

# Welcome Guide

Start here to get the most of your membership



**America Makes**

National Additive Manufacturing Innovation Institute

America Makes is driven by the National Center for Defense Manufacturing and Machining (NCDMM)

## Welcome to America Makes.

We are delighted that you have joined us in growing our mission and America's global competitiveness in additive manufacturing. Our mission is simple: we are an impartial convener of additive manufacturing and 3D printing stakeholders, we are a coordinator of technical and workforce information and data, and we are an activation catalyst through high value, high difficulty, and high impact collaborative projects.

We hope you find this information packet useful. In it, you will learn more about our team as well as some of the ways you can get involved with the Institute and the additive manufacturing community. As our membership base continues to grow, so will our relationships with each other and our strength in reaching a common goal.

We look forward to working with you and watching as you help shape the landscape of our industry's future.

Sincerely,



Rob Gorham

Executive Director, America Makes

330-622-4303 | [rob.gorham@ncdmm.org](mailto:rob.gorham@ncdmm.org) | [www.AmericaMakes.us](http://www.AmericaMakes.us) | [www.ncdmm.org](http://www.ncdmm.org)

America Makes was established in 2012, is based in Youngstown, Ohio, and is the flagship Institute for Manufacturing USA, the National Network for Manufacturing Innovation. America Makes is managed and operated by the National Center for Defense Manufacturing and Machining (NCDMM).

NCDMM is a 501(c)(3) not-for-profit, organization delivering innovative and collaborative manufacturing solutions that enhance our nation's workforce and economic competitiveness. NCDMM has extensive knowledge in manufacturing and continually works to innovate, improve, and advance manufacturing technologies and methodologies. Visit [NCDMM.org](http://NCDMM.org) to learn more.

## Meet the team...



**RALPH RESNICK, FSME**  
*America Makes Founding Director and NCDMM President & Executive Director*

In 2012, Mr. Resnick led NCDMM to winning the competitive National Additive Manufacturing Innovation Institute contract. Mr. Resnick is the Founding Director of America Makes.  
[ralph.resnick@ncdmm.org](mailto:ralph.resnick@ncdmm.org)



**ROB GORHAM**  
*Executive Director, America Makes*

Rob oversees the execution and strategic planning of the America Makes program and its operations. He directly engages with the America Makes Executive Committee, Manufacturing USA, and the Air Force Program Office.  
[rob.gorham@ncdmm.org](mailto:rob.gorham@ncdmm.org)



**TIFFANY WESTBAY, PMP**  
*Membership Director*

Tiffany is responsible for membership recruitment and retention. She is instrumental in getting members engaged with America Makes activities and strengthening member relationships.  
[tiffany.westbay@ncdmm.org](mailto:tiffany.westbay@ncdmm.org)



**JOHN WILCZYNSKI, PMP**  
*Technology Director*

John is responsible for the execution and facilitation of the National Additive Manufacturing/3D Printing Technology Roadmap. He is instrumental in developing the technical strategy and design for the Digital Storefront.  
[john.wilczynski@ncdmm.org](mailto:john.wilczynski@ncdmm.org)



**ERIN O'DONNELL**  
*Program Coordinator*

Erin is responsible for all program related reporting and is the project interface with America Makes program managers to ensure projects are on task, time, and budget. She will also be leading the administration of future project calls.  
[erin.odonnell@ncdmm.org](mailto:erin.odonnell@ncdmm.org)



**TARA SARVER**  
*Project Coordinator*

Tara is responsible for coordinating all NCDMM and America Makes events. She is also a vital asset in our roadmapping activities.  
[tara.sarver@ncdmm.org](mailto:tara.sarver@ncdmm.org)



**SCOTT DEUTSCH**  
*Brand & Communications Manager*

Scott is a skilled marketing and creative professional with an eye for design. He is responsible for our communications, graphics, and brand management.  
[scott.deutsch@ncdmm.org](mailto:scott.deutsch@ncdmm.org)



