



SEA SUPPLIER
EXCELLENCE ALLIANCE
Accelerating Supply Chain Performance

New Business Development with SEA

October 2009

Agenda

- Visibility
- Supplier registry
- Keynotes process
- Keynote presentations
- Blue pages directory
- SAC membership

Industry Visibility

- ✈ Visibility leads to increased opportunities
- ✈ It's essential to understand the structure of aerospace customer companies and what they need
- ✈ Your customer is changing

Visibility = Opportunities ≠ Sales

- Traditional selling presents products and machines
- Traditional selling says, “I have the machines or capacity to produce your product”
- The customer wants process capability and flexibility = low risk
- Creating opportunities and selling the wrong thing doesn't work

Supplier Registry

SUPPLIER REGISTRY

SEA Suppliers are distinguishing themselves by accelerating their improvement effort. When they first begin as "Members" they are educating themselves in order to choose the best path to SEA Roadmap implementation. Those who have chosen a path begin to invest and successfully submitting their quarterly report for review by a SEA examiner qualifies them for the "Engaged" status. Those suppliers who continue their efforts achieve SEA Certification Stages 1-3. SEA Certified Suppliers are setting the bar for the Aerospace & Defense Industry. They are investing more, and have a significant story to tell. **Ask them!!!**

Company Name	State	Primary Contact	Job Title	Phone	Email	Video	Industry Type
CERTIFIED COMPANIES STAGE 1							
Applied Engineering	CA	David Durham	President & CEO	(408) 286-2134 x111			Assemblies & Kits
Esterline Kirckhill-TA Company	CA	Scott Crawford	Vice President of Finance	(714) 529-4901 x5271			Seals, Ducts, Gaskets, Extrusions
Esterline TA Aerospace	CA	Jim Sweeney	President	(661) 775-1100			Seals, Ducts, Gaskets, Extrusions
Geater Machining & Manufacturing Company	IA	Jerry Bitterman	Chief Executive Officer	(319) 334-6026 x326			Machining - Machined Assemblies
Perfekta, Inc.	KS	Sonya Keller	Manager	(316) 263-2056			Machining - Machined Assemblies
Photo Etch Company	TX	Randy D Fry	President & CEO	(817) 332-3806			Instrument Panels and Box Assemblies
Roberts Tool Company, Inc.	CA	Brad Hart	Chief Executive Officer	(818) 407-0291			Machining - Machined Assemblies
ENGAGED COMPANIES							
2Source Manufacturing, Inc.	ON	Robert Glegg	Chief Executive Officer	(905) 361-9998 x240			

Keynote Process

Monthly Reminder Email	Collect Keynotes	Distribute & Publish
<ul style="list-style-type: none">• describe the process• explain why• provide deadlines	<ul style="list-style-type: none">• provides results - 5-6 bullets maximum• provide before and after stats• submit by 15th of each month• results subject to qualification and editing	<ul style="list-style-type: none">• destination page and website• video - you-tube• summary keynotes• LinkedIn• Newsletter• CEO Conferences• Customer speaking engagements• Benchmark Site Visits

The purpose of the keynotes process is to create more visibility for SEA engaged suppliers.

Keynote Presentations

- Roadmap related
- Company history
- Improvement story
- Results - before and after

Blue Pages Directory

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BLUE PAGES DIRECTORY

The exclusive directory for registered high performance suppliers

CATEGORIES

[Certified >](#)[Engaged](#)[Members](#)[Registered Suppliers](#)[Certified >](#)

AE

Applied Engineering

Nestled in the heart of Silicon Valley, Applied Engineering (AE) has been in business meeting the needs of customers since 1979. AE provides the most complete set of Contract Manufacturing / Electronic Manufacturing Services (CM/EMS), from prototype to high volume production capacity. AE differentiates itself by providing advanced custom solutions tailored to meet the specific needs of our customers.

Industry Type: Electrical & Electronic Components & Assemblies
(408) 286-2134

Esterline

Engineered Materials

Esterline Kirkhill-TA Company

Kirkhill-TA is a subsidiary of publicly traded Esterline Technologies (NYSE: ESL), Esterline Technologies is a specialized manufacturing company serving principally aerospace and defense markets. In 1999, Esterline Technologies combined the resources of two of the world's leading companies in engineered elastomer and aerospace clamping solutions: Kirkhill Rubber Company and TA Mfg. to form Kirkhill-TA. As part of the Esterline family, Kirkhill-TA maintains small company responsiveness with all the advantages of a larger company: industry expertise, financial strength and seasoned management. Esterline has manufacturing operations throughout the U.S. and Europe.

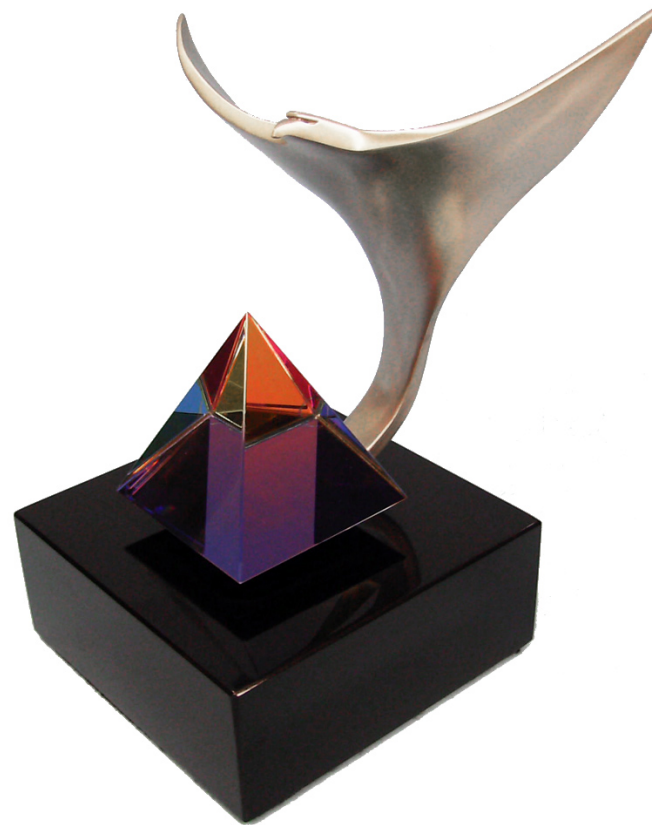
Industry Type: Seals, Ducts, Gaskets, Extrusions
(714) 529-4901



Supplier Advisory Council Membership

- High visibility role
- Lead “Engaged” suppliers
- Substantially completed stage one
- Award winning companies
- Speak at CEO conferences
- Speak at Customer conferences
- Customer missions
- Host Benchmark site visits

Award Winning Suppliers



Are You Ready?

- Does your company have the track record of improvement?
- Can you develop your Keynotes?
- Can you get your CEO, Owner, or senior officers to get involved in presenting your Keynotes?
- Are you ready to present what the customer wants to hear?