgent, and newsworthy announcements.

What they receive are product upgrade announcements, tradeshow announcements, new hire announcements, and a myriad of other press releases and company information briefs, which are anything but newsworthy.

Newsworthy means an editor would be remiss and neglectful to withhold important information from their readers. Newsworthy means that every competing publication will carry the news, so failure to do so would be editorial negligence.

Newsworthy requires urgency. If it can be published in another month or two, it's not newsworthy. If it's rehashing old company information, it's not newsworthy.

Manufacturers have to craft the language of their media outreach, public relations campaign, to clearly argue, defend, and insist they simply MUST carry the news information.

The fact that Bob Smith became VP of Operations isn't important. The fact the Bob Smith, the new VP of Operations is implementing a significant Lean Manufacturing Campaign and utilizing Datacraft Solutions' e-kanban system which will cause an additional \$20 million in annual revenue in 2005 and the need to hire 10 new local employees to manage that growth – now that's newsworthy!

The fact that a one-of-a-kind custom manufacturing has just implemented Encompix Engineer-to-Order (ETO) Enterprise Resource Planning is only important as the editor understands the significance of the ETO manufacturing sector and how the technology is relevant to the readership.

It is wise to hire an experience PR and Marketing firm with close manufacturing media relationships to craft these communication messages. PR professionals know what editors expect, consider newsworthy, and how to create urgency. What is urgent for the manufacturer (making more sales), is not necessarily what is important to the manufacturing editor.

Make your list of one hundred headlines, give it to a Manufacturing PR firm and let them tell you what they can do to ensure your manufacturing news is newsworthy.



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# Tampa Machine Show hits Home-Run for Customers

TAMPA, FL - Arthur Machinery recently was host to the spring Tampa Machine Tool show, and exhibited over 50 CNC and manual milling machines, VMC's, lathes, turning centers, grinders, saws, ironworkers, and EDM machines in their showroom. Daewoo, Star and Milltronics CNC machines alone were represented by over ten different models.

Tim Rashleger, President and owner of Milltronics from Waconia, MN was in attendance and available for customers to discuss machinery offered by his company. CNC Knee Mills, Bed Mills, Lathes and Vertical Machining Centers were all on display from Milltronics.



The Star CNC Swiss Turning Centers and Daewoo Turning Centers and Machining Centers are

featured machines in the Arthur Machinery line-up. Ernie Blasi from Star was on hand to answer questions regarding the entire Star line. Chris Burd from Yuasa was also on hand to introduce the Takamaz CNC Turning Centers to Arthur's customers.

Several software and tooling vendors were also on hand to assist visitors with their tough machining problems. FeatureCAM, GibbsCam, and OneCNC were on hand with different software offerings, and Exsys Tool and Sandvik representatives were available to offer assistance with selection of the best tools for the job.

Manatee Tech Institute had several students and instructors attend to see the display of manual and CNC machines.

While not checking out the latest in technology and machine capabilities, guests were also treated to catered food and beverages under the outdoor tents. They were able to see the SilverHorse Racing Mustang, as well as the Arthur Machinery service fleet and delivery truck. A total of six trucks now cover Florida on a daily basis, and more are on the way as Arthur continues to grow as the premier provider of machine tools in the state.

Bob Arthur, President of Arthur Machinery stated he was looking forward to opening the "Factory Certified Training Center" in the fall of 2005. Bob stated, "We will have product training sessions for our customers and for Arthur personnel as well." The expanded and renovated 12,000 sq ft facility will have vastly increased showroom, warehouse and conference facilities.

Dale Hawkins from Acra Machinery said, "I doubt the Florida market has seen such a selection of machine tools at any independent dealer show. This is a great market and customers could see the largest stock and variety under one roof, in the state, at the Arthur Tampa Machine Show." ★