**JOE VERANESE**  
*Business Systems Manager*

Joe is responsible for the management and execution of the America Makes Digital Storefront, along with Active Workspace.  
[joe.veranese@ncdmm.org](mailto:joe.veranese@ncdmm.org)



**AMY GOOD**  
*Digital Information Manager*

Amy is responsible for maintaining the [AmericaMakes.us](http://AmericaMakes.us) site and compiling and distributing the America Makes Weekly Digest, and other various digital communications.  
[amy.good@ncdmm.org](mailto:amy.good@ncdmm.org)



**BRENNEN GMUCA**  
*Finance Specialist*

Brennen is responsible for processing cost share and answering cost share related questions.  
[brennen.gmuca@ncdmm.org](mailto:brennen.gmuca@ncdmm.org)



**VICKI THOMPSON, MAEd**  
*Workforce & Education Lead*

Vicki leads the team responsible for providing guidance in the implementation and strategic design of the workforce development and education agenda for sustainability.  
[vthompson@tpma-inc.com](mailto:vthompson@tpma-inc.com)

# DIGITAL Engagement



[AmericaMakes.us](http://AmericaMakes.us)



[/AmericaMakes](https://www.facebook.com/AmericaMakes)



[@AmericaMakes](https://twitter.com/AmericaMakes)



America Makes  
Private Group



America Makes  
**DIGITALSTOREFRONT**

## Any Questions

Contact Amy Good  
Digital Information Manager  
[amy.good@ncdmm.org](mailto:amy.good@ncdmm.org)  
or

Contact Joe Veranese  
Business Systems Manager  
[joe.veranese@ncdmm.org](mailto:joe.veranese@ncdmm.org)

## America Makes Weekly Digest - Member Newsletter

As a member of America Makes, you are entitled to receive the America Makes Weekly Digest. This weekly email consists of all of our announcements for members, upcoming activities, news, events, trainings, and key industry information. The contact on the Membership Agreement is automatically registered to receive the newsletter. If others should receive it, they can join the distribution list by visiting [AmericaMakes.us](http://AmericaMakes.us). If you have content to contribute, please contact Amy Good at [amy.good@ncdmm.org](mailto:amy.good@ncdmm.org).

## America Makes Private LinkedIn Group

America Makes offers members access to a private LinkedIn Group as a way to engage with America Makes and its members. America Makes will use this group to notify members of various opportunities, upcoming events, and special news. Members are encouraged to utilize this space to network with other members, to collaborate, learn from one another, and support each other. Find us on LinkedIn.

## Social Media

America Makes has a robust social media presence on Twitter, Facebook, LinkedIn, and YouTube. We encourage you to follow & participate in our conversations on any of these channels. We also love to promote members' content whenever possible. Get in touch @AmericaMakes or /AmericaMakes.

## America Makes Digital Storefront

The America Makes Digital Storefront is a product lifecycle management (PLM) platform that allows America Makes members to access releasable information related to all applied research and development projects underway. If you have questions regarding accessing the Digital Storefront, contact Joe Veranese at [joe.veranese@ncdmm.org](mailto:joe.veranese@ncdmm.org).

## AmericaMakes.us Website

The AmericaMakes.us site is a resource for members to reference for a frequently-updated Events listing, recent news, ways to engage with us, and to see a current list of America Makes members. If you have content to contribute, please contact Amy Good at [amy.good@ncdmm.org](mailto:amy.good@ncdmm.org).

# EVENT Engagement



America Makes regularly holds large member events named Program Review & Member Meeting (or PRMM) and Technical Review & Exchange (TRX).

## What is PRMM?

PRMM is typically held each fall in Youngstown, Ohio. The main objective of PRMM is to provide members with an update on the progress of the America Makes program.

## What is TRX?

TRX meetings are held at various times of the year at member locations. These events are focused on specific topic areas of the Technology Roadmap. TRX is a great way to learn about technical progress in the America Makes project portfolio.

