

CENTRAL SUMMER / FALL 2015

Leadership

4 CNY manufacturing executives tell you what it takes.

COMPANY PROFILE

Byrne Dairy Does Yoghurt

Launching a new plant and a fresh brand.

Apprenticeship

A way for companies to grow their own skilled workforce.

Legislative Updates

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The Manufacturers Association www.macny.org

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From left to right: Louis J. Steigerwald, Aminy Audi, James Beckman and Mark Steigerwald photographed in front of the Manufacturers Wall of Fame at the MACNY offices in Syracuse.

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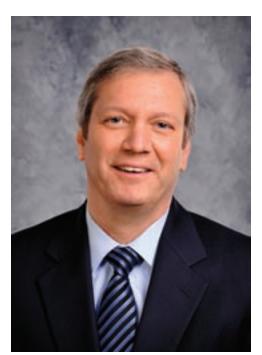


From the President's Desk by Randy Wolken

Welcome

We decided to start this magazine to give our members the opportunity to share their knowledge, experience and insights.





It is no secret that our sector has seen its share of challenging times. However, through each of the challenges, manufacturers have adapted, changed, and come out stronger than ever. Because of this, our companies have stories that should be shared. That is why we decided to start this magazine, to give our members the opportunity to share their knowledge, experience and insights into how their businesses have been sustained and grown for decades, and in some cases for more than a century.

Our Inaugural Issue profiles four leaders from three of our region's most widely recognized and acclaimed manufacturers. Aminy Audi of Stickley, Audi & Co., James Beckman of Crucible Industries, and Lou & Mark Steigerwald of Cathedral Candle all provide insights into century-old manufacturing companies that have triumphed over their challenges and continue to thrive.

We also highlight one of our longtime MACNY members, Byrne Dairy, a company that has achieved amazing growth through adaptation and innovation. With their new yogurt plant and agritourism facility in Cortlandville, Byrne Dairy is a terrific example of a modern day manufacturer thriving in New York State.

I hope you enjoy the articles contributed by our MACNY staff, each focusing on a specific area of interest to our manufacturing community. Here at MACNY, we thoroughly enjoy "helping members thrive," words that have been our organization's motto for more than a century. Doing so reinforces our belief that by working together

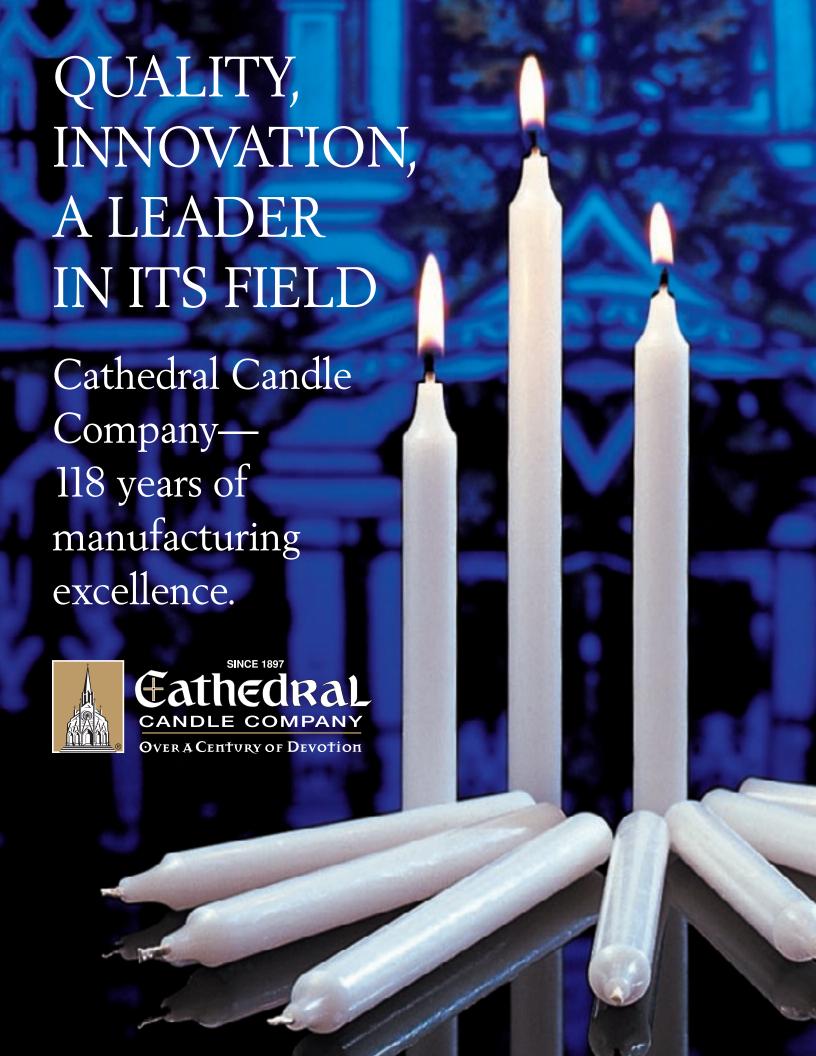
our members can achieve anything.

ndz Wolken

In closing, I would like to thank you for your support of MACNY and manufacturing, and thank the many advertisers and supporters of this Inaugural Issue. It is my belief that our success and longevity comes from the trust we have earned building quality relationships with you, our members. After 102 years of serving the region's manufacturing community, we cannot thank you enough for your continued support of our programs, services, and offerings. We truly hope you enjoy this newest benefit of MACNY membership as much as we have enjoyed creating it.

