



MTI Strategic Plan

Revised Jan 2025

Threats Next 3 to 5 Years?

2025 Strategy Session

- Rising costs of wages, energy and other operational costs
- Consolidation & closings
- Workforce Development – Finding Next Gen of Workers
- Dues trends for heat treaters
- Costs of new requirements with cybersecurity
- Lack of succession Plan
- Cost of new technology
- Lack of learning the basics of math and science in school
- Alternative energy sources impacting different industries
- Cost availability of Electricity
- Cost of Insurance
- Domestic Labor Costs
- Equipment Costs
- Poor understanding and reputation of what heat treating is
- Cost of compliance



Mission Statement

*Success for Our Heat Treat
Community*

Vision Statement

*Driving prosperity through industry
innovation and collaboration.*

Core Values

Members Helping Members

Share Technical Expertise

Embrace Change, Build on Experience

Strength in Numbers



MTI's Value Statement

YOU ARE
MTI STRONG



MTI ENGAGEMENT RESOURCES

GROWING YOUR PEOPLE, PRODUCTIVITY AND PROFITS

FINANCIAL MANAGEMENT & FORECASTING

- ☐ Sales Trend Report - Monthly
- ☐ Heat Treat Sales Forecasting Report - Quarterly
- ☐ Industry Sector Forecasting Report - Quarterly
- ☐ Heat Treat Sales Forecasting Webinar - Quarterly
- ☐ Operational Cost Survey - Semi Annual
- ☐ Annual Wage & Benefits Survey

QUALITY AND SAFETY

- ☐ Technical Specification Webcasts - Quarterly
- ☐ MTI Technical Standards Committee
- ☐ MTI Member Meeting & Reception at Nadcap Meetings
- ☐ Representation at CQI9, Nadcap, AMEC, ASTM Meetings
- ☐ Subject Matter Experts for Audit Compliance Questions
- ☐ Online Forum for Member Input on Audit Compliance
- ☐ Nadcap Audit/Findings Database
- ☐ Template OSHA Safety Documents in Lockout-Tagout, Confined Space, Elevated Work, Arc Flash

WORKER RECRUITMENT & RETENTION

- ☐ Jobs of Tomorrow Workforce Development Videos
- ☐ HeatTreatCareers.com Website & Job Board
- ☐ Online Technical Training With 6 Certificate Programs
- ☐ Online Managerial Training
- ☐ YES Management Training Program
- ☐ Academic Scholarships from MTI Foundation

OPERATIONS & PRODUCTION

- ☐ Statement of Limited Liability
- ☐ MTI Weekly Check-in Questions
- ☐ Plant Tour & Sales Video Production
- ☐ Purchase Order Checklist With Video
- ☐ Energy Purchasing Program
- ☐ Business Insurance Program
- ☐ Business Insurance Video on Safety in HT Plant
- ☐ Industry Support Team for Technical Support, HR, Cybersecurity, Safety, Digital Marketing

JOIN MTI TODAY!

- o Highly Accurate Forecasting
- o Automated Technical Training
- o Comprehensive Technical Assistance
- o Extensive Network Connectivity
- o Relevant Operational Content
- o Leadership Development

Membership Details at
HeatTreat.net

GROW YOUR CONNECTION AND NETWORK

- ☐ 2 National Meetings in Great Locations
- ☐ Furnaces North America Trade Show
- ☐ 3 to 5 Regional Meetings
- ☐ MTI Connect Mobile App
- ☐ Volunteer Opportunities

COMMUNICATIONS & CONNECTIONS

- ☐ WallyBot AI Virtual Assistant
- ☐ Monday Operations Checkin Question
- ☐ MTI Connect Mobile App
- ☐ HeatTreat.net for Everything MTI
- ☐ Online Discussion Forums for Feedback
- ☐ Weekly eNews
- ☐ Monthly Newsletter
- ☐ Quarterly Mini-Mag in Heat Treat
- ☐ Facebook & LinkedIn Pages

To engage any of our programs, or for questions, contact MTI's Director of Member Experience, Kristen Speer at kristen@heattreat.net or (904) 249-0448 (101).

Metal Treating Institute Strategic Plan

VALUE STATEMENT: Growing Your People, Productivity and Profits



Educate & Influence Government and Other Regulatory Bodies

- Communicate key messages related to core values of MTI to allied groups and regulatory bodies
- Support a Technical Standards Committee that addresses issues surrounding accreditations, certifications and industry specifications covering all markets
- Support Regulatory Impact Task Force on business related issues
- Communicate to members the key legislative issues impacting heat treat companies through MTI print, digital media channels and “call to action” notices.



Promote Contract Heat Treating to the Captive Market

- Promote existing tools while continuing to innovate additional tools for members to promote the benefits of outsourcing heat treating or managing in-house heat treating within a captive.
- Promote tools for members to use to help show the benefits of outsourcing heat treating or managing in-house heat treating within a captive.
- Continue to educate the captive heat treating community on the benefits of outsourcing services to a commercial heat treater



Actively Recruit, Develop and Engage Members & Prospective Members

- Maintain YES alumni networking opportunities
- Engage members within the MTI online community
- Encourage owners to support employees attending meetings
- Encourage members to participate in the MTI
- Identify and engage affinity groups with common interests
- Continually market MTI's value to recruit prospective members



Evaluate and Promote Services to Members

- Communicate the value of MTI & its website to membership
- Continue to evaluate member needs for services
- Encourage Education Committee to design structured theme activities to further bring members together for networking at national meetings



Stay Ahead of the Technology Curve in Processes & Service to Members

- Continue to explore the next level of learning
- Pursue technology advances that can further connect members with each other for collaboration and problem solving
- Support a committee of members from each generation to explore new forms of technology
- Go mobile to ensure members can connect to each other and MTI resources on-the-go 24/7
- Continuously survey members on their overall technology needs to look for opportunities to invest in innovation for the members' benefit

