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Editorial Note: Nash-Hoff and D2P Show photography available upon request.

**Michele Nash-Hoff to Speak at the
Southern California Design-2-Part Show**

July 2015 – American manufacturing advocate and author Michele Nash-Hoff will present a seminar titled “How to Return Manufacturing to America,” on October 22, 2015 at the Pasadena Convention Center in Pasadena, California. The one-hour session is presented in conjunction with the Southern California Design-2-Part Show running at the same location. The presentation will begin at 12:00 pm and is free to all show attendees.

Ms. Nash-Hoff’s presentation will cover how supply chain dynamics, direct, indirect, and hidden costs are changing the status quo. She will present a true understanding of the “Total Cost of Ownership” (TCO) concept and share how much reshoring has already taken place including how many jobs have been created. The highlight of the presentation will be several real case success stories of companies that have returned work to the U.S. from offshore suppliers.

“Having Michele Nash-Hoff speak at our design and contract manufacturing show is a perfect fit,” said Jerry Schmidt, President of the Design-2-Part Shows. “Attendees can hear Michele justify bringing work back to the states and then they can walk the show floor and find the high-quality U.S. suppliers they need to solve their challenges.”

Michele Nash-Hoff is President of ElectroFab Sales, a manufacturers rep agency, and author of *Can American Manufacturing Be Saved—Why We Should and How We Can*. She is Past President of the San Diego Chapter of the Electronics Representatives Association and the High Technology Foundation. She is currently a director on the national board of the American Jobs

Alliance and Chair of the California chapter of the Coalition for a Prosperous America. Her blog articles appear on [the Huffington Post](#) and [Industry Week magazine's blog](#) newswire.

Recently, Ms. Nash-Hoff has been speaking on behalf of The Reshoring Initiative, a nonprofit, industry-led organization dedicated to bringing work back to the U.S. from overseas. The Initiative is achieving their goals by helping manufacturers recognize that local production or sourcing may actually reduce their TCO (Total Cost of Ownership) of purchased parts and tooling. The Reshoring Initiative was founded by Mr. Harry Moser who was named to *Industry Week* magazine's Manufacturing Hall of Fame in 2010 for this work.

The Southern California Design-2-Part Show attracts thousands of design engineers, manufacturing engineers, managers, and buyers looking to meet American job shops and contract manufacturers to source custom parts, components, and services. With over 160 exhibiting companies, this year's show will be D2P's largest show ever in Pasadena. This show is one of eleven Design-2-Part Shows that will take place in 2015.

Admission to the Nash-Hoff session and the Southern California Design-2-Part Show is free to qualified industry professionals. For more information or to register for the show, visit www.D2P.com.

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Michele 7/20/2015 9:28 AM

Comment [1]: Delete – have own column on Industry Week now

Michele 7/20/2015 9:31 AM

Comment [2]: Have been speaking since early 2011