



## AME Needs to Change to Meet the Needs of Tomorrow

In this issue's cover story, Robert W. (Doc) Hall asserts that we must fundamentally change how we think about and conduct business — we must understand that what worked in the past will not necessarily work in the future. To help our member companies make these dramatic changes, AME must change — and is changing — as well. I'm happy to report that we — the AME board of directors, management team, and key strategic result teams — have made good progress in making the fundamental changes that will keep AME the organization individuals and companies look to for help and guidance through their change journey. Some of the key initiatives we are working on to help AME change to better meet the challenges of tomorrow include:

- launching AMEConnect, an online social network that will help AME members find peers to discuss and solve problems on a continuous 24/7 basis;
- establishing the AME Institute, a 501(c)3 charitable organization, which will fund scholarships, educational activities, and research that promotes North American enterprise excellence;
- executing an A3 growth plan, which, among other things, features a new marketing and branding strategy that will improve our Internet out-reach, update our tradeshow booth and marketing materials, enhance how we advertise our events, and help us better find, win, and maintain members among more than 30,000 manufacturers in North America;
- offering webinars, which allow our members to experience a workshop event without having to spend the time and money to travel to an AME-hosted event (early participation has been very strong);
- updating computer records so that we can improve our follow-up with new and existing members.
- building a network of Alliance Partners with other like-minded organizations, which gives AME members access to these organizations' events and materials at discounted rates to create more of a one-stop membership service (see a list of partners on page 9);
- redesigning *Target* magazine in celebration of our 25th anniversary, the beginning of image and content improvements that will continue to be made over the next few issues;
- launching target.ame.org, a new website that will make all *Target* articles electronically available, and will make it possible for AME to deliver information more frequently.

While these examples demonstrate that we are making good progress in changing AME, we know we must do more. A key way for us to do more is to get you, the members, involved in promoting and driving AME's mission.

Now is the time for AME to help North America reinvent manufacturing, and to do that we must reinvent ourselves. Through this, we can give our members the kind of value they have come to expect from AME. We welcome your constructive feedback as we work our way through this fundamental change.

In the meantime, get involved and stay involved with AME! Together we can keep manufacturing a strong element of our current and future economy.

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