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## Automation Industry Association Criticizes 60 Minutes Segment ‘March of the Machines’

[Robotic Industries Association](#) Posted 01/14/2013

(Ann Arbor, Michigan, USA) – The Association for Advancing Automation (A3), the global advocate for the automation industry, is disappointed in how 60 Minutes portrayed the industry in Sunday night’s “March of the Machines” segment.

“While the 60 Minutes depiction of how technological advances in automation and robotics are revolutionizing the workplace was spot on, their focus on how implementation of these automation technologies eliminates jobs could not be more wrong,” said Jeff Burnstein, President of A3, a trade group representing some 650 companies from 32 countries involved in robotics, vision, and motion control technologies. “We provided 60 Minutes producers several examples of innovative American companies who have used automation to become stronger global competitors, saving and creating more jobs while producing higher quality and lower cost products, rather than closing up shop or sending jobs overseas. They unfortunately chose not to include these companies in their segment. With respect to MIT Professors Brynjolfsson and McAfee who gave their viewpoint in the piece, they are missing the bigger picture.”

To see the real story in action, A3 is urging people to attend Automate 2013, the industry’s premier trade show which is held in Chicago, Illinois next week. (January 21-24, 2013; McCormick Place; [www.automate2013.com](http://www.automate2013.com)) With over 8,000 attendees from around the world, Automate showcases the full spectrum of automation technologies and solutions that are being utilized in many different industries. For free admission to the show, register at [www.automate2013.com](http://www.automate2013.com). Several Automate speakers will address how robots are saving and creating jobs.

“To paint advances in technology as just taking jobs is very one-sided,” stated Dr. Henrik Christensen, KUKA Chair of Robotics & Director of Robotics, Georgia Institute of Technology. “Studies have shown that 1.3 better, higher paying jobs are created in associated areas for every one job that may be insourced. In fact, the larger issue is companies are having trouble finding qualified employees to fill these high tech job openings. We instead should focus on how best to educate our workforce in the United States so that we can remain the leader in automation technologies.” Dr. Christensen will be the keynote speaker at Automate 2013 on Monday, January 21, 2013 at 8:45 am. He will be speaking on how robotics impact economic growth. The keynote is free for registrants.

Another highlight at Automate is a conference session led by company executives who will share their success with using automation technologies. (January 22, 2013; 10:00 am - 12:00 pm) The session will feature [Drew Greenblatt, President & Owner](#) of [Marlin Steel](#) and Matt Tyler, President & CEO of Vickers Engineering, who will share how they successfully implemented automation technologies instead of going out of business or sending manufacturing overseas. Today they are thriving businesses and have increased hiring with better, higher paying jobs. Later, both Greenblatt and Tyler will participate in the International Federation of Robotics (IFR) CEO Round Table Discussion on 'How Robots Create Jobs.' (January 22, 2013; 12:00 noon - 1:30 pm) The results of a recent study conducted by the IFR on the impact of industrial robots on employment will also be discussed.

[“Automation creates jobs in the United States,”](#) said Greenblatt. [“Marlin Steel is hiring people because our robots make us more productive,](#) so we are price competitive with China. Our [quality is consistent and superior, and we ship much faster.](#) Our mechanical engineers can design [material handling baskets more creatively since we can make more precise parts.](#) Our employees have gone 1,492 days without a safety incident because [robots can do the more difficult jobs](#) while our employees can focus on growing the business. [American manufacturing’s embrace of robotics](#) will ensure a new manufacturing renaissance in this country.”

“Roughly 90% of our automated cells are producing parts that were previously made off shore while the other 10% were also globally competitive, strictly due to automation,” said Tyler. “Automation has not only allowed us to bring more jobs back to the United States due to our 'new' cost structure, but our profit margin has increased. This ultimately allows us to fund additional growth, which in turn creates more stateside jobs.”

For information on how to obtain press credentials for Automate, please contact Bob Doyle at (734) 994-6088 or [bdoyle@A3automate.org](mailto:bdoyle@A3automate.org).

A3 is the umbrella group for Robotic Industries Association (RIA), AIA - Advancing Vision + Imaging, and Motion Control Association (MCA). RIA, AIA, and MCA combined represent some 650 automation manufacturers, component suppliers, system integrators, end users, research groups and consulting firms from throughout the world that drive automation forward. For information on RIA, visit Robotics Online at [www.robotics.org](http://www.robotics.org). For information on AIA, visit Vision Online at [www.visiononline.org](http://www.visiononline.org). For information on MCA, visit Motion Control Online at [www.motioncontrolonline.org](http://www.motioncontrolonline.org).

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