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## CIRAS instrumental in launch of new biobased product label by USDA

The USDA is now making it easier for consumers to identify biobased products with the launch of the BioPreferred's labeling program. Through a cooperative agreement with the USDA, CIRAS is identifying products that meet the definition of a biobased product and establishing their minimum biobased content for eligibility in the BioPreferred program.

Under the new voluntary program, manufacturers and vendors can, after obtaining certification from the USDA, market their certified biobased product using the "USDA Certified Biobased Product" label.

This new label clearly identifies biobased products made from renewable resources. The USDA estimates that there are 20,000 biobased products currently manufactured in the United States.

### The Critical Role of CIRAS

CIRAS has been working with BioPreferred to develop and implement the BioPreferred program since 2002. The program was established to help federal agencies give preference to biobased products when purchasing needed supplies. The role of CIRAS, as manager of the program, is to identify biobased products, investigate and analyze potential designation items, provide industry perspective, and act as a conduit between manufacturers and government.

In support of the BioPreferred labeling program, CIRAS is developing support systems and programmatic policies to support operations; facilitating label usage applications from manufacturers, vendors, and industry associations; and developing and implementing quality control and corrective action procedures to maintain a level of excellence expected of the USDA brand.



The new USDA BioPreferred label for biobased products. Image courtesy of the USDA.

### Label Increases Consumer Awareness

"Today's consumers are increasingly interested in making educated purchasing choices for their families," says Deputy Secretary of Agriculture Kathleen Merrigan. "This label will make those decisions easier by identifying products as biobased. Increasing the purchase of biobased products brings value to America by continuing to boost demand for renewable commodities; by helping to secure our nation's energy security; and by creating jobs, investment, and income."

Manufacturers can now use the BioPreferred label to help customers identify their products as biobased. The broad variety of products available is placed in approximately 200 categories, ranging from cleaning products to construction materials. While biobased products are widely available today, the new label will make these sustainable products more accessible and visible, as well as serve as a valuable marketing tool for the manufacturers and vendors of these products.

"Marketing is essential for companies to increase the visibility and sales of biobased products they offer. The availability of the USDA Certified Biobased Product label is an important step in this process, as it allows

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The Center for Industrial Research and Service (CIRAS) provides education, research, and technical assistance to Iowa industry through partnerships with Iowa's universities, community colleges, and government agencies. Assistance is supported in part by the DoC/NIST Hollings Manufacturing Extension Partnership, the DoD/DLA Procurement Technical Assistance Program, and the DoC/EDA University Center Program.

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## Persistence pays off for Iowa company seeking Rock Island Arsenal business

The Rock Island Arsenal is well known in eastern Iowa and throughout the state as an economic driving force in the region. It is “one of the largest employers in the area, with an estimated economic impact of \$1,000,000 daily. Located on the Mississippi River, Arsenal Island is an island of 946 acres, bordered by Iowa and Illinois.” With four major procurement commands and over 35 organizations that reside on the “Island,” it doesn’t take companies long to inquire about how to capture new business with these target customers, according to David Bogaczyk, program director for the CIRAS procurement assistance program.

Digital Pathways, located in Bettendorf, Iowa, was started in 1997 by Rose Ann Burgmeier with the company vision to combine her fine arts/graphic design and printing industry background to fill an underserved market niche. Working with customers such as John Deere, Caterpillar, and Maytag was a major focus area for the company through 2005, but Burgmeier soon identified a growing need—the need to diversify. “It started about five years ago when I attended a CIRAS presentation in Ames about government contracting. With the Rock Island Arsenal so close to my location, I wanted to capture a piece of that business and add the government as one of my strategic customers,” says Burgmeier.

At first, Digital Pathways concentrated on securing the necessary registrations and some special designations such as the SBA Small Disadvantaged Business (SDB) designation and 8a certification, which can provide an advantage to firms in the government contracting arena. However, the 8a process can be one of the most daunting certification programs, and Digital Pathways traveled an eighteen-month journey filling out forms and providing clarification before their 8a certification was finally secured.