Sincerely,

Randy



What We Need

The formula is simple: lower the costs and burdens of doing business at the same time as we invest economic development dollars in our businesses and communities.

ACNY has long maintained that in order for New York State to regain its financial footing, government needs to do three things:

- 1. Lower the cost of doing business by way of reductions in taxes and fees
- 2. Ease the regulatory burden on preexisting businesses and manufacturers, allowing them to operate more freely and efficiently
- 3. Create and execute economic development incentives and programs that not only foster new growth in business, but also enhance and assist preexisting businesses in growth and development

Unfortunately, though these components are often addressed individually, they are rarely worked on simultaneously. It is our long-held belief that only when they are worked on and executed together will we start to see real business growth and an improvement in our State's business climate so drastic that not only will new business be attracted, but preexisting businesses will grow.

The 2015 legislative session left much to be desired by the business community. Not much was really addressed in the way of business policy, a far cry from the last few years when issues such as property tax caps, corporate franchise

tax reductions and long-term energy power programs were grappled with. However, by most measures, 2015 appears to be the year of economic development dollar incentives, or, as most know it now, the Upstate Revitalization Initiatives. Governor Cuomo has committed to investing not just millions, but over a billion in economic dollars to regions that can come up with solid plans that show growth, revitalization and results.

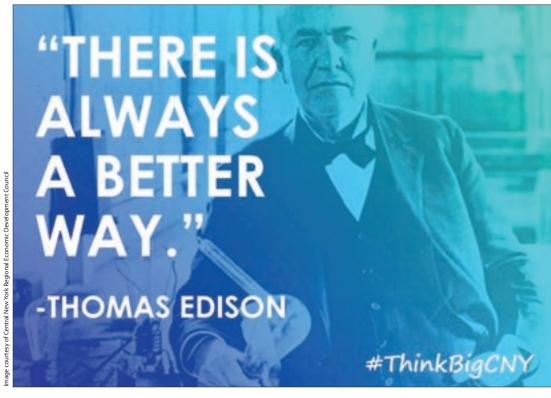
Grasping the opportunity

This obviously provides a welcome opportunity for any region, particularly Upstate. The offering of millions of dollars towards growth and expansion has been warmly received, and what we are seeing is a wonderful collaboration of business, academia and community coming together to create plans and incentives for proposed economic development growth in each of our regions. Our own MACNY President, Randy Wolken, serves on the Regional Economic Development Council (REDC) and, in fact, chairs the Manufacturing

If we can implement our three-pronged approach and establish a comprehensive plan leading to small, yet impactful changes in legislation, regulatory burdens and taxes in

2016, we would significantly magnify the impact of the Revitalization Initiatives. The formula is simple: lower the costs and burdens of doing business at the same time as we invest economic development dollars in our businesses and communities. If executed properly, this approach could bring us the to the pinnacle of New York State business growth.

So what are some of the issues that could potentially be addressed in 2016? Trust me, if anyone gets it, I certainly do: there are hundreds, no, thousands of policy actions that need to be addressed in Albany. However, as a realist, I understand that things cannot change overnight. So instead of asking the question "What do we WANT," and coming



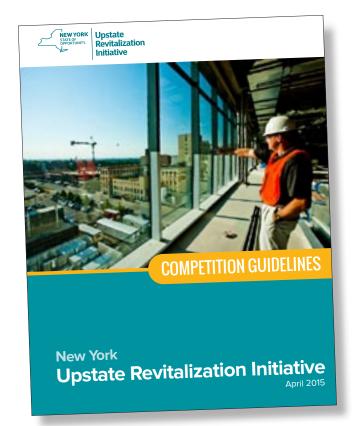


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Governor Cuomo has committed to investing not just millions, but over a billion in economic dollars to regions that can come up with solid plans that show growth, revitalization and results.



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than achieving
nothing at all."

—Karyn Burns

up with a laundry list of broad issue areas in need of consideration, we should ask, "What do we think we can GET?" Chipping away in Albany, a bit at a time, is much better than achieving nothing at all, and small, continuous changes coupled with economic development dollars, is going to mean slow but constant change in the business climate.

In closing, I ask each of you, to think about it from the perspective of your own businesses. We recognize that major or drastic policy change is not going to be made overnight, nor should it be. However, each and every day, your businesses encounter small areas where change can make a difference, where alterations or the removal of obstacles could provide a small but significant plus to your bottom line. What are those small issues? Bundling a number of them together and working to have them passed will undoubtedly help us in our continued goal of easing the burden on businesses and encouraging changes to current policy that will result in a stronger and more friendly business climate. This, coupled with the URI incentives, will allow for incremental growth for our State as a whole.

