

# Mid-West Fastener Association to Offer Several Education Programs in 2012

## **Social Media**

March 15<sup>th</sup>

Milwaukee, WI-Iron Horse Hotel

This Seminar will feature Dennis Dean and Greg Bennett of Dean Group Media. They will touch on many areas of social media and how your business can and should be using it to gain market share including: What is Social Media, Old vs. New Marketing, Marketing Spend Trends , Why Video? Effective Use of Videos, Does it Pay?, Top 10 Social Media Mavens, Case Studies-Wall Flowers Don't Dance, Where to Start, Guidelines, Strategies, Social Networks vs. Social Media, and Social Media and Search Engine Optimizations. The days of ignoring social media, thinking it's a short term fad, are gone!

## **Intermediate Fasteners-Hand on Learning Class**

April 19<sup>th</sup>

Elk Grove Village, IL

Those who have been in the industry over three years or have taken the MWFA Introduction to Fasteners class will find this especially helpful. Doing business, in the fastener industry, requires knowledge that only industry experts can teach. This class is more technical than the Introduction to Fasteners class. Topics include: materials, screw machining, print reading, inspection, PPAPs, accreditation, secondary operations and more.

## **Safeguards Against Ordering Wrong Manufactured, Plated or Imported Parts to Minimizing Risks and Loss of Profits**

June 25<sup>th</sup>

8:00 a.m.-11:30 a.m.

Addison, IL-Medinah Banquets

This seminar is designed to assist those in purchasing as well as sales/purchasing communication. Miscommunication and errors can create costly mistakes. There is little room for error in today's business environment. Industry personnel, from various aspects of the industry, will teach you important safeguards. This seminar includes and precedes the MWFA Table Top Show

## **Introduction to Fasteners**

September 13<sup>th</sup>

Elk Grove Village, IL

The importance of educating those new to the industry is addressed in this seminar. Formal education will provide business education; however, fastener basics are best learned from peers and through hands on education. Topics included in this class include: making of a screw, nuts, washers, metrics, applications, prints, use of calipers and more. This class provides handouts, publications and samples for reference once back at the office.

## **What You Need to Know About Plating and Heat Treating**

October 18<sup>th</sup>-1:00 p.m.-5:00 p.m.

Morgan Ohare & SWD, Addison-IL

Learning about plating and heat treating can be very complex. With the assistance of onsite training, students will have the luxury of education through plant tour explanations. The class will be conducted at facilities with working plants where students will be instructed on metallurgy, zinc vs. zinc trivalent, overcoats, E-Coats and paints, importance of RoHS and Reach, passivation, conversion coatings, popular automotive platings, hydrogen embrittlement, baking of parts, the do's and don'ts of strip and re-plating on various finishes and more.

Check for seminar and Fastener Information Directory details on our website: [www.mwfa.net](http://www.mwfa.net)

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