Certification in hand, Digital Pathways started the final segment of capturing government contracts—effectively marketing to the right target customers and successfully bidding on government solicitations. Throughout 2008 and 2009, Burgmeier met with CIRAS staff and end customers to build Digital Pathways’ network and learn about upcoming opportunities.

When she downloaded her first opportunity and saw the page count with corresponding regulations, Burgmeier admitted that the process was a little intimidating. However, “I called CIRAS and they were able to break apart the huge solicitation and guide me through the process so I could create my response



with confidence.” The result was a \$93,000 contract award with a scope of work using different areas of the company’s expertise: graphic design, video design, animation, audio, and closed captioning.

Following their success with their first Rock Island Arsenal contract, Digital Pathways was awarded their first multiyear contract with the Public Affairs office with the potential to secure approximately \$1 million in new work over the next four years. When asked what factors she uses in marketing to the government and creating their proposal responses, Burgmeier cited three main factors: unique combination of staff technical skills, speed of service (usually 24 hours or less), and not taking the customer for granted.

As Digital Pathways explores new solicitations, they look forward to working with Beth White. White is the CIRAS government contracting specialist serving companies in eastern Iowa and is located in Bettendorf. “Beth always puts government terminology in layman’s terms to help us review the solicitations with ease. Now I don’t panic when I get a lengthy solicitation from the government because I can rely on my trusted CIRAS resources to assist us in capturing new government business,” says Burgmeier.

*For more information, please contact David Bogaczyk at 515-422-6313 or [bogaczyk@iastate.edu](mailto:bogaczyk@iastate.edu).*

## In Tolerance + CIRAS + WMEP = Winning partnership

Jack Hardin, general manager of In Tolerance, was skeptical when long-time customer (for the past 62 years) Rockwell-Collins asked his company to participate in WMEP's<sup>1</sup> Accelerate program. A 35-employee precision contract manufacturer based in Cedar Rapids, Iowa, In Tolerance specializes in low-volume, high-variety machined parts used in the aerospace, military, and medical industries. Hardin did not see how lean methods developed for use in high-volume manufacturing environments could help his small operation fabricate small quantities of thousands of different parts more efficiently, but nevertheless, he was interested in learning more.

In Tolerance and nine other suppliers attended a kick-off session presented by Andy Hayner and Roxanne Baumann of WMEP. As the name suggests, Accelerate focuses on eliminating waste to increase the overall speed of production, thereby improving performance and increasing capacity, flexibility, and collaboration.

The Accelerate process combines two powerful lean tools: value stream mapping and the manufacturing critical-path time (MCT) metric. Value stream mapping graphically depicts the flow of information and materials involved in producing a part, while MCT measures the total value stream in calendar days (the viewpoint of the customer).

"Many contract manufacturers are amazed to learn that lean methods can make a huge positive impact in the operations of small job shops," says WMEP's Hayner. "Lean principles are applicable in virtually all manufacturing environments, and efficiency, quality, and speed are more important today than ever before. In today's global marketplace, the future success of an OEM and their suppliers are inseparable. World-class OEMs demand world-class performance from their suppliers, and Accelerate was developed to help small suppliers achieve exceptional product quality and responsiveness."

The first target for improvement was a part that was fairly complex to produce. "The Accelerate program as presented by Andy and Roxanne from WMEP was truly an exciting, eye-opening experience for our team at In Tolerance. We did not think this program would work in a job shop environment, but we were certainly proven to be incorrect. This program has developed and will continue to develop many cost-saving exercises," Hardin says.

Jim Black and Jeff Mohr of the Center for Industrial Research and Service (CIRAS), a partner with WMEP, spent two days at the In Tolerance facility, walking Hardin's team

through a value stream map for the selected part—a delicate housing with a special painted finish. Employees from every part of the company participated, from the shop floor to the front office. "It was an enlightening and rewarding experience," Hardin says. "It energized the whole company and got everyone excited about change and making things even better."

