

Kenneth Gronbach Presents Business Session at PMPA Annual Meeting

Kenneth W. Gronbach, president of KGC Direct, LLC and author of the best-selling book, “The Age Curve: How to Profit from the Coming Demographic Storm,” will present the business session of the 2014 PMPA Annual Meeting. Mr. Gronbach is a well-known public speaker, who forecasts the return of manufacturing and industry to the United States.

“I’ve found that products which either dramatically accelerated or declined in sales, were victims of shifting demography,” says Mr. Gronbach, who will present his business session on Saturday, October 18 at 8:30 a.m. “I’m now into 18 years of proprietary research on demography and my theories and research are set apart by my background in marketing.”

This background means that Mr. Gronbach understands the marketing as well as shifting populations, can anticipate what will happen and then make accurate forecasts.

“The small generation after the Baby Boomers, Generation X, who were born between 1965 and 1984, entered the labor force but did not favor manufacturing, causing the industry to suffer,” Mr. Gronbach says. “Manufacturers suddenly found themselves not being able to hire people and many found it more economical to send work overseas. Now the tables have turned because China’s labor is becoming more costly as their labor force is shrinking, and they have no adequate future labor force due to the One Child Policy.”

Mr. Gronbach’s presentation will cover many of the topics that precision machine shop owners and managers are concerned about today and into the future, and he will discuss solutions, strategies and options that they may not be considering.

“The biggest problem facing precision manufacturing is labor. There will be plenty of business, but the lack of qualified, trained people is going to cause production issues,” Mr. Gronbach says. “I’ll be bringing to the table options that attendees might not have thought of before. There are major cultural changes within our populations which will make it easier for them to use a previously unconsidered labor force.”

Mr. Gronbach explains that one third of the United States’ population today is African-American, Latino or Asian.



Photo courtesy of Kenneth Gronbach

“The potential in training minorities is huge for manufacturing. In fact, it must be done to sustain the industry in the United States,” Mr. Gronbach explains.

He continues that it is beneficial to both companies and the country as a whole.

To learn more, visit kgcdirect.com.

About Kenneth W. Gronbach

Kenneth W. Gronbach is a gifted keynote speaker and nationally recognized author, expert and futurist in the field of demography and generational marketing. He makes the science of shifting demography come alive with real life examples which make it relevant to today’s culture, business climate and economy. With nearly three decades experience in retail advertising and marketing, Mr. Gronbach saw the direct results of shifting demographics in his clients’ profits. Eventually, his passion for the subject changed the direction of his career, to the benefit of readers of his books and attendees of his keynotes and other presentations.