

2017 DISTRICT CONFERENCES

Staff Report

Ray W. Shook, Executive Director

2016 / 2017– Overall, when compared to the welding industry, AWS had a reasonably good year in '16. We want to thank our Volunteers and Staff for their devoted efforts in making AWS successful.

- Revenues and surplus were the second highest in our history. At the timing of this report we have experienced some softening as we started 2017.
- We hired a new COO, Matt Miller, who started on January 3rd. Matt comes to us from NACE where he served as COO. Prior to NACE, Matt was with SAE for 12 years. We are pleased to have Matt on board.
- I will be retiring at the end of 2017 and will retain a professional relationship with AWS in 2018. This will be defined more precisely as the retirement date approaches. I cannot overemphasize the importance of the enduring support from AWS volunteers, staff and general membership in helping the Society grow and achieving positive results over the past 15 years. Thank you.
- AWS will be celebrating our centennial in 2019. We will be forming a Special Committee made up of Staff and Volunteers to begin the planning for this significant milestone.

Section Services

- **Interactive District / Section maps** that will make it much easier for visitors to the website to find the Section nearest them, are now available on the Section webpage. The maps are color-coded by District. Users click on the area they are interested in, and automatically go to a page showing the Sections within that District, also color coded. Click on the Section, to go directly to the list of Section Officers and their contact information.
- **Section Financial Guidelines & Reporting** – As you all know, Financial Guidelines went into effect last spring to assist Section leaders with their financial affairs. The Guidelines are basically the do's and don'ts of financial management and should be included in your Section's bylaws. The Guidelines have been included in the 'Suggested Section Bylaws' as a separate Article on Financial Policy, and have also been added to the 'Duties and Responsibilities of Section Officers & Committee Chairs. Both documents are located in the Section Tool Kit, under the Manuals & Directories tab. (Duties & Responsibilities handouts provided)
- Just a reminder that, **effective with last year's financial reporting, the Monthly Reconciliation Form is a requirement.** The form is easy to use and will aid in your financial reporting throughout the year.
 - In an effort to improve communication between Sections and their District Directors, as well as provide accountability, **treasurers need to send their Sections' Monthly Reconciliation Form, along with a copy of the corresponding bank statement, to your District Director each month, within 2 weeks after receiving the bank statement.**
 - Also, **the Monthly Reconciliation Form needs to be attached to your Section's Annual Report form sent to National in June, along with all 12 bank statements. If your Section is using a different type of monthly reporting ledger, you may continue to do so.** Contact Rhenda with any questions.
- At the direction of the AWS Audit Committee, AWS has hired **Ilya Gekhman, Director of Internal Controls.** Ilya's primary focus will be to assist Sections with financial reporting requirements. Ilya conducted teleconferences with seven District Directors and communicated with one or more Sections within their Districts. He held the first assessment & advisory visits the week of March 21st with 11 Sections in the 7 Districts. (Three of these being combined sessions with two

Sections.) Ilya's findings will help AWS develop guidelines and other tools to better assist Sections, not only with financial reporting, but with other needs, as well.

- **Section Officer Online Community**... All Sections will be invited in the fall to host their own resource libraries on the new online Section Officer Community site. Sections will be able to upload, save and archive important documents and reports for future reference and/or historical purposes such as:
 - Annual Reports
 - bylaws
 - meeting notices/newsletters
 - scholarship and awards recipients
 - and information, flyers and procedures for hosting special Section events.

Sections will have the ability to create folders by category, topic and/or date for easy organization and quick reference. AWS staff support will be available to assist.

