National Fluid Power Association

2024 Annual Report





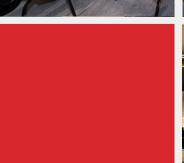














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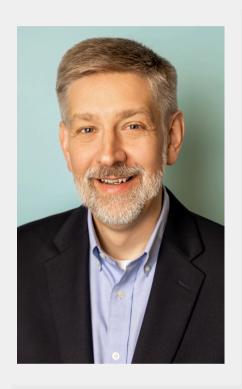
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Letter from Eric Lanke, President/CEO



Each year's annual report is a moment to reflect on our progress, looking back at the milestones of the past year while charting a course for the future.

As we review our achievements and initiatives, you'll discover new objectives and sustained commitments aimed at strengthening the fluid power industry and equipping our members for future success.

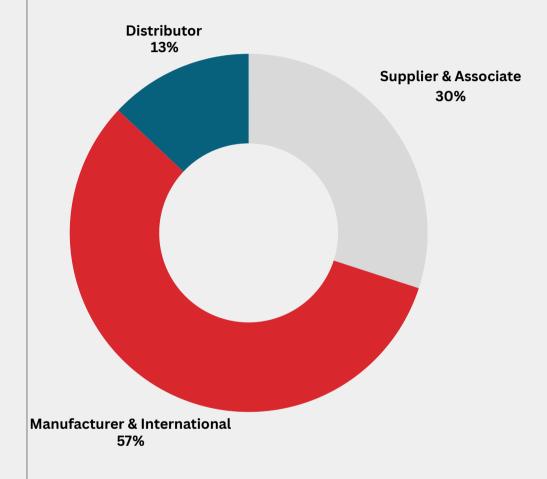
Our actions remain anchored in our core objectives:

- Effective Forum: NFPA continues to serve as a dynamic platform where NFPA members, OEMs, and allied technology stakeholders convene, fostering collaboration and advancing our shared interests.
- **Business Intelligence & Statistics:** NFPA furnishes its members with up-to-theminute industry insights and actionable business intelligence, empowering sound decision-making.
- **Promote Fluid Power:** NFPA remains committed to providing avenues and resources for members to advocate the distinctive capabilities and inherent benefits of modern fluid power technology.
- **Educated Workforce:** NFPA helps increase the number of technical college and university students educated in fluid power and connects them to careers in the fluid power industry.

Thank you for your continued membership and for joining us on this important journey.

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Effective Forum



Newest Members:

Air Hydro Power

Alkegen

Automated Wire Products

Bonavista Technologies

Chaparral Artificial Lift

elobau U.S.

Flow Control Group

GEMELS NORTH AMERICA

Hydrastar

MPI Engineered Technologies

MTE Hydraulics

Orscheln Products

PISCO USA

RHK Cylinder Services

Rotary Power

RW Screw

Savik Super-Chrome

Singer Industrial

Toyo/Universal Industry

Tusker Hydraulics

Xirro

Young Powertech



304 Total Member Organiations





NFPA provides an effective forum where its members and OEMs network and advance our collective interests.

NFPA Annual Conference

The NFPA Annual Conference is the premier education and networking event for the established and emerging leadership of the fluid power industry.

A record number of 310 attendees attended in February 2024. The next Annual Conference is scheduled for February 25-27 in Tucson, AZ.

Executive Leadership Program

The NFPA Executive Leadership Program is conducted in partnership with the Kellogg School of Management at Northwestern University, and offers a series of in-person events for a defined cohort of participants that teach both the hard and soft skills that are needed for leadership in today's fluid power industry.

Our program's second cohort of leaders graduated June of 2024. Registration is now open for the program's third cohort, who will participate in six deep-learning sessions throughout all of our next fiscal year – will begin at the 2024 IEOC in August.



For more information, and to reserve your spot, go to: https://www.nfpa.com/home/membership/Future-Leaders/NFPA-Executive-Leadership-Program.htm

Leadership Network

Our Leadership Network is a broader community of established and advancing leaders working together to create the future of the fluid power industry.

With help from both its' chair and vice chair, the network has established an active discussion group on LinkedIn – and a regular series of meetings at our major conferences to network and help advance strategic objectives of critical importance to the NFPA and the fluid power industry. At their last meeting at the 2024 Annual Conference, they engaged with leaders in our Power Partner Universities to help grow the amount of fluid power being taught to undergraduate engineers.