Both PRMM and TRX provide invaluable networking opportunities. These events bring together more than 200 thought leaders from every corner of industry, academia, and government. We've seen many member-to-member relationships start at these events and move towards collaboration and more. **We strongly encourage all members to attend these valuable information-sharing and networking events.**

## PRMM, TRX, and Cost-Share

As a member of America Makes your participation at PRMM and TRX can be used as part of your cost-share contribution.



### Any Questions

Contact Tara Sarver  
Project Coordinator

[tara.sarver@ncdmm.org](mailto:tara.sarver@ncdmm.org)

# INNOVATION FACTORY Engagement

The America Makes Innovation Factory, located in Youngstown, Ohio, is a unique, hands-on learning lab dedicated to advancing the technology, processes, materials, and knowledge of the Additive Manufacturing (AM) community at large. Staffed full-time and entrusted with AM equipment from our members, the Innovation Factory serves to educate new and potential adopters by demonstrating AM fabrication capabilities and providing initial consultation on application development and prototyping.

## 8 ways for members to engage the site at Youngstown:



Tooling Demonstrations  
& One-Off Prototyping



Introductory training on  
equipment and techniques



Showcase your projects, equipment,  
and manufacturing concepts



Educational events  
(camps, trainings)



Workshop space, both for  
technical and general meetings



Facilitation and support  
capabilities & services



House your employee  
at the Innovation Factory



Technology  
Validation

We are constantly evolving the capabilities of our Innovation Factory. We have an **open call for equipment**, which can count towards cost share for your membership.

### Any Questions

#### Contact

**Erin O'Donnell**  
Program Coordinator

[erin.odonnell@ncdmm.org](mailto:erin.odonnell@ncdmm.org)

# FAQ Project Engagement

## How do the projects get chosen?

We hold workshops to identify members' business and technical additive manufacturing and 3D printing needs. Our member-driven technical roadmap informs the areas of focus for our project calls. Our Executive Committee and Government Partners Advisory Committee make the final decision as to what topics are chosen.

## When do project calls happen?

There is no set schedule.

## How do I get involved in the member-driven technology roadmap?

Members are invited to participate in our technical roadmapping process. Please contact John Wilczynski at [john.wilczynski@ncdmm.org](mailto:john.wilczynski@ncdmm.org) for details on how to get involved in this effort.

## How do I access the roadmap?

The public roadmap is accessible on our website. The member-only version of the roadmap is available on the Digital Storefront.

## How do teams get created?

Teams form organically from our membership based on interest. We also help team leaders find potential partners from outside their immediate network to foster collaboration. The more we are familiar with our members' areas of expertise, the more we are able to help forge partnerships of this nature. We also encourage our members to leverage all of our networking opportunities (i.e. PRMM) to meet with our other members.

## Who is eligible to lead a project team?

Only America Makes members in good standing are able to lead project teams.

## Can I join a project that's ongoing?

It's up to the individual teams to determine if they would like additional support.

### Any Questions

Contact Erin O'Donnell  
Program Coordinator

[erin.odonnell@ncdmm.org](mailto:erin.odonnell@ncdmm.org)

# GROUP Engagement



Platinum  
Advisory  
Group



AM  
Standards  
Collaborative  
Advisory  
Group



Workforce  
&  
Education  
Advisory  
Group

## More ways to get engaged with America Makes

America Makes has a number of Advisory Groups (AG) and Working Groups (WG) that members can participate in. Some of the Advisory Groups have Working Groups that have very specific focus areas that report back to the AG.

### Platinum Members Advisory Group

Brings together platinum members that encompass a vast understanding of the America Makes Program and the America Makes membership benefits and values, as well as to collaborate with them and to gather their perspective and advice to further support the ongoing and future efforts of the America Makes Program.

### AM Standards Collaborative Advisory Group

Leads America Makes' efforts in coordinating, accelerating, and prioritizing the development and availability of additive manufacturing standards, specs, and data schemas for use by government and industry in the United States.