The Accelerate team at In Tolerance developed a project plan to take time out of the production process and quickly began to implement these changes in Phase II of the operation. For example, the team looked at every aspect of the packaging process. To protect the finish from scratches during shipping, each part was carefully wrapped in foam and secured with tape, a time-consuming procedure that used a lot of packaging materials. Stepping back from the process, the team looked at other ways of protecting the part during shipping and came up with the idea of using premade, reusable boxes lined with egg-crate foam that could accommodate five parts per package. After testing, the new packaging was launched with the following results:

- Packaging time was reduced from 5 hours to 40 minutes
- Re-useable boxes reduced waste by 95 percent

"We are saving on packaging supplies," Hardin says. "More important, we are not sending 640 square feet of foam packaging to the landfill every month. These results are just for the part of the process for which we completed the value stream map."

A similar process of improvement focused on each step of the production procedure, with the following results:

- Reject rate fell to zero percent
- Manufacturing critical-path time was reduced by 50 percent
- Part production was shortened to 10 days from 40 days, creating additional capacity
- Work-in-progress inventory was reduced by 61 percent
- Raw material on hand was reduced by 75 percent

"We achieved these results working with just one part," Hardin says. "We're now working on value stream maps for high-volume and high-cost parts, aiming to reduce set-up, painting, handling, quality assurance, and packaging time. I can't wait to see what our results will be."

"Jim Black and Jeff Mohr from CIRAS did an outstanding job of training our team at In Tolerance in value stream mapping in the Accelerate program," Hardin adds. "They kept everyone involved and were able to make it an interesting and fun experience. Our team learned a lot from Jim and Jeff, and the cost savings they helped provide on a part we manufacture were tremendous."

Jim Black, who recently retired from CIRAS, praises In Tolerance for being an innovation leader. "The quality

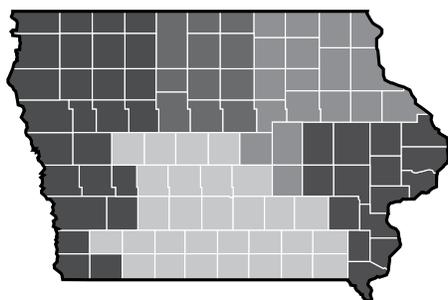
<sup>1</sup> The Department of Commerce's National Institute of Standards and Technology (NIST) operates the Manufacturing Extension Partnership (MEP) program, a network of service providers in all 50 states and Puerto Rico. The goal of the MEP program is to improve the competitiveness of small manufacturers (less than 500 employees). NIST has contracted with CIRAS to operate the MEP program in Iowa. CIRAS has partnered with the Wisconsin MEP (WMEP) to bring their Accelerate program to Iowa to help OEMs with their supplier development programs.

Continued from page 4

and performance levels at In Tolerance have always been outstanding,” Black says, “yet Jack and his team are always open to improvement. I can’t wait to see what they are going to achieve on their lean journey!” Hardin recommends that other job shops explore the lean concepts of the Accelerate program and gives high marks to CIRAS and MEP in helping his firm sharpen its competitive edge. “Accelerate has revitalized our operation, saved time, reduced costs, and reduced waste,” Hardin says. “Clearly, the results we’ve achieved show that this method is not just for high-volume manufacturing.”

For more information, please contact Jeff Mohr at 515-294-8534 or jeffmohr@iastate.edu.

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### Account territories

Account managers provide initial manufacturing needs assessments and explore and match resources to client needs. The state of Iowa is divided into five account manager territories. Their contact information follows.

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companies to better market these types of products,” says Gerald A. Miller, interim vice president for extension and outreach at Iowa State. “Many companies offering biobased products are small, developing businesses, and bringing increased visibility to their products’ performance and environmental characteristics helps increase their sales and grow their business. This better enables these companies to create new jobs in rural communities, as well as provide new markets for farm commodities and further help grow the biobased economy.”