Membership

- **AWS Membership (as of 4/1/17)**
 - **Total Members – 71,876 down 2.8%**
 - **Student Members – 11,972 up 2.4%**
 - **Corporate Members – 2,463 up 1.6%**
 - **165 AWS Sections worldwide and 135 AWS Student Chapters**
- **AWS Member Network** – launched in the fall 2016, the online community platform allows AWS Members to engage and network in a secure, private setting. Network features include:
 - **AWS Member Directory:** made up of member profiles. Allows members to connect with other members based on their profiles, establishing a new network perfect for collaboration.
 - **Discussion Groups:** based on member type or activity, Members can participate in an always-open central meeting place to collaborate, ask questions, give answers & discuss hot topics of the day.
 - **Resource Library:** members can build an online knowledge base of best practices, sample documents, videos, podcasts. Also provides AWS Sections and Student Chapters a viable method of storing and sharing minutes and other documentation.
 - **Wiki Glossary:** user-generated dictionary of welding industry terms that is constantly updated and expanded.
- **Member-Get-A-Member** – encourage friends and colleagues to join AWS and win AWS gear. Top prize is a \$500 VISA gift card. Details of the 2017 membership drive are located in the WJ (see application).
- **2017 AWS Leadership Symposium (July 30-August 2)** – in its 19th year. Thirty-five spots available: 22 will be filled by AWS-sponsored District Representatives, and there are 13 spaces for Section-sponsored individuals. **Leadership Symposium and Student Participation** – AWS will again fund 5 students to attend the 2017 event.

Certification

- **As you may remember from last year's update, as of January 2016 we launched an updated version of the CWI Part B with redesigned weld replicas including a pipe. The updated Part B practical exam of the CWI test continues to do well domestically. International launch of the updated version is expected in July 2017 as well as the launch of metric exams internationally.**
- **Starting May 2016, AWS began administering the CWS and CWSR exams through our testing partners at Prometric. In the Fall of 2016, we launched endorsements at Prometric and the SCWI exam was launched February 2017 at Prometric locations. Using computer-based testing, these exams are to be offered all over the US in convenient locations at Prometric. Visit <http://bit.ly/22F2w1A> for a video on "What to Expect on Test Day". To learn more and access their other resources, visit www.prometric.com.**
- **In the Fall of 2017, we will begin Pilot testing our new CWI testing structure: Part B at an onsite location and Part A & C at a Prometric location.**
 - **The Part B of the CWI exam will continue to be conducted at a physical location and the Part A & C will be available afterwards at any Prometric site. This will allow candidates to test at a place and time of their choosing often within minutes of their home or work. They can test immediately after Part B or they can take some time to study and then take Part A & C.**

- **This new testing format continues our mission to increase the integrity and security of the CWI exam. Details on the new testing format will be forthcoming including timing, retesting, and section involvement.**

Education Services

- The **AWS Online Educational Library** is a comprehensive collection of courses that contain over 100 hours of content specifically designed to meet the training needs of not only welding students and their instructors, but to employees and their employers as a way to augment their training and development. Paired with an innovative, easy-to-use learning management system, this versatile e-learning library complements existing real-time training programs, distance learning, blended learning, and flipped classroom models. The AWS Online Educational Library is affordably priced to fit the budgets of academic institutions as well as companies of all sizes, and **for more information and to request a formal quote please contact 800-443-9353 ext. 333 or ext. 455. Please also visit <https://awo.aws.org/aws-learning-online-educational-library/> for more information.**
- **SENSE (Schools Excelling through National Skills Education)** is a set of guidelines designed to assist schools in training entry level (Level 1) and advanced (Level 2) welders according to industry-approved standards. SENSE is not a curriculum. It provides learning objectives, instructional activities, and evaluation criteria representative of industry needs. Training organizations adopt and incorporate these guidelines into their welder training programs to create uniform competencies and testing. The implementation of SENSE guidelines can help these organizations obtain state funding reserved for technical education programs (e.g., Perkins IV). **For more information, please contact Ivan Santa Cruz isantacruz@aws.org. Please also visit <https://awo.aws.org/sense/> for more information.**
- The department offers **customized training**, specifically designed to address the knowledge and skill requirements of your team. These customized training programs are often linked to certification initiatives where a company seeks to qualify a range of personnel. Our expert instructors enhance traditional instructional topics through lectures, activities, reinforcement, review, participation and a strong philosophy of customer service. **For more information and to request a quote on a custom-fit training seminar, contact 800-443-9353 ext. 333 or ext 455 .**
- AWS offers several **Industry conferences** throughout the year that present the latest technology, cutting-edge topics, and industry experts. AWS puts the key to industry expertise and advancement in its members' hands. AWS Conferences provide an excellent means for concentrated, efficient learning and offer these key benefits to attendees:
 - Keeping abreast of state-of-the-art technology and practices in almost every aspect of welding
 - Getting up-to-speed technically
 - Keeping up with the continuing education demands of your workplace and the industry
 - Increasing your understanding of the complexities of materials joining
 - Networking with your peers for innovative solutions and best practices
 - Please visit <http://www.aws.org/events/Conferences> for more information.
- AWS develops and offers **seminars** that will give attendees the tools they need to make the most out of their welding careers. Our seminars provide for better opportunities, fulfill company requirements, and advance their welding career to the next level. We currently offer the following instructor-led seminars:
 - Certified Welding Inspector (CWI)
 - CWI – 9 Year Recertification
 - Certified Radiographic Interpreter (CRI)
 - Certified Welding Supervisor (CWS)

