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Knowledge-Sharing Promotes Competition 6.22.1999

By Peter Strozniak

Dynamic Engineering Inc. President Peter McGillivray is not afraid of sharing knowledge, even with his competitors.

The Minneapolis-based precision manufacturer of production molds for the plastics and metal injection industries became one of the first mold shops in Minnesota to earn ISO 9001 certification in 1995. Since then, McGillivray has served as a mentor for other companies -- including his competitors -- in helping them attain ISO certification.

McGillivray contends that whenever the bar of competition is raised, it motivates his company to improve and stay competitive. He also has participated in knowledge-sharing efforts among several trade organizations including the National Tooling and Machining Assn., American Mold Builders Assn., and the Minnesota Precision Manufacturing Assn.

"If I am competing against smarter managers I have a better chance, to be honest with you," says McGillivray, who founded Dynamic Engineering in 1977 with Dave Kalina, the company's chief executive officer. "If I have managers in my competitors' companies thinking along the same line and approaching their jobs the same, then we are pretty much on a level playing field," McGillivray adds. "I know that they've done their homework and they understand how their business runs."

With nearly 60 employees, privately-held Dynamic Engineering has maintained annual growth of about 15%.

Dynamic Engineering also holds annually about 40 student plant tours in an effort to increase public awareness of new manufacturing technologies and to encourage young people to consider careers in manufacturing.

"There is a perception that may be stuck in the 1950s as to what (manufacturing) work is actually like and we're trying to overcome that because we are having trouble getting students into jobs that we offer," says McGillivray, who believes the manufacturing industry needs to do more marketing of itself to attract new employees. Dynamic Engineering's plant tours draw hundreds of students and teachers from local middle and high schools, technical schools, as well as graduate engineering students from area universities.

Because of its long-standing cooperative efforts with schools and knowledge-sharing in the manufacturing community, Dynamic Engineering was named the 1999 Manufacturer of the Year by the Manufacturers Alliance, a statewide trade organization. Dynamic Engineering was selected for the under-300 employee category.

Links: Manufacturers Alliance

Dynamic Engineering

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