**“Many companies offering biobased products are small, developing businesses, and bringing increased visibility to their products’ performance and environmental characteristics helps increase their sales and grow their business.”**

—Gerald A. Miller

### Criteria for Selection and Certification

To be eligible for USDA certification and labeling, the USDA proposes that a product meet two criteria: (1) the product must be a biobased product; and (2) the biobased content of that product must be at or above its applicable minimum biobased content.

Biobased products are defined as commercial or industrial products (other than food or feed) that are composed in whole or in significant part of biological products, renewable domestic agricultural materials (including plant, animal, and marine materials), or forestry materials.

The minimum biobased content has been established under the USDA’s BioPreferred Federal Procurement Preference Program. Products that do not belong to designated items are still eligible if they are at least 25% biobased. The minimum biobased content for all items is subject to change. The USDA intends to increase the minimum biobased content over time as biobased product technologies advance.

### About the BioPreferred Program

The USDA’s BioPreferred program was created by the Farm Security and Rural Investment Act of 2002 (2002 Farm Bill) as a preferred procurement program to increase the purchase and use of biobased products within the federal government. The Food, Conservation, and Energy Act of 2008 (2008 Farm Bill) expanded the program’s scope to promote the sale of biobased products in other sectors.

BioPreferred is now composed of two programs: (1) a preferred procurement program for federal agencies; and (2) the new voluntary labeling program for the broad-scale marketing of biobased products.

Legislation directs federal agencies involved with the environment, transportation, and energy to act in an environmentally sound and sustainable manner. According to the order, agencies are required to purchase goods and services that use sustainable environmental practices, including biobased, environmentally preferable, energy- and water-efficient, and recycled-content products.

For more information, please contact Steven Devlin at 641-613-3298 or sdevlin@iastate.edu.

## Students propose solutions to companies' design challenges in capstone program

Solve a total design problem involving a mechanical system and document every decision leading to the solution. This straightforward challenge entices Iowa State students in the Mechanical Engineering Capstone Program. Each semester CIRAS matches another group of eager future engineers with sponsoring companies and real-world projects. As a result, students gain experience and companies gain innovative solutions that often lead to enhanced productivity and lower costs.

The industrial design projects that are accepted for the program are typically important to the company but not urgent, says Jim Heise, design projects coordinator. The projects range throughout the field of mechanical engineering and can include research, design, building, and testing. Each student team devotes about 400 to 600 work hours to a project over the course of a semester. Two teams are assigned to each project and receive the same parameters; the ensuing competition results in a better end product, Heise says.

CIRAS supports the mechanical engineering capstone projects by working with companies and capstone coordinators to define potential projects, Heise explains. In addition, for those projects selected with Iowa-based manufacturers, CIRAS is able to provide a grant for 60 percent of the program cost.

Jancy Engineering brought a rough idea for a new design to their Iowa State student teams, says production manager Ed Briggs. Through the capstone, “we were able to speed up the process of conceptual design,” Briggs says. “We saw a lot of ideas that we might not have come up with.”

The bottom line, Briggs says: saving costs and getting the product to market faster.

“I’d highly recommend [the capstone program], and we look forward to doing more of this in the future,” he adds.

“The secret to our success,” Heise notes, “is the constant communication we require student teams to have with their sponsors.”

Teams make onsite visits to understand the project and their sponsoring company. Some also participate in weekly video conferences with their sponsoring company and share additional information over a secure website. The projects are reviewed mid-term and at semester’s end. Then the students deliver a final report, all research, and any prototypes that were built.

“The ISU engineering students helped bring some fresh ideas to the table, as well as some different perspectives,” says Terry Wurzer, with TFI Lighting. “They also did a lot of very good and invaluable research on the various products that we collectively selected for use in our final product.”

Wurzer adds, “Companies that have some product development time flexibility and would like to give students or possible future employees a chance to work on real-world problems would be a great fit for this program.”

*For more information, please contact Mike O'Donnell at 515-294-1588 or [modonnll@iastate.edu](mailto:modonnll@iastate.edu).*

## New Iowa EDA University Center Program will focus on growing sustainable regional trade centers

Iowa State University Extension’s Center for Industrial Research and Service (CIRAS) has been awarded a new grant from the Economic Development Administration (EDA) to focus on sustainability within regional trade centers.