For more information, please visit <http://www.aws.org/events/Seminars>

Expositions

2017 FABTECH Show

The **2017 FABTECH Show is scheduled for Chicago, November 6-9, 2017**

- As of March 15th, exhibit floor space totals at 719,320 net square feet. The welding pavilion of the show includes 198,680 net square feet of space with 408 exhibitors.

- For more information on **exhibit space availability for FABTECH**, please contact **Joe Krall** in the Exposition Sales Dept. at **(800) 443-9353, ext. 297**.
- **Sections are reminded that registering to attend FABTECH is FREE and can be done online at <http://www.fabtechexpo.com/>.**
- **Note: One representative per section** is entitled to a **complimentary Professional Program registration**. Contact **Rhenda Kenny** at (800) 443-9353 X 260 or rkenny@aws.org.
- Future show dates include the following (please note dates are subject to change):
 - 2018 – Georgia World Congress Center, Atlanta, GA (November 6-8)
 - 2019 – McCormick Place, Chicago, IL (November 11-14)

2017 FABTECH Mexico Show

The upcoming **FABTECH Mexico Show** is scheduled to take place in **Monterrey, Mexico on May 2-4, 2017** at Cintermex.

- This event features AWS Weldmex, FABTECH Mexico, METALFORM Mexico, and COATech.
- As of March 15th, the **Total Show Exhibit Sales are 141,875 net square feet**.
 - **AWS Weldmex – 48,500 Net square feet**
 - FABTECH Mexico – 52,650 Net square feet
 - Metalform Mexico - 26,525 Net square feet
 - COATech – 14,200 Net square feet
- Expected to **draw over 13,000 attendees from Mexico and Central America and bring together more than 575 exhibitors**.
- For more information on **exhibit space availability for the 2017 FABTECH Mexico Show**, please contact **Joe Krall** in the Exposition Sales Dept. at **(800) 443-9353, ext. 297**.

Publication Services

- ***Welding Journal***. AWS members are encouraged to submit articles for consideration. For more information on submitting articles, or to get an editorial calendar, contact Editor **Mary Ruth Johnsen**, mjohnsen@aws.org . (305 443-9353, ext 238).
- ***Welding Journal en Espanol*** is a quarterly version of the *Welding Journal* printed in Spanish. If you are interested in receiving the publication or contributing articles of interest to Mexican and Latin America audiences contact Editor **Carlos Guzman**, guzman@aws.org, (305 443-9353, ext 348).
- **AWS Website**. The latest and past issues of the *Welding Journal* and *Inspection Trends* are available in a special **Members Only** section on www.aws.org. The **Welding Research Supplement** articles from 1970 to the present are available to everyone on the Website. The Website also contains an index of *Welding Journal* articles printed from 1922 to 2013, accessed by author, title or key words.
- **AWS Section activities** are published every month. We want to hear what your Section is doing. Special events, contests, community service, award presentations, social functions, and speaker topics are all activities of interest to our readers. Use the online form (aws.org/about/page/section-toolkit) to submit reports, or contact **Cindy Weihl** at cweihl@aws.org. (800-443-9353, ext. 256)
- ***Inspection Trends*** is distributed quarterly to members who are Certified Welding Inspectors, and Certified Welding Educators. **The feature articles emphasize practical information on inspection and nondestructive examination. Articles may be submitted for consideration to Editor Carlos Guzman, cguzman@aws.org.**
- **Spraytime** is distributed quarterly to members of the International Thermal Spray Association, a standing committee of AWS and to anyone else interested in thermal spray who requests it. The feature articles emphasize practical information related to thermal spray. To submit an article for consideration or to get on the Spraytime mailing list, contact Senior Editor **Cindy Weihl** at spraytime@thermalspray.org

