

Our Founding Fathers

"The better that you do... the better we all do."

During a very tough economic period in the late 80's, the Windsor area was experiencing a severe economic downturn. The former mayor, Elizabeth Kishkon, appealed to the business community for strategies to revive the ailing economy by hosting a series of meetings at the Cleary Auditorium. While many ideas were put forward, only a few were accepted, including one from moldmaker Joe Ouellette.

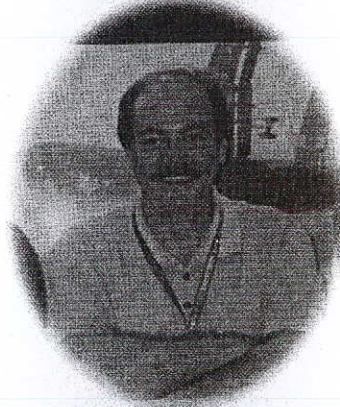
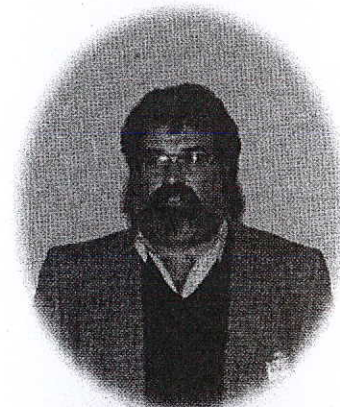
It was Joe's vision to form a moldmakers group as a way of promoting a world class moldmaking community to the rest of North America. Joe felt that instead of area shops fighting for the same work, it would be to everyone's advantage to work together, showcasing area moldmakers as a highly skilled industry. This, he believed, would put Windsor on the map and increase business for all area shops.

In theory, Joe's plan was well received by city officials, however he was painfully aware that convincing local mold shops to work together would be a difficult task. He decided it would be an easier sell to have the service and supply companies put together a business plan explaining the benefits of working together.

Joe's next step was to contact Dave Belleperche, of DMS, for his support and advice. Dave immediately liked the idea and suggested that Joe contact other key people, such as Cy McGrath of DME and Dave Morgan of Morgan Precision Tools, for their support. Once together, these four men formed the nucleus for laying the ground work for Windsor Alliance of Moldmakers (WAMM). They met frequently over a six to eight month period at Joe's Wyandotte Street company, Acrolab. Even though Cy lived in Guelph Ontario at the time, he still attended the 6:30 to 7:30 morning meetings.

During these sessions they discussed marketing strategies; better government relationships; improved training programs; immigrating skilled workers; and border flow improvements. They also discussed having regular industry meetings to present issues of the day in order to keep local shops abreast of the latest technology trends and business developments that would enhance their business operations. Throughout their discussions their focus remained on their biggest challenge - to convince the shops to work together. ▶

*Pictures from top to bottom:
Joe Ouellette, Dave Belleperche, Cy McGrath, Dave Morgan*



Once a plan was established, Joe called a general meeting of moldmakers to share the simple philosophy of the group - "The better that you do... the better we all do". He proved to be a very dynamic leader and the once reluctant shop owners finally agreed it was in everyone's best interest to join forces. To set the plan in action, Joe was named President of WAMM, Bob Dell became Vice President and Dave Belleperche became the Treasurer. Diane Moore became the groups first Office Manager.

Later, the Windsor Alliance of Moldmakers became known as the Windsor Association of Moldmakers. Opening the association up to the rest of Canada, the new and present name Canadian Association of Moldmakers (CAMM), was formed.

The accomplishments of CAMM over the years have been numerous. Many volunteer industry people have donated their time and combined their technical and business talents to keep the industry vibrant and prosperous.


Unfortunately, we are presently faced with a severe economic downturn similar to when our group was initially founded. Fortunately, through the insight of our current president, Dan Moynahan, the vision of our founders and the dedication of long time volunteers, we are able to deal with adversity in an ever-changing business landscape.

Today, Joe Ouellette and Dave Belleperche have handed over the torch to the next generation, but are always available as needed for experienced advice. Cy McGrath and Dave Morgan, after all these years, continue to contribute as dedicated CAMM board members.

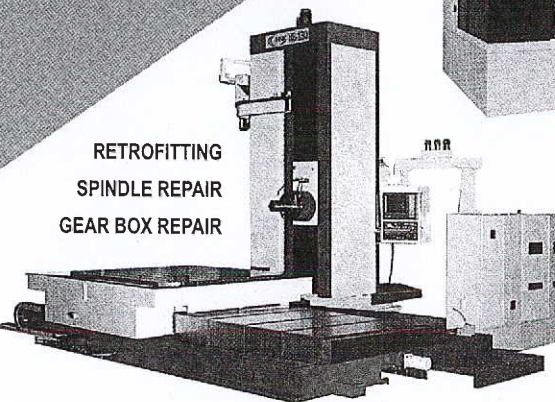
Our industry owes a debt of gratitude to our founders for laying the groundwork of providing hope, opportunities, possibilities and solutions for the Canadian moldmaking industry.

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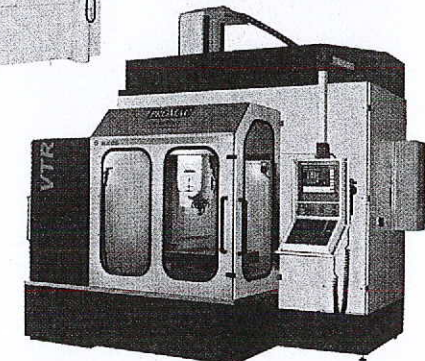
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