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we face. The REACH chemical regulation for European work will require us to review and sign off on paperwork for materials that our customers knowingly specified, but which still needs our affirmation of compliance. The EPA's Spill Prevention, Control and Countermeasure (SPCC) plans for our operations will be due in November, requiring the signed approval of a Professional Engineer (P.E.).

Ambiguity of the policy and regulatory environment continue

to cloud our futures. Will federal authorities get on the same page regarding the key role of small manufacturers in our economy? Or will they continue to pay lip service regarding the importance of manufacturing and job creation while creating burdensome regulations and enforcement programs that are hostile to continued business investment?

At this time, OSHA has requested comments on its proposed, new interpretation of hearing protection rules that will mandate

expensive engineering controls throughout industry.

In 2011, we face challenges that are cloaked in Volatility, Uncertainty, Complexity and Ambiguity. I am reminded of last year's comments by Lothar Horn, CEO of pHorn: "How can our tools best be used so that the customer can obtain the maximum benefit from this investment?" This is the question we will need to answer in both word and deed if we are to succeed in 2011.

Bring Your Set of Ears to Orlando and Return Home with Plenty of Magic...

By Rob Kiener, Director of Government Affairs and Communications / rkiener@pmpa.org

The PMPA Management Update Conference returns to the Walt Disney World Contemporary Resort in Lake Buena Vista, Fla., February 25-27, 2011. Join your industry peers at this two-and-a-half-day event. It will feature a diverse schedule of programs that will help you re-examine your business model and identify the types of improvements needed to strengthen your organization and position it for growth.

Session leaders have been selected based on their depth of experience in economic forecasting, demographics/trends analysis, employment law, legislative and regulatory matters, transformative business leadership, workforce development, sales and marketing.

All speakers have been pre-screened by the Conference Planning Committee to ensure that the level of content will be

applicable to our industry. The Management Update Committee is comprised of business leaders just like you who are actively involved in the daily operation of precision machined products companies. So, the choices they have made are sure to be relevant.

Conference registration fees include the daily business sessions, conference materials and group meal functions. Registration fees have been set at a dollar level that will allow companies to send as many individuals as possible from their management teams.

As always, the goal of PMPA is to provide the very best educational experiences for its members and the industry at the lowest possible cost. PMPA operates its conferences to meet expenses — not as profit centers.

To learn more about the confer-

ence program, travel logistics, hotel accommodations and more, visit the PMPA Website at pmpa.org. PMPA's discounted room rate for The Contemporary Resort is typically 50 percent off the rack rate commonly charged to leisure travelers.

Based on the 2007 conference at The Contemporary, rooms will go fast. If you wish to extend your stay, PMPA group room rates will also be honored by the resort on a space-available basis three days before and after the conference.

Questions about Management Update 2011 should be directed to Rob Kiener, PMPA Director of Government Affairs and Communications at 440-526-0300 or via e-mail: rkiener@pmpa.org.

Don't let another year go by wondering what you missed at your industry's premier management education conference.