



- 42 year old 501(C3) association
- Our mission:
 - To advocate for the growth and sustainability of the metal processing, forming and fabricating industries.
- 2500+ Members
- Serve an additional 400,000 subscribers and web site users

Green Manufacturer Magazine

- Opportunity
 - Fills the need for information by manufacturers to learn the options and ideas to green their manufacturing processes and operations
 - Be the first to define what being a green manufacturer means
 - Its is clear that the next eight years that the government's interest in being green is not going to go away
- Why important to FMA
 - Expand our customer base from dependency on the tube, welding and fabricating markets
 - Provides a new direction to move the organization towards
 - Could launch a show to strengthen FMA's position

Drivers for green

- According to Frost & Sullivan
 - Competitiveness: The natural desire of manufacturing firms to improve its processes and capabilities for competitive advantage. This can manifest in terms of technology, new product and process development as well as opportunities for business.
 - Corporate Social Responsibility: The growing pressure on manufacturing firms to become more responsible to the social and environmental impact it creates. Companies would like to brand themselves with a “green” image.
 - Legislation: Manufacturing firms have to constantly strive to meet current and upcoming stricter environmental regulations.
 - Most companies have not integrated the process of continuous environmental management into the core of their business strategy.
 - Conflicts with existing priorities
 - Ignorance about how to do it

Other Research

- According to McGraw-Hill
 - By 2009 82% of Corporate America is expected to be greening at least 16% of the time; 20% engaged 60% of the time.
 - U.S. Department of Energy concluded the U.S. could make wind energy the source of 20 percent of its electricity by 2030, up from 2% today.
 - \$500 billion in new construction
 - 3 million jobs
 - Renewable electricity standard by 2025.
 - Require 25% of the nation's energy to come from renewable sources by 2025
 - For 2000, According to USGS, water withdrawals were an estimated
 - 19,700 Mgal/d, or 22,100 thousand acre-feet per year.
 - Industrial withdrawals were about 5 percent of total withdrawals and about 9 percent of total withdrawals for all categories excluding thermoelectric power.
 - Surface water was the source for 82 percent of total industrial withdrawals.
 - Nearly all (92 percent) of the surface-water withdrawals and nearly all (99 percent) of the ground-water withdrawals for industrial use were freshwater.
 - For 2000, total industrial withdrawals were 11 percent less than during 1995.



- First issue January 2010
- Bi-monthly
- 55,000 total circulation
 - Management focused
 - Sustainability is a top down initiative
- Practical application editorial
- People will be “green” if they can save money and it’s a reasonable substitute for current practices.

green manufacturer

U.S. \$10

January/February 2011

Your guide to adopting green manufacturing practices



publishing affiliate of the Fabricators & Manufacturers Association, International

**Solar roof
crowns
King of
Beers**

Optimize waste 6 ways

**VFDs drive
energy efficiency**


**How do you bolt
down the wind?**

www.greenmanufacturer.net

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Zero waste to landfill

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halts waste dumping

Making EV batteries better


LEED® lessens
buildings'
electricity
usage



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the dock**

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that pays you back**

Life cycle mindset


**Eco strategies drive
mat-maker's U-turn**

Manufacturer makes car mats
recycle-friendly

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**Storing wind,
solar energy**

**Shining light
on LED**

**Tuggers, carts,
and forklifts**

**Thermoformer
pursues
recycling
symbol**


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**Manufacturers go
zero landfill**

**New lighting
standards**

**Energy-efficient
pumps**

Net zero energy electrifies sign-maker

Bob Mehmet, Philadelphia Sign president and CEO, is pleased his plant's rooftop solar array generates more electricity than the plant consumes

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**Sworn Circulation
Statement**

Sworn statement of
circulation for *Green
Manufacturer* based on the
Jan/Feb 2012 issue.

Issues per year: 6 Established: 2010

Purpose: This sworn statement serves as an additional source of information regarding the circulation coverage of *Green Manufacturer*.

Field Served:

*Green Manufacturer*TM serves discrete and processing manufacturing companies that manufacture consumer and industrial products and perform processing services.

Industries included are food and beverage, textile mills and products, apparel, leather and allied products, wood products, paper, printing, chemicals, plastics and rubber products, nonmetallic mineral product, primary metal, fabricated metal product, machinery, computer and electronic product, electrical equipment, appliance, and component, transportation equipment, furniture and related products, renewable energy, and other manufacturing industries. Also served are non-manufacturing industries and support services as reported herein.