This is an active and vibrant group of young-ish professionals, working to both advance their networks and to make an impact on the fluid power industry. Contact our Membership Manager, Denise Husenica at dhusenica@nfpa.com, for more information about this group.

Technology Conferences

This fiscal year, NFPA held four virtual Technology Conferences that with Milwaukee School of Engineering's Fluid Power Industrial Consortium.

These events showcased cutting-edge fluid power applications that address critical OEM customer needs – and they include opportunities for NFPA members to promote themselves and connect with their OEM customers.





NFPA councils and program committees provide our members with additional opportunities to network across our forum, while representing the perspectives of and helping to develop programs of interest and need for our key stakeholders.

Roadmap Committee and the Technology Task Forces

The job of the Roadmap Committee is to map the technological development of the fluid power industry – and they have published their latest report on the technology strategies increasingly employed by our OEM customers and the capability improvements that are needed to keep fluid power engaged in those strategies.

These strategies include increased autonomous functionality, connectivity, digitalization, and electrification – of both the machines and therefore fluid power systems that make them work.

Our new Technology Task Forces are bringing OEM and fluid power engineers together to better understand these trends and to develop the resources and connections that will be needed to keep fluid power positioned as the actuation technology of choice on both mobile and industrial platforms.

Standards Committees

As the International Standards Organization (ISO) secretariat for Technical Committee (TC 131) – Fluid power, NFPA coordinates standardization work, both internationally at the ISO level and nationally at the technical advisory group level, in 11 different areas of activity.

These committees work to develop and maintain standards important to the fluid power industry, and offer good opportunities for working with peers, supply chain partners and OEM customers on both technical challenges and on the promotion of fluid power technology. Participants are welcome to work on as many committees, or as few, as they wish.



Contact Standards & Member Program Manager, Allison Forsythe at aforsythe@nfpa.com to get started.

Supplier Council

NFPA's Supplier Leadership Council influences association program development and delivery to better serve the needs of NFPA's supplier members and helps those members plug into those programs.

Distributor Council

NFPA's Distributor Council influences association program development and delivery to better serve the needs of NFPA's distributor members and helps those members plug into those programs. The Council is helping source content for NFPA events to ensure relevance for distributor members and to encourage greater attendance among distributors. The Council is also providing guidance to develop better indicators and business intelligence on and for the distribution channel.

Econ & Stats Committee

NFPA's Econ & Stats Committee provides direction and support to programs that provide data and other market information on the domestic and international fluid power industry and customer markets. This committee helps engage members in creation of value and in program development and delivery.

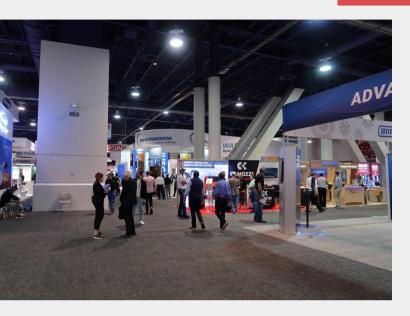
New! Controls, Iot & Data (CID) Council

A new NFPA Controls, IoT, and Data (CID) Council is being formed to represent and meet the needs of the new stakeholder category. An open forum of the CID Council will be held during breakfast at the Industry and Economic Outlook Conference (IEOC) on Wednesday, August 14. All CID members are welcome to attend and have your voices heard. Be sure to indicate your desire to attend the CID Council meeting when registering for the IEOC.

Specific questions regarding the new membership category may be directed to Denise Husenica at dhusenica@nfpa.com.



Promote Fluid Power



NFPA is dedicated to providing ample opportunities and resources for our members to showcase the unique strengths and inherent advantages of modern fluid power technology

Fluid power technology's wide applicability across various mobile and industrial machines creates a bustling trade show schedule. NFPA is revitalizing its Trade Show Pavilion program to focus on key customer market trade shows, providing enhanced visibility for NFPA members. We encourage collaboration to maximize exposure and expand the footprint of fluid power at these significant events.

IVT EXPO

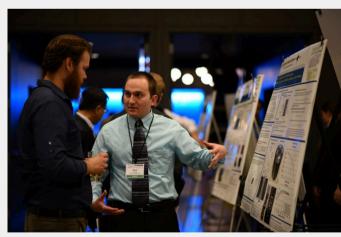
Expanding our reach, NFPA is now presenting an advanced hydraulics conference at iVT EXPO in Rosemont this August. As a key enabling technology for off-highway vehicle design and engineering, hydraulics play a crucial role in industrial and off-highway vehicles.