Legislative Issues: FEDERAL by Karyn Burns

Clock Running Out on Ex-Im Bank



s all manufacturers know, fair and seamless exporting practices are critical to staying competitive in today's global economy. This fact makes the current debate over the "Promoting U.S. Jobs Through Exports Act" (H.R.1031) a critical issue that will have significant impact on our sector. Passage of H.R. 1031 will reauthorize Export Import Bank of the United States (Ex-Im), whose charter expired at

Manufacturers nationwide championed the need to reauthorize Ex-Im and the Senate passed its bill. Sadly, politics got in the way and the House of Representives ended its session without taking up the bill. Failure to reauthorize the Ex-Im Bank and make it a permanent fixture will cost New York State and the entire American manufacturing sector in both export opportunities and jobs.

We are concerned for all New York State manufacturers and businesses that will see export opportunities vanish as foreign competitors benefit from their government's loan guarantees and credit. These competitors would continue to close deals based upon their ability to finance and offer terms, not necessarily on the quality of their products.

Last year's request for a long-term Ex-Im solution was met with a stopgap six month extension, now expired. Clearly, a longer-term solution needs to be made and decided upon by Congress, and quickly.

Benefits of the Ex-Im Bank

The Export-Import Bank of the United States is the nation's official export credit agency. It supports purchases of U.S. goods and services by creditworthy international buyers that cannot obtain credit via traditional trade finance sources. Since the Ex-Im Bank was last reauthorized, in 2012, it has supported millions of dollars in exports, helping companies throughout our state.

Some observers contend that the private sector can step in and perform the same functions as the Ex-Im Bank, but that is not the case. Publically traded private-sector banks are not in a position to offer the same terms and conditions as are offered by the export credit agencies of foreign

governments. Simply put, American manufacturing needs Ex-Im banking in order to remain globally competitive.

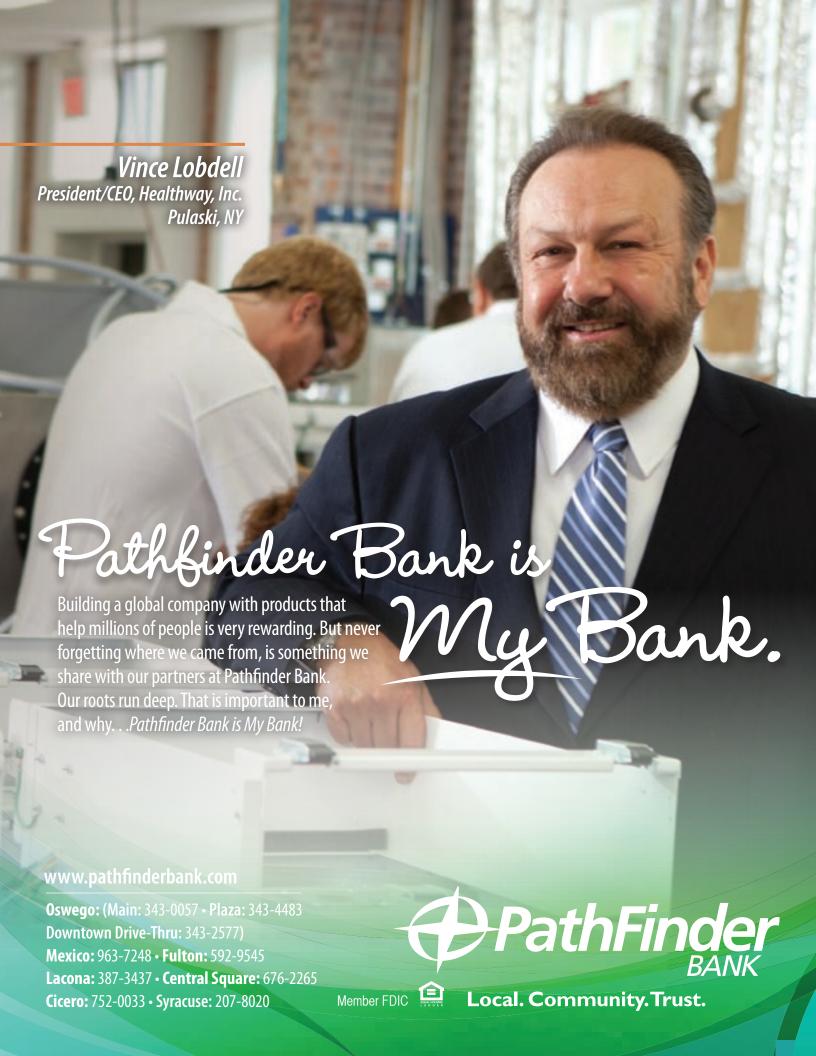
We recently signed on to a National Association of Manufacturers letter to members of the House of Representatives that outlined why Ex-Im is critical to the manufacturing sector. Points included:

- Last year, Ex-Im provided financing or guarantees for \$27.5 billion in U.S. exports, thereby supporting more than 164,000 American jobs at 3,300 companies. The Bank's support is especially important to small and medium-sized businesses, which account for nearly 90 percent of the Bank's transactions. Tens of thousands of smaller companies that supply goods and services to large exporters also benefit from Ex-Im's activities.
- Not only does Ex-Im directly support American jobs, it operates at no cost to the U.S. taxpayer. Ex-Im charges fees for its services, follows rigorous accounting and risk-management standards, and its loans are often backed by the collateral of the goods being exported. As a result, Ex-Im's default rate over the past eight decades has consistently been less than two percent, a default rate lower than that of commercial banks.
- Failure to secure long-term reauthorization of Ex-Im would amount to unilateral disarmament in the face of other governments' far more aggressive export credit programs, which have provided their own exporters with significant financing support in recent years. The export credit agencies of our top trading partners provide nearly half a trillion dollars in official export credit financing annually to their exporters about 18 times more export credit assistance to their exporters than Ex-Im did for U.S. exporters last year.
- If Ex-Im is not reauthorized, American companies will be put at a unique disadvantage in global markets, resulting in lost sales and lost jobs. U.S. businesses of all sizes would be deprived of a vital financing source at a time when boosting exports is increasingly important to growing our nation's economy and jobs.

Support of Ex-Im Bank reauthorization will allow American companies, to remain competitive in today's global marketplace. With Ex-Im funding scheduled to run out on September 30th, we are up against the clock.

TAKE ACTION:

We encourage you to let your **Congressional** Representative know that you are disappointed that Congress **left Washington** and allowed the H.R. 1031 to go unpassed. If you need contact information or assistance in relaying this message, please contact me at kburns@macny.org.



Workforce Development by Joseph C. Vargo

Why Manufacturing Needs to Tell Its Story



Students from across the Syracuse School District took part in the 4th Annual Manufacturing Career Day at Welch Allyn.

There's a visual and sensual quality to manufacturing that means you need to see it to understand what it is all about. Manufacturing has a culture that makes it unique.

Joseph C. Vargo is Executive Director, Partners for Education & Business, an affiliate of MACNY or the last ten years the US manufacturing cluster has been sounding the alarm about its inability to find skilled workers for its companies. We have all heard the message: 600,000 jobs going unfilled; the flight of manufacturing workers heading to retirement in the next five years (the "grey tsunami"); and the diminishing percentage of students graduating with STEM degrees. If you own a company, or are the leader of human resources or strategic planning, you just cannot get a good night's sleep. You are wondering how you, and the broader manufacturing community, are ever going to solve the problem of convincing more students to consider manufacturing as a career.

There is certainly ample evidence as to why manufacturing is critically important to our country and should be a great career choice. One great resource is the National Association of Manufacturing (NAM). NAM is continually sharing the good news about manufacturing in the US:

Manufacturing supports an estimated 17.6

million jobs, including 12 million Americans (9% of the workforce) employed directly in manufacturing.

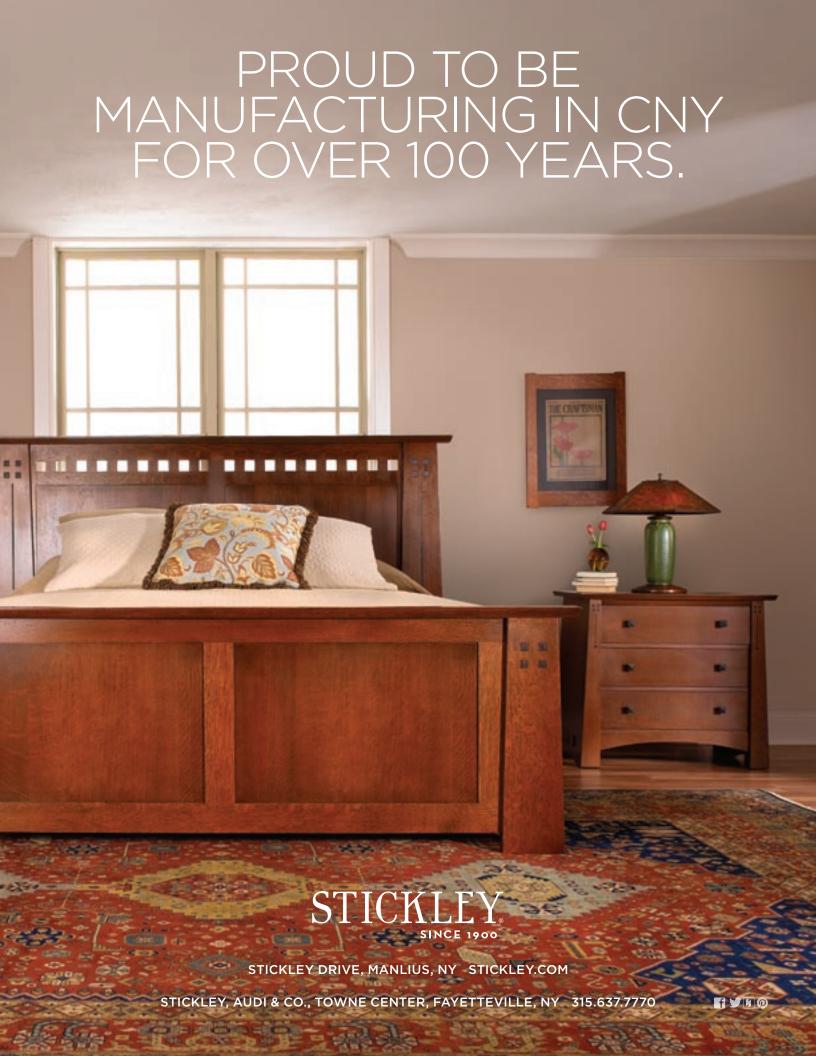
- In 2013, the average manufacturing worker earned just under \$78,000 a year, which was about \$15,000 higher than the average worker in all industries.
- The US manufacturing sector is the most productive in the world, leading to higher wages and living standards.
- Manufacturing performs more than 75% of all private sector research and development in the nation.
- Manufacturing contributed \$2.09 trillion, according to the