Standards Development

- As the Standards Development arm of AWS, we oversee the development, publication and maintenance of consensus standards for welding and allied joining and cutting processes. We depend on the legwork and expertise of our 1,500+ volunteers, working across 150+ committees, including subcommittees and task groups.
- **New and revised standards published in the past year include: D17.3**, Specification for Friction Stir Welding of Aluminum Alloys for Aerospace Applications; **B4.0**, Standard Methods for

Mechanical Testing of Welds; **D1.8**, Structural Welding Code—Seismic Supplement; **J1.2**, Guide to Installation and Maintenance of Resistance Welding Machines-*new*; **C7.3**, Process Specification for Electron Beam Welding; **B1.10**, Guide for the Nondestructive Examination of Welds.

- **Key Publications in 2017 (already published or forthcoming) include:** **C1.4**, Specification for Resistance Welding of Carbon and Low-Alloy Steels; **D1.6**, Structural Welding Code—Stainless Steel; **D3.6**, Underwater Welding Code; **D8.2**, Specification for Automotive Weld Quality—Resistance Spot Welding of Aluminum; **C2.16**, Guide for Thermal Spray Operator Qualification Programs; **C4.2**, Recommended Practices for Oxyfuel Gas Cutting Torch Operation.
- **AWS publications are available from www.awspubs.com and 1-888-WELDING**
- **Join an AWS Technical Committee and be part of the AWS Standards program!** You can manage risk for your company / industry; be informed of changes before publication; network with peers; build your expertise and reputation. Learn more: <http://www.aws.org/standards/Committees>

Technical Standards Sales (TSS)

- TSS is responsible for management and revenue responsibility of the AWS Bookstore; management and revenue responsibility for technical publication subscription products; management and revenue responsibility of sales channels for AWS technical publications; fulfillment operations for AWS technical publications and educational seminar materials; and provision of customer service support for all activities involving technical publications.
- 2016 revenue growth was very strong for TSS, driven by strong D1.1 and D1.5 sales, as well as strong electronic subscription sales.
- 2016 also marked process and accounting improvements with tighter controls of vendors, inventory and implementation of a new accounting back office. The rewards of these efforts will really begin to show in 2017.
- Key objectives in 2017 are:
 - To maintain steady sales growth in our corporate segment.
 - To strengthen our relationships with our various sales channels and engage them to drive sales growth, particularly with subscription offerings.
 - To increase our presence in academia with relevant subscription offerings, and by promoting our products by attending targeted tradeshow and exhibitions. This includes a planned release of the AWS Digital Library subscription product for schools, targeted to launch in late 2017.
 - To grow our sales base outside the USA.
 - Maintain excellence in customer service to our customers, and maintain excellence in the fulfillment operation.

Marketing and Communications

- The Marketing department at AWS manages all the marketing related activities for all business units. The department also creates any collateral material needed for tradeshow, the Welding Journal and other related activities. We also provide and maintain all of our website content as well as all online media and digital marketing.
- In 2017 all the section websites will be updated with new design to bring uniformity of branding to our Sections. Additionally, new tools will be made available via the Section websites to help support Section efforts to champion the AWS mission, the Society benefits, and its products and services.
- In 2017 AWS Marketing will begin to develop a plan for the centennial anniversary of AWS. Sections will be engaged as a part of this process as the plan materializes.