NFPA's two-day conference at iVT EXPO will showcase the latest advances in hydraulic technology, with member companies leading the presentations. This conference serves as an ideal platform for industry promotion and connecting with a vital customer audience.

CONEXPO-CON/AGG

NFPA is a key supporter of CONEXPO-CON/AGG 2026, the premier construction show in North America. This partnership offers fluid power companies a vital platform to engage with construction, earthmoving, mining, and utility OEMs. Despite changes to our program portfolio, our commitment to CONEXPO-CON/AGG as a pivotal promotional opportunity for fluid power companies remains steadfast.

Through our collaboration with the show organizers, NFPA is dedicated to enhancing promotion for past qualifying IFPE exhibitors, including a specialized exhibit section highlighting fluid power and related technologies. We are proud sponsors of this event, slated for March 2026, and are diligently working to amplify promotion efforts, particularly through the dedicated exhibit section spotlighting fluid power innovations and other component technologies.





Fluid Power Forum

Launched in August of 2019, Fluid Power Forum is an industry-focused podcast featuring interesting and innovative applications of hydraulics and pneumatics straight from many of the industry's top fluid power professionals and experts.

With topics ranging from the electrification of mobile machines to pneumatic cobots to electrohydraulic solutions for steering heavy trucks, this series covers the most crucial, and sometimes unexpected, technology and applications that are moving the fluid power industry forward.

We've made a real impact with this program. Through the end of April 2024 we've now posted 124 episodes that have seen more than 40,000 downloads.

Episodes are released every other may and can be streamed in your web wser or found on your favorite podcast platforms including Apple Podcasts, Stitcher, Heart Radio and Spotify.



We're always looking for new topics and guests so if you'd like to be a part of a Fluid Power Forum episode, reach out to Elexus Comyne at ecomyne@nfpa.com to get started.





LinkedIn:

@The National Fluid Power Association

Social Media Promotion

In the pursuit of expanding our outreach, NFPA diligently crafts promotional content spotlighting the fluid power industry and its technological advancements. This content is strategically disseminated across social media platforms, with a primary focus on LinkedIn and Instagram.

Our engaging podcast serves as valuable content for sharing across these platforms, encouraging members to amplify our messages through their own social media channels. Emphasizing intriguing and pioneering applications of fluid power technology remains our core focus, underscored by the distinctive hashtag #onlyfluidpowercan, aimed at capturing the attention of our audience.

Utilizing the hashtag serves as a practical tool to aggregate all our social media promotions, presenting a cohesive narrative of NFPA's endeavors. We invite all stakeholders to leverage this tool for broader engagement. Follow us on Instagram @the_nfpa and LinkedIn @TheNationalFluidPowerAssociation to stay updated on our latest initiatives.











National Fluid Power Association

Strengthening the fluid power industry.

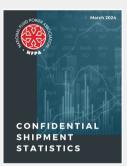
Non-profit Organizations · Milwaukee, WI · 9K followers · 11-50 employees

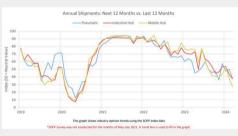
Business Intelligence & Statistic Programs

NFPA offers an array of critical services here – leading off with our three core Participation Programs.

These are one-of-a-kind offerings for NFPA members because their content is sourced directly from and provided exclusively to you – with NFPA aggregating your responses into reports that accurately describe and forecast the size, scope, and direction of the fluid power industry.

Our Confidential Shipment Statistics Program (CSS) presents data on monthly orders and shipments and helps users understand trends and anticipate change in the industry. Data is collected from participating manufacturers, compiled by a third party to maintain confidentiality, and results are sent to CSS participants.





State of the Fluid Power Industry Survey is a quick and easy electronic survey designed to identify monthly industry expectations based on the opinions of participants using multiple choice questions concerning the current and future state of the industry. There are two versions: one for manufacturers and one for distributors. Participants receive both surveys.

Customer Market Survey provides analysis of fluid power customer market and sales channel segmentation. This survey is conducted among NFPA companies annually. The survey's fluid power sales data is collected though an independent market research firm to maintain confidentiality. Only survey participants have access to the annual results.