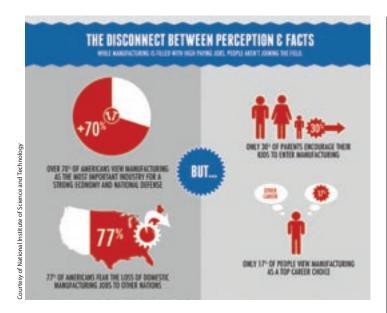
most recent data, and accounts for 12% of GDP. Taken alone, manufacturing would be the ninth-largest economy in the world.

However, there's a visual and sensual quality to manufacturing that means you need to see it to understand what it is all about. Manufacturing has a culture that makes it unique. Every manufacturing facility has its own sounds, smells, technology, robots and people. I have visited dozens and dozens of different facilities and always feel good about manufacturing because manufacturers make things, they invent things, they innovate. Manufacturing is very much a part of Americana and our national heritage.

What's in it for a student?

Why should students consider manufacturing as a career and how can we help them do so? It starts with increasing awareness by getting students inside the manufacturing environment. Students don't know what they don't know about manufacturing. Parents are not much help either, because only





about a third of parents would recommend manufacturing as a career, even though the vast majority see it as vital to our economy and national defense. One great national program is Manufacturing Day, when students, parents and teachers have the opportunity to learn about the rewarding careers manufacturing offers and experience the high-tech innovations of 21st century manufacturing first-hand.

Nearly 70% of the students who attended our last two Manufacturing Careers Days at Welch Allyn and Bristol-Myers Squibb have reported, in surveys, that they would now consider a career in manufacturing because they had "seen it." When students have visited manufacturers at times other than Career Days, their survey results have been similar. The learning that is achieved by a basic awareness activity, such as visiting a manufacturing facility, has proven to be the gateway to sparking interest in pursuing manufacturing as a career. Telling the story of manufacturing also helps to straighten the path of career decision-making and is a positive factor in students making better college and career decisions.

What's in it for the business?

Leaders from local manufacturers have told us about the great feeling companies get when they have students and teachers as visitors. One leader described it as a "secret sauce" for increasing employee morale and participation, giving employees a chance to share what their work is all about.

The Manufacturing Institute reports that telling the story of manufacturing provides a chance to educate students, community members, media, and policymakers about the amazing work manufacturers do on a daily basis and about the integral role of manufacturing in the local, national, and global economies. It also provides the opportunity to address the skilled labor shortage manufacturers face, connect with future generations, take charge of the public image of manufacturing, and ensure the ongoing prosperity of the whole industry.

To address common misperceptions about manufacturing and show what the industry really is, manufacturers need to come together to tell the story of manufacturing. In this way, they can address their collective challenges for the benefit of their communities and future generations.



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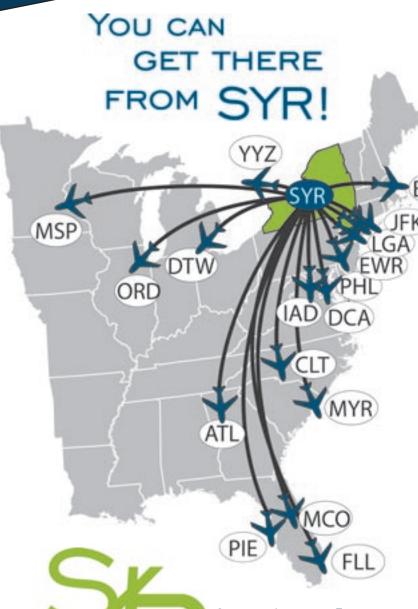
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Manufacturers and Apprenticeship



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companies to
begin to "grow
their own"
machinists and
welders before
all the baby
boomers retire.

or centuries, dating back to the ancient guilds, the apprenticeship model has been used to produce the next generation of skilled craft persons. The time-honored method of combining hands-on training with theoretical instruction has been proven, again and again, to work in any number of occupations. Even today, Europe and the British Isles have robust training programs that are still providing them with tomorrows' workers. We could learn much from the successes they have enjoyed.

In early times, the British, and after them the European immigrants, brought the model to America, but here it has declined, especially during the recession, as a method for replenishing our workforce. Most Americans now think of apprenticeship as something the trade and construction unions use to train their workforce and thus don't consider it as a model for revitalizing our manufacturing workforce. We need to rethink whether this methodology might help us today.

To understand how viable and relevant apprenticeship might be, you must understand its two basic elements. The first, on-the-job training, consists of a "master," or "journey-level," craft person capable and willing to share their experience with

a "novice," or "apprentice," in a hands-on manner. The second, related instruction, consists of learning the more theoretical or knowledge-based aspects of the craft. Usually this is done in a classroom or somewhere removed from the actual workplace.