The Iowa EDA University Center Program (EDAUCP) will identify and select regional trade centers—regions composed of numerous smaller cities that are economically linked—with potential growth and work at the community and business levels to develop and implement plans for long-term sustainable regional economic growth.

“This new program allows CIRAS to combine our strengths in economic research and business improvement to help ensure communities and businesses are equipped for success now, and in the future, by applying established concepts of sustainability in a new way,” says Mike O'Donnell, EDAUCP program director.

University Center economic scientists will perform a triple-bottom-line assessment of chosen regions to identify the businesses, industries, and socio-economic entities within the regions that are key economic drivers. Staff will then help develop and implement plans that address the triple-bottom-line sustainability needs:

- The people—the well-being of those who live and work in the region
- The planet—environmental-based opportunities such as “green” communities and jobs
- The profit—the financial health of the businesses and communities

Some of the solutions for the regional trade centers and economic drivers will be provided by business and community specialists working on the Iowa EDA University Center Program team. Additional solutions will be provided through other local, state, and federal programs to leverage expertise available in the region.

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## Conference helps Iowa businesses with government contracts

Working with government contracts can be an excellent market segment for Iowa-based companies and the state economy. It also can be a confusing maze to navigate, as various rules and regulations need to be followed.

That's where Iowa State University Extension's Center for Industrial Research and Service (CIRAS) assists Iowa companies. CIRAS government contracting specialists work with Iowa-based businesses—anyone from a one-person operation to some of the state's largest employers—to help them understand the government procurement process and secure contracts.

"We help them with everything from the basics to very advanced issues," says David Bogaczyk, program director of the CIRAS procurement assistance program. "It's an ongoing process, and an ongoing relationship."

One component of the CIRAS program is an annual conference focused on helping veteran-owned and other businesses succeed in the government contracting sector. The Third Annual Iowa Veteran's Procurement Conference drew 120 participants in 2010 at the Iowa State Center's Scheman Building in Ames. Attendees had a chance to attend sessions with speakers on various topics, as well as network with 26 exhibitors.

Bogaczyk says CIRAS focuses on veteran-owned businesses for a couple of reasons. First, a number of

federal government programs are targeted specifically at assisting veteran-owned businesses. But perhaps more important, veteran-owned businesses possess many of the characteristics necessary to be successful in this market: a strategic approach to entering new markets, ability to work effectively within a framework of rules, and performance under pressure.

With the conference, as well as its ongoing work, CIRAS assists Iowa businesses with government contracting in three main areas:

- counseling, which includes determining if a business is suitable for government contracting;
- technical assistance, such as interpreting regulations; and
- ongoing training, including more than 50 workshops held throughout the state each year.

CIRAS works with businesses in all industry sectors and is the only organization in the state that provides government contracting assistance at all three levels of market segmentation—local, state, and federal. Any Iowa business interested in government contracting can set up a no-cost assessment with CIRAS at one of its offices.

*For more information, please contact David Bogaczyk at 515-422-6313 or [bogaczyk@iastate.edu](mailto:bogaczyk@iastate.edu).*

*Iowa State University Extension's CIRAS is helping Iowa businesses navigate the world of government contracting. The 3rd Annual Iowa Veteran's Procurement conference held in 2010 provided education and networking opportunities for businesses of any size and any industry looking to capture or increase their sales through government contracting.*



## Iowa has leading role in U.S. wind energy industry

The U.S. wind energy industry is moving full speed ahead, and Iowa is helping to lead the charge. In April of 2010 the Iowa Alliance for Wind Innovation and Novel Development (IAWIND) conference brought more than 260 people to Iowa State University to learn about Iowa's role in an industry marked by ever-changing technology.

The Iowa State University College of Engineering, University of Iowa College of Engineering, University of Northern Iowa, Des Moines Area Community College, and the Iowa Department of Economic Development collaborated in this effort to bring world-leading experts to Iowa and highlight the state's research in wind energy engineering.