Definition of Audience Circulation: Recipients include Owners, Presidents, Vice-Presidents, Plant Operations management, Facilities management, Waste management, Product R&D, Engineering, Sustainability management, Production management, Logistics management, Materials management, Packaging management as well as other miscellaneous related functions.

This report provides detailed demographics of the circulation as of the Jan/Feb 2012 issue. The 55,019 subscribers detailed within consist of 51,312 printed edition copies and 3,707 digital edition copies. 46,970 (85.4%) of these subscribers have Management job functions. 23,453 copies are requested.

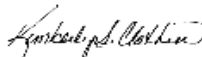
The source of the information on this sworn statement has been provided by the FMA Communications Audience Development Department and is represented as publisher's own data.

Publisher's Affidavit

We hereby make oath and state all data set forth within this statement is true and accurate.



Dave Brambert
Group Publisher



Kimberly S. Clothier
Director of Audience Development

green manufacturer

<u>Job Function</u>	<u>Count</u>	
Owner	12,777	23.2%
President/Vice President	29,081	52.9%
Plant Operations Mgt	841	1.5%
Facilities Mgt	354	0.6%
Waste Mgt	87	0.2%
Product R&D	860	1.6%
Engineering	3,288	6.0%
Sustainability Mgt	397	0.7%
Production Mgt	3,176	5.8%
Logistics Mgt	87	0.2%
Materials Mgt	143	0.3%
Packaging Mgt	27	0.0%
Other	3,901	7.1%
Total Management	46,970	85.4%
Total Qualified	55,019	
Direct Request	23,453	42.6%

<u># of Employees</u>	<u>Count</u>	
1 - 19	34,184	72.8%
20 - 49	5,741	12.2%
50 - 99	3,640	7.7%
100 - 249	3,815	8.1%
250 - 499	1,613	3.4%
500 - 999	882	1.9%
1,000+	901	1.9%
Unknown	4,243	9.0%
	55,019	

Major Naks	Total	Owner	President/Vice President	Plant Operations Met	Facilities Met	Waste Met	Product R&D	Engineering	Sustainability Met	Production Met	Logistics Met	Materials Met	Packaging Met	Other
213	43	13	12	3	1			5		3		1		5
221	145	31	19	9	4	4	5	38	4	11		2		18
236	280	99	58	12	10	2	9	20	5	22	3	2	1	37
237	90	12	13	4	2		2	31	3	5	2	3		13
238	449	141	123	13	4			29	4	60		2		73
311	8,194	1,432	6,338	51	16	3	23	56	25	182	5	3	3	57
312	62	18	7	9	3	2	2	6	2	1		1	2	9
313	1,080	349	675	5	3		4	10	3	22		2		7
314	138	37	45	15	5	2	7	4	4	4	1	4	1	9
315	308	89	183	7	1	1	4	5	2	7		3		6
316	149	61	78	1	1			4		3				1
321	1,372	502	738	48	12	3	4	10	3	21	2	3	1	25
322	1,715	351	1,241	43	6		9	23	5	18	1	2	2	14
323	160	45	35	22	8	2	5	8	9	8	1	2	1	14
324	55	5	7	7	1		4	17		4		1		9
325	15,073	3,490	11,309	16	7	3	39	54	5	96	3	3		48
326	5,197	1,428	3,422	76	20	4	29	80	12	44	1	11	3	67
327	212	41	86	22	9	3	4	11	6	5	2	2		21
331	802	143	156	27	8	3	33	109	26	116	2	10	2	167
332	8,174	2,095	2,242	129	60	10	195	826	86	1,261	6	20	1	1,243
333	3,601	769	776	81	42	8	128	589	43	544	5	12	2	602
334	556	53	88	21	8	2	36	156	11	74	8	8	1	90
335	804	92	141	37	12	3	41	215	10	106	3	5		139
336	1,572	242	293	35	31	10	67	356	22	227	6	9		274
337	371	69	77	17	8	1	18	70	12	40	2	5		52
339	1,053	236	215	63	18	8	53	176	19	106	9	4	2	144
423	841	175	243	21	19	2	19	60	14	83	2	10		193
541	945	285	179	10	8	3	79	209	26	26	5	5	2	108
611	331	35	18	8	9	2	10	29	10	4	4	3		199
811	716	285	199	12	11		7	32	3	50	2	1		114
999	531	154	65	17	7	6	24	50	23	23	12	4	3	143
Total	55,019	12,777	29,081	841	354	87	860	3,288	397	3,176	87	143	27	3,901