

NABE Manufacturers' Roundtable Forecasting Survey Results

Thanks to all who participated. The results are based on the responses of 13 persons (n=13). Questions three and four are grouped in such a way that they can be viewed together. Note that some respondents forecast (Question 3) in multiple areas, so the match is not exact. Special thanks to those who commented on the open questions. These were very enlightening about the practice of our art. It may also be of interest to note the composition of respondents by area:

4 are engaged directly in manufacturing

4 involved with trade associations

5 are in other areas, including consulting, finance, and energy.

All questions and comments are welcome.

Lloyd Nace

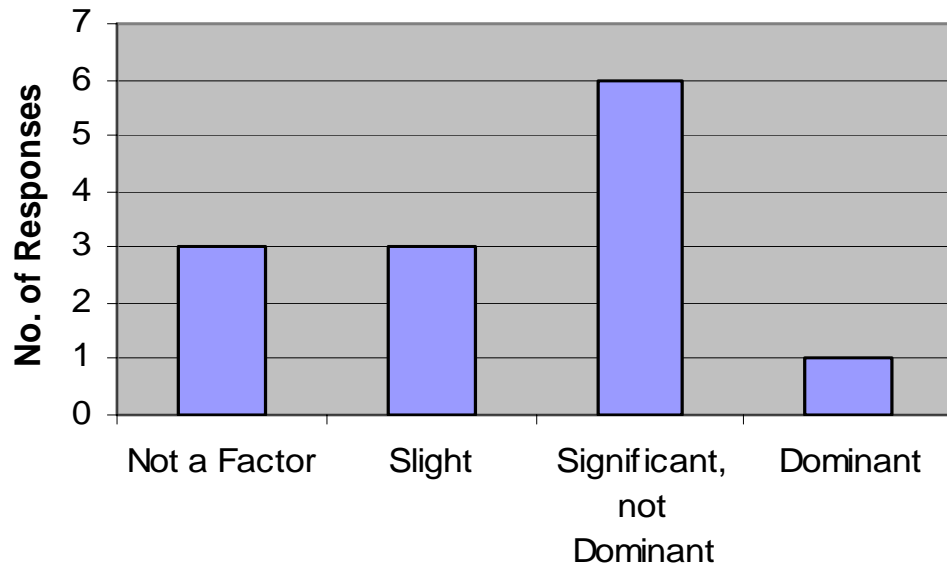
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Question 1: How much do U.S. Economic Forecasts Impact Your Annual Planning Process?



Question 2: Do you use an economic forecasting service?

8=Yes

5=No

Economic Services Mentioned

Economy.com

Dismal Scientist

Global Insight

RISI (Paper products industry)

Question 5: Can you share a practice, process, or technique that has significantly improved your forecast RESULTS?

- When the economy is smooth I use an ARIMA model, otherwise an economic model. Forecasting is only part of my job."

Question 6: Can you share a practice, process, or technique that has significantly improved your forecast PROCESS?

- Our goal is to keep a view of the future in front of management. At times, it is not what they would like to hear. Our challenge is to better define the cyclical nature of our business. We are still too much trend line."

Question 7: Can you share a practice, process, or technique that has enhanced Leadership's value placed on your forecasts?

- The few economists left in Manufacturing keep their jobs because they are integrated into the planning, strategy, marketing, and/or sales process. Forecasts can be purchased cheaper than hiring an economist. They create value outside the forecasting role.

- Consistency of performance, responsiveness, clear explanations.

- We ran at capacity for many years. This has changed. They ask for more information. Ironically, we are more of a player now.

- I send out a weekly email. Reporters are on the list. I gain quite a bit of information just from their feedback. (paraphrased)