"This shows the level of interest and capability in Iowa for the wind industry," says Mike O'Donnell, CIRAS project manager. "It was a great mix of students, faculty, industry experts, and manufacturers."

They learned that Iowa is setting the standard with the state's commitment to wind energy. Denise Bode, CEO of the American Wind Energy Association, shared several statistics: Iowa ranks second in the United States for installed wind capacity—the megawatts (MW) already online. At the end of 2009, Iowa had 3,670 MW online and 14,569 MW of wind projects awaiting installation. And in 2008, wind provided 7.1 percent of Iowa's power.

Bode also shared that Iowa's wind industry generated \$16.5 million in annual property tax payments by wind project owners and \$11 million in annual land lease payments. At the end of 2009, major manufacturing facilities in Iowa had made more than \$175 million in investment for the industry. In addition, the industry generated support for 5,000 to 10,000 direct and indirect jobs, including more than 3,200 expected direct manufacturing jobs at major facilities in Iowa.

Several world-renowned experts in wind energy engineering discussed the latest trends in the field, ranging from new design technologies to advanced wind forecasting methods. A workforce panel featuring Iowa-based wind energy manufacturers explained current needs and long-term trends for the engineering and manufacturing workforce needed to support this growing industry. The day was capped with more than 30 student presentations from Iowa's Regent universities highlighting research in wind energy engineering.

As Iowa's place in the wind energy industry continues to grow, CIRAS plans to take an expanded role as well. The conference provided "a great place to make connections," O'Donnell says. "We want to do more to connect the researchers at ISU with manufacturers across the state to help them continue to be leaders in wind energy."

*For more information, please contact Mike O'Donnell at 515-294-1588 or [modonnll@iastate.edu](mailto:modonnll@iastate.edu).*

## IAWIND grant allows purchase of new Faro laser

The Iowa Alliance for Wind Innovation and Novel Development (IAWIND) awarded a \$95,000 grant for Advanced Metrology for Wind Energy Manufacturing to CIRAS and Iowa State University's Department of Industrial and Manufacturing Systems Engineering.

This grant went toward the purchase of a Faro laser tracker, which will be used for teaching, research, and support to manufacturers. Laser trackers are not bound to mechanical device constraints as with traditional measurement methods, allowing measurements over large spans (up to 50 m).

The laser tracker is part of the new Wind Energy Manufacturing Laboratory at Iowa State, which was established to support education in wind energy manufacturing and to support research into issues in making large components. The laser tracker will also be available to Iowa manufacturers through CIRAS for short-term projects.



## Three CIRAS staff members retire



Jim Black, project manager for CIRAS, retired after 15 years of service. During his time with CIRAS, Black focused primarily on working with clients on productivity improvements, specializing in strategic planning and lean principles, particularly kaizen and value stream mapping. Black was a familiar face to companies as he helped them improve their bottom line through the use of his knowledge of these productivity principles. Prior to coming to CIRAS, Black worked in a variety of engineering and operations management roles for Midwest companies, using his lean principles knowledge in these roles.



Merle Pochop retired from CIRAS after 15 years of service. While there, he consistently demonstrated his patience, knowledge of industry, and customer commitment through assisting many companies in developing, implementing, and maintaining their quality management systems. He had extensive experience in ISO 9000 as well as documentation development mentoring, internal auditor training, compliance audits, and root cause analysis.



John Van Engelenhoven retired from his position as project manager after serving CIRAS for 11 years. During his time, Van Engelenhoven worked with companies on product engineering, assisting with product design, testing and finite element analysis, as well as plant layout simulation and cranes/monorails. Van Engelenhoven also helped positively represent CIRAS and the university by leading publication of *CIRAS News* and by providing high-quality, impactful projects and great customer service. Prior to CIRAS, Van Engelenhoven worked as a product engineer, chief engineer, and project manager at several companies. He worked in the areas of product research, development, and project management.