Advertising Sales

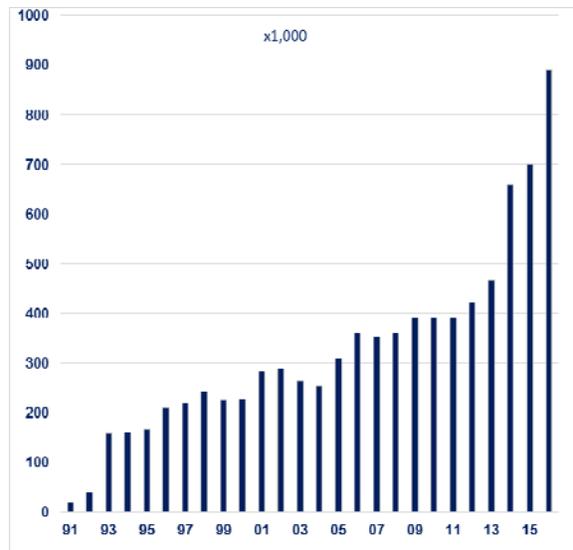
- The Advertising Sales team of AWS is responsible for selling advertising space in all AWS Publications, the AWS websites, as well as for other ad channels such as the FABTECH show materials and the bi-annual AWS Publications catalog.
- Advertising sales have faced a changing landscape over the past several years with movement towards digital advertising media, especially on dynamic informational sites. The Advertising Sales team is working with AWS Marketing to develop alternative advertising sales channels to address these challenges.
- Around mid-2017 a new digital advertising channel will be introduced to the public called The WeldingSource.com. This curated informational website will bring value to readers with a variety of information streams updated daily. This will also create a natural advertising opportunity. More information will be pushed out to the Section websites as this product nears launch.

Recognition Awards

- **The Excellence in Welding Awards** recognize individuals and organizations that have shown exemplary dedication to promoting the image of welding in their communities. Awards are issued in nine categories: Individual, Educator, Educational Facility, Small Business, Large Business, Distributor, Section, Media and Veterans. Recipients are recognized at a special awards luncheon held during the FABTECH Show. For more information, contact Keila DeMoraes at ext: 444 or kdemorase@aws.org.
- **Distinguished Welder Award** recognizes an individual whose welding skills and experience would earn her or him the recognition of being an AWS Distinguished Welder and up to 10 individuals may be recognized in any given year. A nomination packet should include information addressing the Definition and candidate's Application Criteria as outlined in the AWS Distinguished Welder Award Nomination Form. The focus of the nomination packet should include specifics of the individual's skills. August 1 is the deadline for submitting the nomination package to the address listed on the form and will be awarded during the selection year at FABTECH. For more information, contact Chelsea Steel at ext. 293 or csteel@aws.org.

AWS Foundation

- In 1991, there was one fellowship @ \$20,000
- In 2016, there were more than 580 recipients, and over \$892,000, including Graduate Research Fellowships
- Total of 6,000 students and over \$8 million in 27 years



- Workforce Development
 - ❖ Major Accomplishments in 2016
 - Completed the fifth annual tour of the “Careers in Welding” mobile exhibit traveling to 19 events in 12 states with over 41,000 visitors, and more than 42,000 virtual welds
 - Celebrated April's National Welding Month Designation with a complete meeting package to all AWS Sections
 - Established eight new scholarships that provide funding for community and technical college students in eight states
 - Completed an extensive research project gaining insights into potential welding students' influencers, sources of information, and social media habits
- Welder Training Scholarships
 - For the second year each District has \$10,000 available annually for scholarships designated for welder training. These awards are available with District Director approval throughout the year to provide funds to students seeking welder training through a trade school, community college, or other facility providing welder training programs, or for an AWS Certified Welder (CW) seminar. As of 3/1, 12 awards have been made and 243 applications have been received.