



MTI Strategic Plan

Revised Jan 2023

Mission Statement

Success for Heat Treaters.

Vision Statement

*Driving prosperity through
innovation and collaboration.*

Core Values

Members Helping Members

Share Technical Expertise

Embrace Change, Build on Experience

Strength in Numbers



Metal Treating Institute Strategic Plan

VALUE STATEMENT: Growing Your People, Productivity and Profits

**Stay Ahead of
The Technology Curve
In Heat Treating Processes and
Serving the Members**

**Promote Contract
Heat Treating to the
Captive Market**

**Educate and Influence
Government and Other
Regulatory Bodies**

Mission Statement
Success for Heat Treaters.

Vision Statement
*Driving prosperity through innovation
and collaboration*

**Actively Recruit,
Develop and Engage
Younger Members**

**Evaluate and Promote
Services to MTI Members**

**Promote Membership
To Prospective Members and
Other Allied Groups**



MTI's Value Statement



MTI ENGAGEMENT RESOURCES

IMPROVING PRODUCTIVITY – BUILDING PEOPLE – GROW SALES – MAXIMIZING PROFITS

FINANCIAL MANAGEMENT & FORECASTING

- ✓ Sales Trend Report - Monthly
- ✓ Heat Treat Sales Forecasting Report - Quarterly
- ✓ Industry Sector Forecasting Report - Quarterly
- ✓ Heat Treat Sales Forecasting Webinar - Quarterly
- ✓ Operational Cost Survey – Semi Annual
- ✓ Annual Wage & Benefit Survey

QUALITY AND SAFETY

- ✓ Technical Specification Webcasts – Quarterly
- ✓ MTI Technical Standards Committee
- ✓ MTI Member Meeting & Reception at Nadcap Meetings
- ✓ Representation at CQI9, Nadcap, AMEC, ASTM Meetings
- ✓ Subject Matter Experts for Audit Compliance Questions
- ✓ Online Forum for Member Input on Audit Compliance
- ✓ Nadcap Audit/Findings Database
- ✓ Template OSHA Safety Documents in Lockout-Tagout, Confined Space, Elevated Work, Arc Flash

WORKER RECRUITMENT & RETENTION

- ✓ HeatTreatCareers.com Website to Link to Your Website
- ✓ Online Technical Training With 6 Certificate Programs
- ✓ Online Managerial Training
- ✓ YES Management Training Program
- ✓ Academic Scholarships from MTI Educational Foundation

OPERATIONS & PRODUCTION

- ✓ Statement of Limited Liability
- ✓ MTI Weekly Check-in Questions
- ✓ Plant Tour & Sales Video Production
- ✓ Purchase Order Checklist With Video
- ✓ Energy Purchasing Program
- ✓ Business Insurance Program
- ✓ Industry Support Team for Technical Support, HR, Cybersecurity, Safety, Digital Marketing

GROW YOUR CONNECTION AND NETWORK

- ✓ 2 National Meetings in Great Locations
- ✓ Furnace North America Trade Show
- ✓ 3 to 5 Regional Meetings
- ✓ MTI Connect Mobile App
- ✓ Volunteer Opportunities

CONNECTIONS TO VITAL INFORMATION

- ✓ Monday Operations CheckIn Question
- ✓ MTI Connect Mobile App
- ✓ HeatTreat.net for Everything MTI
- ✓ Online Discussion Forums for Feedback
- ✓ Weekly eNews
- ✓ Monthly Newsletter
- ✓ Quarterly Mini-Mag in Heat Treat Today
- ✓ Facebook & LinkedIn Pages



To engage any of our programs, or for questions, contact MTI's Director of Member Experience, Kristen Speer at kristen@heattreat.net or (904) 249-0448 (101).

Educate & Influence Government and Other Regulatory Bodies

- Communicate key messages related to core values to National Association of Manufacturers, Canadian Manufacturers and Exporters Association, and other regulatory bodies
- Support NAM and other Allied Groups to help facilitate them being successful
- Support a Technical Standards Committee that addresses issues surrounding accreditations, certifications and industry specifications covering all markets
- Communicate to members on an active basis the key legislative issues impacting heat treat companies



Promote Contract Heat Treating to the Captive Market

- Promote existing tools while continuing to innovate additional tools for members to promote the benefits of outsourcing heat treating or managing in-house heat treating within a captive.
- Promote tools for members to use to help show the benefits of outsourcing heat treating or managing in-house heat treating within a captive.
- Continue to educate the captive heat treating community on the benefits of outsourcing services to a commercial heat treater



Actively Recruit, Develop and Engage Members

- Maintain YES alumni networking opportunities
- Engage members within the MTI online community
- Encourage owners to support managers attending meetings
- Encourage members to participate in the MTI
- Identify and engage affinity groups with common interests



*Promote MTI to Prospective Members
and Other Allied Groups*

- Continually market MTI's value to prospective members



Evaluate and Promote Services to Members

- Communicate the value of MTI & its website to membership
- Continue to evaluate member needs for services
- Encourage Education Committee to design structured theme activities to further bring members together for networking at national meetings



Stay Ahead of the Technology Curve in Processes & Service to Members

- Continue to explore the next level of learning
- Pursue technology advances that can further connect members with each other for collaboration and problem solving
- Support a committee of members from each generation to explore new forms of technology
- Go mobile to ensure members can connect to each other and MTI resources on-the-go 24/7