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### Iowa State University Foundation Gift/Pledge Form

CIRAS has been helping Iowa companies for nearly 50 years. A fund has been established to further assist CIRAS in supporting initiatives to enhance the Iowa economy. Please consider donating to the Center for Industrial Research and Service General Fund.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

#### Gift Designation

I/We wish my/our gift to be designated to:

Center for Industrial Research and Service General Fund (2700413)

Other \_\_\_\_\_

Gift Amount \$ \_\_\_\_\_

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## Industry Advisory Council—A strategic partner

The CIRAS Industry Advisory Council has been a key strategic partner of CIRAS for 45 years, ever since the first council was created under a mandate in a federal contract CIRAS was awarded. The mandate ended with the end of the grant in the late '60s, but the council has remained as one of several key oversight mechanisms, ensuring that taxpayers' investments are effectively assisting with the growth of the Iowa economy. The council provides guidance in strategic planning, development of new educational services, and marketing and financial advice.

The council is composed of about 15 businesses from across the state. There is also representation from the Iowa Business Council, Iowa Farm Bureau Federation, Association of Business and Industry, and the community college system. The council is chaired by Alan Hagie, president of Hagie Manufacturing Company.

Council members serve a three-year term. New members for 2010 include Rowena Crosbie of Tero International; James Fettkether of Lockard Construction, Inc.; Gary Ficken of Bimm Ridder Sportswear; Eric Kluver of Omaha Standard PALFINGER; and Dave Sengpiel of the Iowa Farm Bureau Federation.

### Fall 2010 New Members



**Rowena Crosbie** is president of Tero International. Founded in 1993, Tero is an interpersonal skills research and corporate training company serving clients at locations around the world. Crosbie was honored as the Woman of Influence Business Owner of the Year by the *Des Moines Business Record* in 2009.



**James Fettkether** is executive vice president of Lockard Construction, Inc. Fettkether, a graduate of the University of Northern Iowa, joined Lockard Companies in February 2002 as construction and property manager with eight years of commercial and residential construction experience. In 2005, he was promoted to his current position, managing the day-to-day operations of Lockard Construction and actively building relationships with potential clients and industry partners.



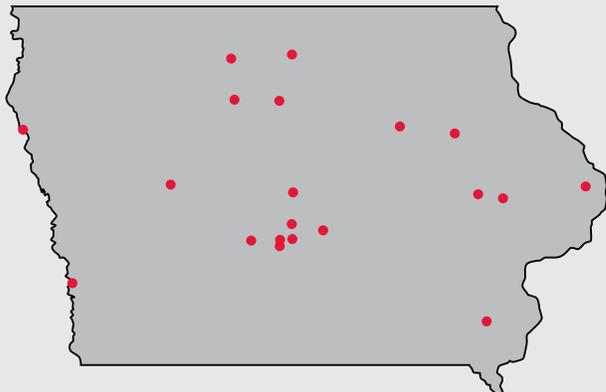
**Gary Ficken** is president of Bimm Ridder Sportswear, a licensed apparel and headwear supplier to professional sports teams and retailers around the nation. The 20-year-old company is based in Cedar Rapids, Iowa. Bimm Ridder does light manufacturing in Cedar Rapids and Vietnam.



**Eric Kluver** is the chief financial officer of Omaha Standard PALFINGER, a part of the PALFINGER North America Group. Established in 1932, PALFINGER has for many years been among the leading international manufacturers of hydraulic lifting, loading, and handling systems. As a multinational company group with its headquarters in Salzburg, Austria, PALFINGER has production and assembly sites in Europe, North and South America, and Asia.



**David Sengpiel** is the senior investment manager for the Iowa Farm Bureau Federation. He oversees 20 companies in the investment portfolio. Over the past 20 years, Sengpiel has held a variety of management, marketing, strategic planning, and financial positions including president and CEO of an early-staged public telecom company as well as his own consulting business dedicated to helping small businesses write business plans and get early-stage seed funding. His experience throughout his career as an investment manager has included the oversight of 47 portfolio companies and appointment to 13 directorship positions.