Forecast Services

NFPA offers two exclusive forecast reports for Omembers. One is a quarterly forecast for the U.S. fluid power industry and 30 key U.S. markets produced by ITR Economics.

The other is a quarterly forecast for 78 key countries, including their fluid power industries and several of each of their key markets produced by Oxford Economics.





Economic & Market indicators

We also provide you with a series of reports that offer additional analyses of critical economic and market indicators, such as manufacturing output, capacity utilization, and imports/exports of fluid power products.

All the aforementioned information can be accessed via our two complimentary analysis tools: the **Stats Dashboard**, catering to those in search of a concise overview of data pertinent to their enterprises, and the **Stats Toolkit**, tailored for individuals desiring an in-depth exploration of data series aiding in the identification of trends and pivotal indicators.

These tools animate the NFPA data portfolio, empowering you to render informed decisions for your organization.

Business Intelligence Program

A few years ago we launched our Business Intelligence Program – a series of surveys and reports summarizing qualitative information on emerging issues affecting the fluid power and broader manufacturing industry.

Now members have at their fingertips a growing list of resources addressing compensation benchmarks, the future of artificial intelligence in manufacturing, supply chain disruptions, the pace of reshoring, and other key challenges facing fluid power companies.

All of these reports allow your company to better benchmark yourselves on a variety of business practices and operations. Please contact Cecilia Bart at cbart@nfpa.com for more information.

Regulatory Updates

In direct response to member feedback, NFPA this year began providing more information about the regulatory and legal environment facing American manufacturers. NFPA is a member of the National Association of Manufacturers' Council of Manufacturing Associations, and through that network we have been providing weekly updates on the changes happening in Washington that are of direct interest to our members.

Economic Update Webinars

NFPA supplements the information presented at the IEOC with a series of Economic Update Webinars – both in Fall and Spring, providing you with the latest information you need on the current economic climate and future forecasts. Our latest webinar featured Jim Meil of ACT Research as the speaker.

The Industry & Economic Outlook Conference

The Industry & Economic Outlook Conference is the premier economic and market forecasting conference for the fluid power industry and the key markets it serves, featuring presentations from leading economists and market analysts. This is the one program most members tell me is their "can't miss" event. The next IEOC is scheduled for August 13-14, 2024 at the Westin Chicago Northwest, Schaumberg, IL.



Technological Changes

Controls, IoT, and Data (CID)

NFPA is adapting to technological advancements by introducing a new membership category, Controls, IoT, and Data (CID). This category aims to highlight and represent companies involved in electronic control systems, sensors, data capture, and analytics within the fluid power industry. Approved at the February 2024 NFPA Board of Directors meeting, the CID membership is open to firms with a presence in the United States, Canada, or Mexico, engaged in the following:

- Creation of data/inputs, such as manufacturers of sensors, human-machine interfaces, displays, joysticks or keypads
- Systems that use data to control vehicles or factory floors, such as controller manufacturers
- Solutions that send data to the cloud for further use, such as telematics or manufacturers of IoT hardware
- Storing, processing and presenting data, such as cloud service providers
- Analyzing data to draw conclusions, such as data analytics firms

NFPA Role in Artificial Intelligence

NFPA is actively informing its members about the transformative potential of Artificial Intelligence (AI) through targeted initiatives, practical uses of AI, and taking steps to explore and better define other AI-related initiatives NFPA should pursue.

These efforts began with a presentation and roundtable discussion at the 2024 NFPA Annual Conference in February. They are continuing with a series of blog posts and mini-surveys of members conducted in cooperation with expert Mike Marks of Indian River Consulting Group, leading to a presentation at the Industry & Economic Outlook Conference in Chicago this August.

The mini-surveys are intended to help gather information on the current state of AI adoption, and feedback on steps NFPA can take to help member companies. Watch for these blog posts in NFPA News, mini-surveys, and other resources as we pursue this AI initiative further. For more information, please contact Pete Alles at palles@nfpa.com.

Workforce

The NFPA Foundation stands as a pivotal force in advancing fluid power education, outreach, and research initiatives, bolstering the growth of our industry.

Through the generous support of individuals and companies, aligned with NFPA's strategic vision, the Foundation continues to make significant strides. At the heart of our endeavors lie two key initiatives: **Fast Track to Fluid Power and Power Partner Universities.**

NFPA's Fast Track to Fluid Power is a workforce development pathway that partners local technical colleges with fluid power industry members and high school teachers. These networks create awareness and interest in fluid power and train students along a path that leads to careers in fluid power at NFPA member companies. This program encompasses a multifaceted approach, guiding students from middle school through tech school, fostering a deep appreciation for fluid power and paving the way for rewarding careers.

