MTI Strategic Plan

Revised Jan. 2019

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
MTI Value Proposition

MTI Involvement Structure in Serving Members Worldwide

MTI Educational Foundation
Awards Recognition
Technical Standards
Cyber Security
Finance/Executive
Next Gen/Technology
Board Nominations
Capture the Captive
Past Presidents
Associate Advisory
Safety/Environmental
Benchmarking
Strategic Planning
AMC
Board of Trustees
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.

Educate and 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
- Assimilate and connect members to regional network of organizations and content to have an impact on local legislative and regulatory issues.
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
  - Develop case studies of successful outsourcing and publish to members
  - Produce webcasts and produce sales strategy sessions to help members improve their ability to attract sales from captives.
  - Publish articles in affiliated manufacturing magazines read by captives focused on outsourcing partnerships.
- 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
- Promote any young member who has been recognized by any affiliated organizations or publications
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 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
- Establish Cyber Security Committee to keep members advised on requirements and future developments