

THE INDUSTRIAL DIAMOND ASSOCIATION 2012 – A STRATEGIC PLAN



STEPHEN GRIFFIN
President
Engis Corporation

The IDA of America has a long and distinguished history since its inception in 1946 and is the oldest and one of the most well respected associations in the superabrasives/ultra-hard materials industry. The industry has progressed through innovation and development since the early days and has evolved into a much more complex industry with the introduction of new materials in the form of synthetic superabrasives (Diamond and CBN), polycrystalline products (PCD & PCBN Tools) and other processes such as CVD (Chemical Vapor Deposition) and growth of large single crystal diamonds.

Just as the industry has evolved and reinvented itself, the IDA of America as the premier association representing the industry, must continually improve and stay relevant in order to service and be of value to its membership. To achieve this goal the IDA Board of Directors has recently established a Strategic Planning Committee to develop a "Strategic Plan". The plan will allow the Board of Directors to develop and focus on initiatives designed to meet the mission of the IDA while keeping the Association in tune with the changes in the industry.

The Strategic Planning Committee was established in May 2011 by the IDA Board of Directors and has developed a plan that was adopted by the Board at the September meeting in Columbus OH. The plan focuses on the mission of the IDA:

- *To promote the use, application and development of superabrasive/ultra-hard materials industry of North America.*
- *To serve as the primary voice of the superabrasive/ultra-hard materials industry in North America.*
- *To develop and facilitate technical and educational programs focused on applications and uses for superabrasive/ultra-hard materials.*
- *To create, collect and/or disseminate superabrasive/ultra-hard materials standards and regulatory information.*
- *Establish the venue for member interaction and the exchange of ideas on a global basis.*

In order to achieve the mission statement goals of the IDA, the Association's structure will be reorganized to have six standing committees. They will be as follows:

The Strategic Planning Committee: To review, on an annual basis, the activities of the IDA and to recommend changes to the Strategic Plan that will promote continual improvement of the Association.

The Promotional Committee: The Promotional Committee, through sub-committees, will be responsible for promoting the IDA to the outside world (end users, academia, etc.) and to the membership.

The Education Committee: The Educational Committee will develop educational programs to further the understanding and application of superabrasive/ultra-hard materials.

The Technical Advisory Committee: Will be responsible for reviewing technical papers for presentation at INTERTECH and technical content of articles published by the IDA.

The Standards & Regulatory Committee: Will work with Standards Organizations and Government Regulatory Commissions in developing and reviewing standards and regulations applicable to the industry.

The Finance Committee: Will work with the Executive Director in preparing and developing budgets to fund the activities of the IDA.

The IDA Board of Directors will review and critique the activities of the Committees. Goals and timelines will be set to ensure progress towards the initiatives being taken. Some of the topics being discussed are:

- Focusing on growing the industry through end-user education and awareness.
- Reorganizing INTERTECH to attract potential end-users while maintaining the New Development and Education sessions.
- Redesigning the IDA website and considering entering into some of the communications media such as Facebook and Twitter.
- Cooperating with other trade organizations in lobbying and other areas of interest.

The IDA recognizes that it must bring value to its membership in order to remain effective; however, it needs you, the members of the IDA of America, to get involved and to make a difference through participation. We encourage you to consider involvement in one of the Committees and contribute to the Association for the good of the industry and the membership. The IDA Board of Directors wants to hear from you how we can make the IDA work for you, its members.

The Strategic Planning Committee:

STEVE GRIFFIN
(Chairman)
Engis Corporation

TROY HEUERMANN
3M

CHRIS WINKEL
Worldwide
Superabrasives

JOE CONNOLLY
Element Six

DAVE SIMPSON
Sumitomo Electric
Materials Group