Mission Statement
To promote the image and the added value of our heat treat industry.

Vision Statement
Driving change and prosperity through training, innovation and networking.

**Metal Treating Institute Strategic Plan**

- **Mission Statement**
  - To promote the image and the added value of our heat treat industry.

- **Vision Statement**
  - Driving change and prosperity through training, innovation and networking.

- **Promote Contract Heat Treating to the Captive Market**
- **Promote Membership To Prospective Members and Other Allied Groups**
- **Evaluate and Promote Services to MTI Members**
- **Educate and Influence Government and Other Regulatory Bodies**
- **Stay Ahead of The Technology Curve In Heat Treating Processes and Serving the Members**
- **Actively Recruit, Develop and Engage Younger Members**

**Organize Collectively – Coordinate Efforts – Spread Costs – Build Partnerships**
Doing Things For Members Collectively Better Than They Can Do Individually
Metal Treating Institute Core Values

- Be Safe
- Affordable Training
- Members Help Members
- Open & Transparent
- Partner, Not Vendor; Competitor, Not Enemy
- Protect the Environment
- Embrace Change Respect Tradition
- Promote Professionalism
- Share Technical Expertise
- Strength in Numbers

Be Safe
Affordable Training
Members Help Members
Open & Transparent
Partner, Not Vendor; Competitor, Not Enemy
Protect the Environment
Embrace Change Respect Tradition
Promote Professionalism
Share Technical Expertise
Strength in Numbers
MTI Value Proposition

You Are MTI STRONG

Maximizing Profits & Productivity

Technical Training / Leadership Development

Protecting the Way You Do Business

Sales Forecasting

Operational Costs

Networking

Wage & Benefit Survey
MTI Involvement Structure in Serving Members Worldwide

- Strategic Planning
- MTI Educational Foundation
- Awards Recognition
- Technical Standards
- Program / Conference
- Finance / Executive
- Next Gen / Technology
- Past Presidents
- Capture the Captive
- Trustee Nominations
- Associate Advisory
- Safety / Environmental
- Benchmarking
- Education / Training

AMC

Board of Trustees

MTI Educational Foundation

MTI Involvement Structure in Serving Members Worldwide
Metal Treating Institute Programs & Services

The Largest Network of Heat Treaters in the World

40 States – 8 Countries

- Sales, Ops Cost, Wages & Benefit Trends & Forecast Reports
- Online Industry Discussion Forums
- Safety & Audit Finding Database
- HeatTreat.net Online Resource Library
- MTI Online Academy for Heat Treaters
- Education - Networking Meetings
- YES Mgt Leadership Training Program
- Weekly, Monthly, Quarterly News
- Industry Support Team in Quality, Safety, Metallurgy, Tech Support, Environmental, Web Development
- Outsourcing Marketing Campaign - Callmti.com
- Furnaces North America Business Expo
- Energy Purchasing Program
- Business Insurance
- Statement of Limited Liability

MTI Online Academy for Heat Treaters
Educate & Influence Government and Other Regulatory Bodies

- Communicate key messages related to core values to National Association of Manufacturers, Canadian Manufacturers and Exporters Association, and other regulatory bodies
- Support NAM and other Allied Groups to help facilitate them being successful
- Support a Technical Standards Committee that addresses issues surrounding accreditations, certifications and industry specifications covering all markets
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
- Continue to educate the captive heat treating community on the benefits of outsourcing services to a commercial heat treater
Actively Recruit, Develop and Engage Younger Members

- Maintain Y.E.S. alumni networking opportunities
- Engage members within the MTI online community
- Encourage owners to support young managers attending meetings
- Encourage younger members to participate in the MTI committee activities
Promote MTI to Prospective Members and Other Allied Groups

- Continually market MTI’s value to 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 Program Committee to design structured theme activities to further bring members together for networking at national meetings
Stay Ahead of the Technology Curve

• 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