Within this framework, the **Fluid Power Action Challenge** stands as a flagship outreach program, having captivated the imaginations of over 30,000 middle school students nationwide. Through handson competitions, students are tasked with solving engineering problems using fluid power, igniting their passion for innovation and problem-solving while providing a tangible entry point into the world of fluid power.





Transitioning from middle to high school, the **Fast Track High Schools** initiative equips educational institutions with tailored fluid power curriculum and hands-on activities, bridging the gap between theoretical knowledge and practical application.

These efforts are bolstered by the establishment of **Fast Track Hub Schools**, strategically positioned to cultivate a pipeline of skilled professionals ready to meet industry demands. We are actively seeking members that want to get involved with any of our Fast Track schools that are centered around Macomb Community College in MI, Triton College in IL, and Waukesha County Technical College in WI.



One of the ways to get involved with our Fast-Track schools is through the **Speaker's Bureau program**. NFPA connects its member volunteers to schools for in-person or virtual classroom presentations and facility tours. It's a great way for students to not only learn more about the fluid power industry and their career options, but to also network with potential employers.







In parallel, the **Power Partner Program** collaborates with universities across the nation, ensuring the integration of robust fluid power curriculum and facilitating industry connections. Seven universities serve as beacons of excellence, nurturing future engineering talent and fostering invaluable partnerships with industry leaders.















Through the establishment of **Workforce Engagement Groups**, the Foundation fosters meaningful connections between industry stakeholders, educational institutions, and emerging talent within our Fast Track regions.

These volunteer-led bodies serve as invaluable platforms for sharing insights, best practices, and regional workforce needs, empowering NFPA members to actively participate in shaping the trajectory of fluid power education and talent acquisition.

By facilitating regular meetings and fostering dialogue between industry professionals, educators, and students, Workforce Engagement Groups provide a conduit for identifying emerging talent, promoting internship opportunities, and nurturing the next generation of fluid power leaders.

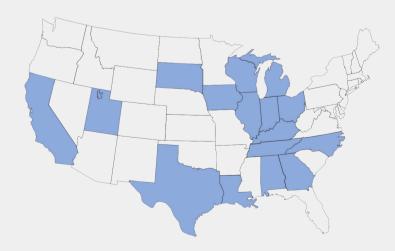
As key drivers of regional workforce development efforts, these groups play a pivotal role in bridging the gap between academia and industry, ensuring a steady supply of skilled professionals poised to drive innovation and sustain industry growth for years to come.



By participating in NFPA's Workforce Engagement Groups, your company will have the opportunity to engage with students in specific regions: Illinois, Michigan, and Wisconsin. These are states where we have Fast Track Hubs and Power Partner Universities. We also have a University Workforce Engagement Group to connect you with Power Partner Universities in Indiana, Iowa, Kentucky, North Carolina and Ohio.

Fluid Power Clubs represent vibrant hubs of innovation and collaboration within university campuses across the nation, supported by the NFPA Foundation. These clubs bring together undergraduate engineering students with a shared passion for fluid power, providing them with a platform to explore their interests beyond the confines of the classroom.

Through hands-on projects, workshops, and industry collaborations, our 21 Fluid Power Clubs offer members invaluable opportunities to apply theoretical knowledge to real-world challenges, fostering practical skills and fostering a deeper understanding of fluid power systems.



As recipients of grant funding from the NFPA Foundation, these clubs are empowered to pursue ambitious projects, organize educational events, and engage with industry professionals through the NFPA's Speakers Bureau. By nurturing a community of likeminded individuals, Fluid Power Clubs not only inspire a new generation of fluid power innovators but also serve as catalysts for collaboration, creativity, and professional development.

Through targeted initiatives like the Fluid Power Vehicle Challenge and Industry Connection Events, students are provided with unparalleled opportunities to engage with industry professionals, paving the way for seamless transitions into the workforce.

This year, twenty-two schools competed in four races at the seventh annual NFPA Fluid Power Vehicle Challenge. The Vehicle Challenge is a competition that combines two technology platforms that are not normally associated with one another—human-powered vehicles and fluid power. Teams are tasked with designing and building their own fluid power vehicles over the course of a school year. In addition to the races, students gave presentations on their vehicle construction, testing, and lessons learned.