To construct an apprenticeship, a series of competencies or tasks to be performed must be decided upon. In traditional apprenticeship, this common body of knowledge was possessed by the master craft person and passed down through the generations. Today, in a modern world with the pace of technology on an exponential growth curve, experts must strive to identify and update the knowledge required to be proficient in any given occupation on a continuous basis.

Todays' registered apprenticeship programs are approved and carefully monitored by either the United States Department of Labor (USDOL) or individual State Apprenticeship Committees (SAC). In New York the SAC is located within the state Department of Labor (NYS DOL). Registered apprenticeship programs are usually three to four years long, but they can be as little as 18 months or as long as five years or more, depending on the knowledge needed to reach journey-level proficiency within a particular occupation.

Renewed attention to apprenticeship

Recently, with manufacturing experiencing a "skills gap," apprenticeships have begun to receive renewed attention. President Obama has issued a challenge to double the number of apprenticeships in America and the USDOL has made available \$100 million in grant funding to create more apprentice programs. Our Manufacturers Alliance has partnered with the NYS DOL and the State University of New York (SUNY) to apply for five million dollars for apprenticeships. Grant winners are expected to be announced this fall.

MACNY has been hearing from its members for many years that they cannot find sufficient skilled workers in occupations such as machinist, welder, or in skilled maintenance positions. We also know that many of our member companies are contending with an aging workforce with many talented persons approaching retirement. We believe that registered apprenticeships may provide a solution for member companies to begin to "grow their own" before all

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NYS DOL has given conceptual approval to MACNY to function as an intermediary in establishing apprenticeship programs for its member companies to help speed the process. In coming months, we will assemble a team to help us identify and design the most appropriate programs to benefit the maximum number of companies. If you are interested in participating, please reach out to us.



the "baby boomers" retire. With this in mind, MACNY has been discussing with NYS DOL how we might assist our companies with establishing registered apprenticeship programs.

Currently, companies must work directly with NYS DOL (or USDOL) to establish approved programs. It can be labor intensive and time consuming for companies to identify the training needed, arrange for instructional providers, and complete all the required paperwork. For small and medium sized companies that may have very small numbers of workers to be trained, the registration process is often more than they feel they can navigate. However, a number of our larger manufacturers have been using apprenticeships with some success.

Marquardt Switches Inc.'s Tool Room Manager, John Ryan reports that, "Marquardt has utilized apprenticeship programs for over 25 years to develop and grow skilled employees. Apprenticeship programs create opportunities for employees to develop a career and fill the need for specialized skills that can be difficult to find when hiring. Technical positions in electronics production, maintenance and toolmaking have been filled with talent developed in-house.

Marquardt apprentice programs combine work that meets the needs of our business with real on-the-job training and skills development. We are able to benefit both the business and the employee right from the start. In our experience, programs like these have benefited our company, our employees and other businesses in the area. While many of our program graduates have stayed with Marquardt, others have moved on and filled the needs of other manufacturers. Apprentice programs work."

NYS DOL has given conceptual approval to allow MACNY to function as an intermediary in establishing programs for its member companies to help speed the registration process. In coming months, we will be assembling a team to help us identify and design the most appropriate programs that will benefit the maximum number of companies. If you are interested in participating, please reach out to us. If we are successful in being awarded the USDOL Apprenticeship grant, we will use that to create a pilot program for Central New York.

David Freund, President of Selflock Screw Products, sees this as a real benefit, "Apprenticeships are the key to solving the skilled worker shortage in Central New York. Having MACNY facilitate the process of establishing and maintaining the programs with NYS DOL will greatly help small and midsize manufacturers who may not have the knowledge or resources in-house to navigate through the process." Look for more information to come.

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FEATURE: Company Profile by Karyn Burns



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and construction
professionals
in the world to
make it a reality.

Byrne Dairy Bets on the Farm



t the end of July, 2015, a pair of windmills were erected on the grounds of the new Byrne Dairy plant in Cortlandville, NY to mark the first anniversary of production at the company's new cultured products manufacturing facility. Eventually there will be seven windmills, outfitted with colored LED lights, to illuminate Byrne Dairy's unique vision.

"The opening of this plant is the culmination of years of careful planning," said Byrne Dairy President Carl Byrne. "We really took our time, studied the market and engaged some of the best design and construction professionals in the world to make this a reality."

The result is to be seen in the array of state-ofthe-art processing, filling and packaging equipment used to produce Greek and conventional style



yoghurts, sour cream and other cultured dairy products for Byrne's customers; and to be tasted in the company's own new brand of Byrne Hollow Farm Greek Yoghurt.

The plant has been designed to be ultra clean, utilizing a new

technology that allows the yoghurt to stay fresh longer. Additionally, the air handling systems in each room of the plant is separate and meticulously controlled to ensure the cleanest production environment possible.

Byrne has also collaborated with the City of Cortland to sustainably handle and dispose of the acid whey that is a byproduct of Greek yoghurt production. Byrne Dairy delivers acid whey to the City of Cortland's waste-to-energy digester, which converts it into methane gas that, in turn, is turned into electricity to power the wastewater plant.

