



President's Message

Supply Chain Management

In the 1960s the words Generation Gap emerged to describe the fundamental philosophical differences between the young adults and those in their mid life. Today, there is a different type of Generation Gap emerging due to technology. The seniors of our society prefer to communicate with written letters, those in their middle age and near retirement prefer email, and the young almost exclusively turn to tools like text messaging, instant messaging, and Facebook. The youth around the globe are growing up in a technological world, and using this technology is what they are most comfortable with.



In prior messages, I have stressed the need for manufacturing businesses to be innovative and leverage technology to mitigate the impact of global competition, decreasing workforce, and new product designs that employ advanced systems. However, technology on the shop floor is only one area of innovation where a company needs to survive. Innovation can occur in all areas of the business world, not just product design and manufacturing. Innovation can be evident in how your business is organized, or the business process you use on a daily basis. We can also learn from our youth and leverage innovative ways to improve the industrial supply chain.

The NCDMM staff has been involved in an innovative program for over a year that draws upon advanced social networking technology, similar to that accepted so readily by our youth, to support the defense industrial supply chain. In May of this year, at the NCDMM Summit 2009, we debuted a program called VOICE which is a web based social networking tool designed to promote effective and efficient interaction between three different types of companies; those in need of capable vendors to fabricate parts; those looking for work that fits their interests and capabilities; and those that develop and market manufacturing process technology.

This month we are excited to officially launch VOICE. Congressman Tim Murphy (PA-18) has provided funds needed to launch and operate this tool for a period of time, for the benefit of all manufacturing companies. His support allows us to launch this site for users who wish to assess a new method of finding business and promoting capabilities. If you are interested in learning more about VOICE, please contact me or the NCDMM program manager, John Wilczynski.

Be innovative and don't let technology leave you behind. With my children's influence, I learned to text message and use Facebook. If your organization fits into one of the three categories mentioned earlier, join VOICE (<http://voice.ncdmm.org>) and see how technology pioneered by our youth can provide real value for your business.

I am always interested in your comments and encourage feedback on this subject via e-mail at ncdmm.info@ncdmm.org.

John S. VanKirk