## 2011 CIRAS Industry Advisory Council Members

Association of Business and Industry	Iowa Spring Manufacturing
B4 Brands	John Deere
Bimm Ridder Sportswear	Lockard Construction, Inc.
Carroll Area Development Corporation	Lomont Molding, Inc./Lomont IMT
Des Moines Area Community College	Mrs. Clark's Foods
Geater Machining & Manufacturing Company	Omaha Standard PALFINGER
Hagie Manufacturing Company	Plastics Unlimited
Hy-Capacity, Inc.	Power Engineering and Manufacturing, Ltd.
Iowa Business Council	Snap-on Tools
Iowa Department of Economic Development	Soo Tractor Sweeprake
Iowa Farm Bureau Federation	Stellar Industries, Inc.
	Tero International, Inc.
	Thombert, Inc.

## Spring 2011 New Members



**Jason Bender** is the vice president of sales and marketing for Lomont Molding, Inc./Lomont IMT. Founded in 1982, Lomont Molding is one of the premier plastic molders in the country with a global customer base. It specializes in low-pressure structural foam, high-pressure solid injection, and nitrogen gas-assist molding, in addition to offering a complete line of in-mold technology (decorating/graphics). Lomont operates 24 hours a day, seven days a week, with employees who strive for constant innovation, quality management, and cutting-edge technology.



**Heidi A. Fordyce** is a program manager for John Deere in the areas of supply management and lean supplier order management. Deere & Company is a world leader in providing advanced products and services and is committed to the success of customers whose work is linked to the land—those who cultivate, harvest, transform, enrich, and build upon the land to meet the world's dramatically increasing need for food, fuel, shelter, and infrastructure. Since 1837, John Deere has delivered innovative products of superior quality built on a tradition of integrity. Fordyce is a certified purchasing manager.



**Jim Gossett** is executive director of the Carroll Chamber of Commerce and Carroll Area Development Corporation. He earned the International Economic Development Council Certified Economic Developer designation in 2002. The 2004 president of the Professional Developers of Iowa, Gossett has 15 years of experience in economic and community development. He conducts training for nonprofit associations in board development, organizational management, and conflict resolution.



**Dexter Schaible** is the president of Soo Tractor Sweeprake. Founded in 1947, Soo Tractor provides loaders, backhoes, mower conditioner components, and big baler equipment to the ag market. Schaible spent many years working in the ag equipment industry in marketing, product management, and engineering, with many years of international experience. He is on the Siouxland Chamber of Commerce and numerous bank boards.



**John M. Warren** is the president of Power Engineering & Manufacturing, Ltd. Established in 1975, PEM specializes in the custom design, manufacture, and repair/rebuild of heavy-duty gear boxes that serve aerospace, mining, skiing, oil, gas, manufacturing, trenching, military, and railway maintenance industries. PEM gear boxes operate throughout the United States, as well as 48 countries. Advanced engineering enables PEM to reach the greatest power density in the industry while increasing durability and efficiency.

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## Ron Cox named Associate Dean for Extension

Ron Cox, director of Iowa State University Extension's Center for Industrial Research and Service (CIRAS), has been appointed as the associate dean for extension in the Iowa State University College of Engineering.

Cox has been director of CIRAS since 2001 and previously served as the assistant dean for economic development in the College of Engineering. Cox's new appointment to associate dean comes as part of a College of Engineering restructuring of central administrative offices to more closely focus resources on the core missions of education, research, and extension.

One of the key changes in the restructuring is the organizational placement of Engineering Career Services under the associate dean for extension to improve services to companies engaged with the college. Engineering Career Services is responsible for placing students in internships, cooperative learning experiences, and full-time employment.

"This is a natural extension of CIRAS activity," Cox says. "Companies want a seamless process for engaging with the college. We want to serve our clients better, whether it is STEM [science, technology, engineering, and mathematics] activities, student recruitment, technical assistance, continuing education, or research. We are now better positioned to increase the value we provide our corporate clients."

Cox will remain as director of CIRAS and will report to both the vice president of extension and Jonathan Wickert, dean of the College of Engineering.



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