More to come

As impressive as the yoghurt plant is, it is only Phase One of the ambitious undertaking designed for the 127-acre site. "We essentially want to take all the resources we have here in Central New York— including our fantastic farming community, our world class ingredients, our innovative manufacturing base, our beautiful natural









resources— and create a state-of the-art manufacturing facility where people come to visit, not only for the products, but also for the experience," said Kate Byrne, Byrne Dairy's Marketing Director and great-granddaughter of its founder. In short, Byrne Dairy is committed to developing an agritourism venue second to none.

Future plans include a cheese-making operation, a tourist center, tours of the plant to allow the public to view the manufacturing process first hand, and a natural outdoor amphitheater (seating up to 15,000) for concerts and other local gatherings.

he agritourism side of the business was researched as thoroughly as the manufacturing end. Byrne Dairy tasked a number of teams to visit a total of 30 existing agritourism sites around the country. Then a master team, including architects and engineers, visited and reviewed the top eight facilities with an eye to identifying and adapting their most successful features.

Ironically, the agritourism venture is something of a return to the company's roots. When, in 1933, Matthew V. Byrne started out bottling and delivering high quality milk to CNY families, people would gather on the sidewalk to watch Byrne milk being processed and bottled through the building's large glass windows.



"Right now,
we're focused
on making
wonderful
yogurt and
sour cream...
The reception
has been very
positive, not
only for our own
brand, but for
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customers as
well.

I think there's something about the closeness of our farms and how fresh the milk is that makes ours an exceptional product."

—Kate Byrne, Marketing Director The new Byrne plant has floor to ceiling windows throughout the mezzanine that will allow visitors to watch the yoghurt making process from beginning to end.

Byrne's plans include a large "cheese wall," an all glass cooler holding blocks of aged cheese and providing information on the farm where the milk for each cheese batch originated.

In addition to yoghurt, cheese and other dairy products manufactured by Byrne Dairy, the Visitor Center gift shop will offer delicacies such as local jams, pickles, honey and charcuterie. A wine alley for cheese pairing, a café, and an artisanal food marketplace will round out the offerings. Plans for the agritourism venue are currently being finalized and the company expects to be building in the near future.

"Right now, we're focused on making wonderful yoghurt and sour cream," said Kate Byrne and "we're thrilled with the excitement shown by our long-standing customer base. Using milk from local dairy farmers, we are providing choices to our customers that include products made with local rBST-free milk, organic milk as well as certified-organic grass-fed milk."

By all accounts, people really like Byrne Hollow Farm yoghurt. "We've carefully selected the cultures that go into our yoghurt, and invested in the best technology," Byrne says. "The reception has been very positive, not

only for our own brand, but for our private label customers as well. I think there's something about the closeness of our farms and how fresh the milk is that makes ours an exceptional product."

The \$30 million, 75,000-square-foot yoghurt plant (above) has been designed to easily expand up to 400,000 square-feet, as demand grows. It currently has the capacity to produce 520,000 pounds of yoghurt a day.

The banks of large windows visible in the production room photos below let out onto the viewing mezzanine where visitors to the plant will be able to observe the entire yoghurt manufacturing process.







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FEATURE: Leadership

bv Randv Wolken

The leaders
that have most
impressed me
and seemed best
able to navigate
today's difficult
economic
conditions have
shared four key
characteristics:
They are humble,
curious, caring,
and dedicated.

What makes a great leader?

eadership is one of those areas about which we have endless curiosity. Few doubt its importance to a successful business, but what, exactly, is it? How do you develop it? What can a business do to encourage it?

Luckily for me, and for MACNY, we have many examples of excellent leaders among our member companies. We get to see, firsthand, just how important leadership is to the success of manufacturers and businesses in our community. We

also get to see the result of what happens when it is lacking.

Over the last 14 years, as President and CEO of MACNY, the leaders that have most impressed me and seemed best able to navigate today's difficult economic conditions have shared four key characteristics: They are humble, curious, caring, and dedicated.

First, I have noticed that the most inspiring and successful leaders are humble. You may be surprised that I place this attribute first. You may be saying, "Humble – no way!" Yet, almost to a person, the successful leaders I have encountered are decidedly humble. They usually attribute their success to others – their team, their company, their spouse and family—and to

their "luck." They use the terms "we" and "us" 10 times more than they use the word "I." They constantly praise others. They almost seem uncomfortable when you indicate they themselves are responsible for a success. In fact, to do so is often taken as an insult to them and those they have traveled with on the journey. It is such a joy to be with them because they are so humble and "other" focused. They have obvious talent. Just don't bother to think you can get them to admit it.

Second, true leaders are curious. They are constant learners. They ask lots of questions. They get excited when they find an "answer" and offer plenty of thanks when you help them. They seem to be brainstorming all the time and seek out people who can teach them new and exciting things. They read and learn and share and talk with others constantly. It is fun to be in their presence and they seem to be truly grateful when you spend time exploring new subjects with them. And, almost always, they get totally caught-up in the moment. I have

been with leaders who have planned to spend 30 minutes with me and an hour later they have just started. Then we usually go to lunch – and spend more time discussing the latest trend or opportunity. Their curiosity is contagious; it is clearly something that helps them be so good at leading.

