Almost everyone enjoys milk, eggs or modern automotive transporta-
tion. However, in our increasingly
urban and suburban environment
very few actually know what the
production actually smells or looks
like. If you have spent a lot of
time in a rural area, you already
are smiling at the thought of your
“city neighbors” turning up their
nose as they drive or bicycle past a
dairy or poultry farm. So what has
that to do with die casting? Very
few people have really taken seri-
ously the essential role of farming,
mining or manufacturing in the
prosperity that many of us have
taken for granted. In an example
of “unintended consequences” the
fact that children (and even young
adults) are prohibited from enter-
ing manufacturing plants even as
observers, almost guarantees that
they will not only lack any interest
in a career in manufacturing, but
sets them on an alternate course
early in their childhood. By con-
trast, consider how professions were
handed down and developed in ear-
lier periods of history. Apprentice-
ships were started at an early age
and everyone knew and respected
the skilled trades of metal work-
ing, tailors, meat cutters, furniture
builders, carpenters, bricklayers,
plumbers etc. It should be no sur-
prise that today it is difficult to find
a young person who has interests
in building anything that doesn’t
involve a keyboard or mouse.

So what would I propose?
Have an “Open House” and invite
your neighbors and suppliers to see
a plant in actual operation. Make
it a weekend and have a machine
in operation. Ideally demonstrate
a component that you can take
from molten metal to machined or
assembled component. Then show
them a finished automobile or prod-
uct such as an office chair or appli-
ance that contains your casting. Let
them see that the components you
make are fueling American industry
and the economy.

Make a presentation at your local
high school showcasing not just
your business but the skills required
for our industry. I became inter-
ested in tool and die and die casting
because a local businessman came to
our high school and made a presen-
tation about the Journeyman Tool
& Die apprenticeship. A seasoned
engineer I met recently laughed
about his first day on the job as a
tool & die apprentice. On seeing the
tool shop for the first time he asked,
“Is that a lathe?” His supervisor was
ready to send him home but didn’t.
The young apprentice eventually
completed his apprenticeship, went
on to graduate with an engineering
degree and has had a long and suc-
cessful career in manufacturing.

Sponsor TV programs that show
local manufacturing and the part
that each contributes to the local
and state economy. Most die cast-
ing companies are shipping to mul-
tiple states and types of markets. It
would astound most townspeople to
learn that IBM, Kitchen Aid, Mer-
cedes, BMW, Toyota, GM, Ford
and Chrysler components were
being produced by their neighbors
and right in their own town.

About the Author
Bob McClintic founded “Bob
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His clientele includes companies
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