### Workforce & Education Advisory Group

Contributes to a national perspective for the implementation of the National Additive Manufacturing Innovation Institute Workforce & Education Strategy. The Workforce & Education Advisory Group will work together with the America Makes Deputy Director of Workforce & Education to analyze institute and stakeholder interests, opportunities, and requirements in order to establish and prioritize appropriate workforce and education goals.

### AM Maintenance & Sustainment Working Group

Accelerates the productive use of additive manufacturing for commercial and government (DoD, DoE, NASA, FAA, etc.) equipment maintenance and sustainment. Benefits sought are increased operational availability and decreased time for maintenance, and lower recurring and non-recurring costs for equipment maintenance and sustainment.



AM  
Maintenance  
& Sustainment  
Working  
Group

**Any Questions** 

**Contact**

**Tiffany Westbay**  
*Membership Director*

[tiffanywestbay@ncdmm.org](mailto:tiffanywestbay@ncdmm.org)



# GROUP Engagement cont'd

## Roadmap Advisory Group

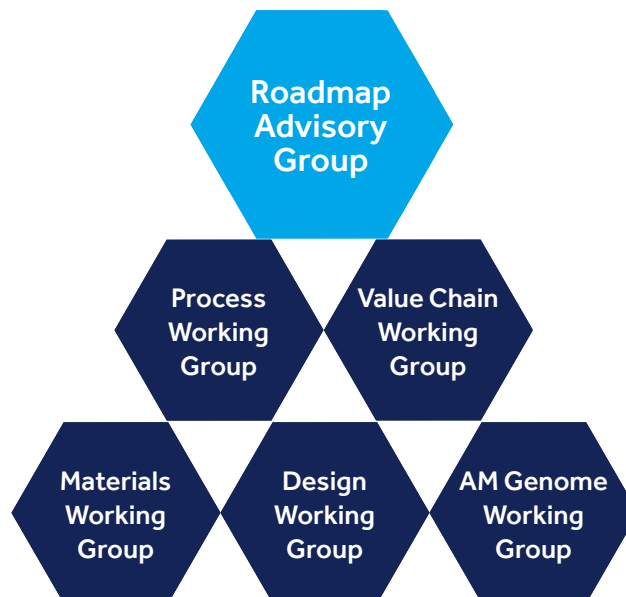
Provides a holistic perspective representing multiple industries, applications, and customers for the maturation and implementation of the National Additive Manufacturing and 3D Printing Roadmap and Investment Strategy.

The Roadmap Advisory Group works together with America Makes' Technology Director to analyze the priorities of stakeholder needs and functional requirements to set appropriate technology investment goals for funding partners.

## Roadmap Advisory Group: Working Groups

Provide a holistic perspective representing multiple industries, applications, and customers for the maturation and implementation of the Design, Materials, Process, Value Chain, and AM Genome Swimlanes of the National Additive Manufacturing and 3D Printing Roadmap and Investment Strategy.

These Working Groups report back to the Roadmap Advisory Group and work together with America Makes' Technology Director to analyze the priorities of stakeholder needs and functional requirements to set appropriate technology investment goals for funding partners.



**Any Questions** 

**Contact**

**Tiffany Westbay**  
Membership Director

[tiffany.westbay@ncdmm.org](mailto:tiffany.westbay@ncdmm.org)

# @PROGRAM



ENGAGE

REPRESENT

INTERACT

ADVANCE

AMPLIFY

## What is the America Makes @Program

The America Makes @Program is a way for America Makes to encourage Institute engagement for new and existing members and offset their annual cost of membership by earning cost share credits. The @Program makes it convenient to achieve these credits as demonstrated on the Cost Share Menu.

This simple and straightforward process allows members to receive dollar value credit for activities that are identified within the five @Program categories:

**Engage:** Attend America Makes members-only events or get involved in a working group or advisory group.

**Represent:** Display your affiliation with America Makes boldly at Additive Manufacturing events and conferences throughout the nation.