Each team also met individually with the industry judges to assess their vehicle design. 30 companies directly supported the event as sponsors, judges, and mentors and the resumes of nearly 130 students were shared with the Pascal Society donors that support this program and other workforce development initiatives.













Industry Connection Events serve as dynamic platforms for bridging the gap between academia and industry within the fluid power sector. These curated events provide multiple opportunities for fluid power-educated and interested students to engage directly with industry professionals, gaining invaluable insights into emerging trends, technological advancements, and career pathways.

Hosted on the campuses of our esteemed Power Partner Universities, these events facilitate meaningful interactions, fostering connections that extend far beyond the confines of the classroom.

Through networking sessions, panel discussions, and interactive workshops, students gain firsthand exposure to the diverse array of career opportunities within the fluid power industry, while industry representatives benefit from direct access to a pool of talented and motivated individuals poised to shape the future of our field.

As a cornerstone of our commitment to workforce development, these Industry Connection Events exemplify the NFPA Foundation's unwavering dedication to cultivating a robust pipeline of skilled professionals equipped to drive innovation and propel our industry forward.

Donations to the NFPA Foundation fuel critical initiatives that shape the future of fluid power education and innovation.

With over **\$439,000** raised by **92** organizations and individuals in the recognition year alone, these contributions have a tangible impact on the advancement of the industry.

Among the initiatives supported are the **Fluid Power** and **Robotics Challenge Scholarships**, which have awarded 95 scholarships totaling **\$190,000** to deserving candidates.

These scholarships not only alleviate financial barriers but also recognize and nurture the potential of aspiring fluid power professionals, ensuring a steady influx of skilled individuals into the industry.

Additionally, the **Tom Wanke Legacy Fund**, which has received over **\$57,000** in donations from **132** contributors, stands as a testament to the enduring impact of philanthropy in fluid power education.

Through their generosity, donors to the NFPA Foundation play a pivotal role in empowering future generations of fluid power innovators, ensuring that the industry continues to thrive and evolve for years to come.



With Fluid Power Curriculum grants, the Foundation empowers educational institutions across the nation to integrate robust fluid power coursework into their engineering programs. These grants, awarded to select universities, facilitate the creation of tailored curriculum aligned with core fluid power competencies, ensuring students receive comprehensive training in this critical field.

The NFPA Foundation's commitment to excellence is further exemplified through the **Pascal Society**, a cornerstone of sustained support driving the success of these transformative programs.

The Pascal Society is the annual giving society of the NFPA Education and Technology Foundation. By combining the financial and volunteer contributions of many individuals into one concerted effort, the Society will develop the resources, tools and people needed to tackle our difficult workforce development challenge.

With your Pascal gift, representatives from your company will receive exclusive invitations to participate in our most impactful programs – the Fluid Power Vehicle Challenge and our Student Resume Bank. To learn more about the Pascal Society, visit https://nfpafoundation.org/our-impact/giving-opportunities/pascal-society/.

Together, these initiatives underscore the unwavering dedication of the NFPA Foundation and its partners to empower the next generation of fluid power innovators and leaders. As we reflect on our accomplishments, we extend heartfelt gratitude to all who have contributed to our shared vision of a vibrant and thriving fluid power industry.



Contact workforce@nfpa.com to learn more about and donate to support our latest workforce development programs.





Membership Participation Checklist



Take Advantage of Tools to uncover data insights

Visit NFPAHub.com/stats/ to learn more about and access the reports and data available to NFPA members.



Join a Committee to impact the future of the industry

Visit **NFPA.com/** to learn more about association governance, standards development, and other engaging activities.



Use Exclusive Market Information to make better business decisions Visit NFPA.com/ to learn more about association governance, standards



Reach Customers and promote the industry as a whole

development, and other engaging activities.

Visit **ivtexpo.com/usa/** to learn more about their upcoming trade show and NFPA.com to find fluid power industry information to share with your customers.



Have your company featured on our Fluid Power Forum Podcast
Visit fluidpowerforward.libsyn.com/ to listen to the latest episodes, and

learn how you or someone at your company can get involved.



Help Build the Future Workforce

Contact <u>workforce@nfpa.com</u> to learn more about and donate to support our latest workforce development programs.











The Power of Association





National Fluid Power Association

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