**Interact:** Install software or display equipment in the America Makes Innovation Factory in Youngstown, Ohio and gain exposure to many high-level individuals that visit each year.

**Advance:** Offer discounted services or products to America Makes membership; provide relevant Additive content to be included in our weekly emails or share it with others on the America Makes Digital Storefront.

**Amplify:** Promote America Makes in your marketing efforts; refer and recruit new members.

## Why Does America Makes Offer Cost Share in Exchange for Membership?

America Makes focuses on cultivating a diverse and robust membership community that represents a portion of the AM ecosystem that exists today in the U.S. America Makes wants to establish more relationships with more organizations working to advance the AM industry and make membership a more feasible decision for them. This not only aligns with the mission of America Makes but also contributes to bringing more visibility to the current AM ecosystem.

## Get Cost Share Credit for Activities You Already Do!

The @Program gives members credit for what they are likely doing currently. The America Makes mission to increase U.S. competitiveness in the global manufacturing market through Additive Manufacturing is enhanced the more our membership is engaged. If you are currently working in the AM industry, we believe you may have a similar mission. We want to connect your efforts with ours by linking them to the America Makes Technology and Workforce Development roadmaps. We also want to encourage members to represent and promote America Makes on our behalf.



## Any Questions

Contact Tiffany Westbay  
Membership Director

[tiffanywestbay@ncdmm.org](mailto:tiffanywestbay@ncdmm.org)

# @PROGRAM

## Cost Share Menu



**ENGAGE**

**REPRESENT**

**INTERACT**

**ADVANCE**

**AMPLIFY**



**Any Questions**  
**Contact Tiffany Westbay**  
 Membership Director  
[tiffany.westbay@ncdmm.org](mailto:tiffany.westbay@ncdmm.org)

### Stay Engaged

- Full Attendance at an America Makes Program Event (PRMM, TRX, etc.)..... \$3500.00 per person/ per event
- Join and Actively Participate in an Advisory and/or Working Group ..... \$2500.00 per person/per year of service
- Participate in a Membership Spotlight (limited to once per year) ..... \$500.00
- Present in the Member Webinar Series (no more than two times per year) ..... \$1,500.00

### Represent America Makes on the Go

- Additive Events - boldly display America Makes graphic ..... \$1,500.00
- Manufacturing Events - boldly display America Makes graphic ..... \$1,500.00
- Participate on America Makes behalf at Additive Conferences ..... \$2,000.00
- Presentations on behalf of America Makes at Conferences ..... \$2,000.00

### Interact with the Innovation Factory

- Display your equipment..... Fair Market Value or minimum \$2,000.00 per item / per year
- Install your software..... Fair Market Value or minimum \$2,000.00 per item / per year
- Place your employee (full time fellow)..... minimum \$50,000.00 per person / per year
- Provide training ..... minimum \$2,000.00 per event
- Provide consulting ..... minimum \$2,000.00 per session

### Advance the Additive Manufacturing Industry

- Share your efforts that align with America Makes Technology and / or Workforce & Education Roadmap available in the Digital Storefront ..... Fair Market Value or maximum \$15,000.00 per item / per year
- Provide America Makes with AM industry relevant information to include in the weekly digest (no more than once per week) ..... \$500.00 per item
- Offer free or discounted services to the membership..... based on Fair Market Value

### Spread the Word

- New member recruitment activities ..... \$1,000.00
- New member referral ..... \$5,000.00
- Promote America Makes in your marketing literature ..... \$1,000.00
- Promote America Makes on your website ..... \$1,000.00

PLEASE NOTE: Some cost share values may require review and authorization before being fully approved and credited for membership. Dollar values and cost share amounts are subject to change. America Makes / NCDMM reserves the right to deny acceptance of any item for any reason. Please contact Tiffany Westbay with any cost share item in question.