Next, leaders are caring. This does not mean they are "pushovers" or "soft" but that they genuinely care about others — and show it. Sometimes the situation requires "tough love," at others it may require them to just sit quietly with a suffering or challenged team member. They seem to know what to say and do — and it comes from the heart. I have seen leaders whose employees would do nearly anything for them, because their leader — and they do consider them "their leader" — has been available for them and went to bat for them. You have heard it said, "well, it is just business —it's not personal." These leaders don't believe that at all. To them, it is highly personal because it involves their team member and they are people. Caring seems to be at the very heart of every great leader I have come to know.

The final characteristic that I have observed in great leaders is that they are dedicated. They always go the extra mile; they know that their work is more like a marathon than a sprint. They show up each day, no matter how tough or uncomfortable it may be. They smile when, inside, they know they should be concerned. Why? Because each of their staff members is looking to see just how they respond to the latest challenge. The leader's dedication breeds dedication in the workforce. It can inspire a fierce loyalty, a loyalty that truly distinguishes the great companies from the merely good.

Great leaders often are at the center of great companies. I have been blessed to know so many great leaders. I have encountered them when I was at West Point, in the army, in local government, in the nonprofit world and while at MACNY. Great leaders make us feel good about ourselves. They give us hope for the future. They make us proud to be in their company. I am so thankful for the leaders who have inspired and continue to inspire me.

entral New York has a long and vibrant history of manufacturing, including several businesses that are still thriving after more than 100 years. Among them are Cathedral Candle Company, Crucible Industries, and Stickley, Audi & Co. Combined, these companies represent 372 years of exceptional manufacturing and exceptional leadership.

On the following pages Aminy Audi of Stickley, Audi & Co., Jim Beckman of Crucible Industries, and Lou Steigerwald of Cathedral Candle Company tell us how they perceive leadership as they keep their company legacies alive.

Aminy Audi, President, Stickley, Audi & Co.



STICKLEY.

Is there an individual who had a significant impact on your development as a leader?

The person who influenced me the most in my life is my father. He was smart, wise, compassionate, caring, a risk taker and an entrepreneur. To this day, every time I am faced with a difficult decision I ask, "What would my father do?"

Both my mother and mother-in-law were major influences as well. From my mother I learned the virtue of patience and the powerful impact of positive thinking and unconditional love. From my mother-in-law, I learned the importance of balancing family life with a demanding career. She was one of the earliest

women physicians in the country, yet she devoted so much time to her three children and several grandchildren.

What is one characteristic that you believe every leader should possess?

A leader leads by example and sets the tone for the entire organization. Every leader should possess integrity, empathy, and a willingness to take risks and adapt to change.

Also, a leader's success is often measured by the team he or she surrounds themselves with. The abilities to identify talent and reward excellence are prerequisites for a good leader.

What is one of the biggest challenges you have encountered in your career?

Obviously, initially buying Stickley was a huge challenge because it was such a huge risk. The odds in our industry were one in ten that we would even make it. Then, the decision to reissue Mission oak in 1989, at a time when Mission oak was not well known, was another risk which proved to be a pivotal moment in the history of our company.

Our company, like most companies, has had several challenges. We continue to adapt to changes in our industry, invest in technology, introduce new products and place a premium on building strong relationships with our retail customers and our dealers

As to overcoming obstacles or setbacks, the most important thing is one's attitude. We cannot control what happens to us in life. There will always be unexpected ups and downs. How we handle those things makes all the difference.

To what do you attribute your company having remained successful for over a century?

Stickley is a family-owned business, and as such we tend to think long-term and care about the legacy we leave to the next generation. I look at our relationship with our dealers; we bring all our

dealers together, and it's like a huge family reunion. Everybody says there is nothing like this in our industry, or any industry.

We learn from our mistakes. We are innovative and quick on our feet. It's important for businesses to realize that they could become irrelevant as the world changes.

Perhaps the most important reason for our success, in addition to our quality product, is the incredible team we have surrounded ourselves with. They are world-class and very dedicated.

Another reason for our success is our succession plan. My son Edward has been president since 2012. This gives our employees and our dealers a sense of security and long-term commitment in



Alfred & Aminy Audi in tall Mission chair – In 1989 the Audis reissued the Mission Oak Collection which proved to be a transformative moment in the history of the company. Now, 26 years later, Mission sales continue to grow.

an industry with turmoil and uncertainty.

What are some of the beliefs and business practices that were instilled at your company's inception that still remain today?

Our story began with three words: *Als Ik Kan*, "to the best of my ability." This old Flemish craftsman's phrase has been the guiding principle of Stickley. Gustav Stickley marked his product with the phrase to assure customers that Stickley furniture was of the finest quality, every piece made with honor, integrity, and pride.

The Stickleys used solid construction, what-you-see-is-what-you-get joinery, and the highest quality woods. But even more, they showed a genius for design, creating hundreds of new forms that were at once beautiful, practical to use, exceedingly strong and long-lasting, and perfect for the new ways American families wanted to live.

Enduring tradition, superior craftsmanship, an unshakeable philosophy of excellence—these are the bedrock of the Stickley ethic, and the reason that Stickley produces America's premium hardwood furniture.

Where do great ideas come from in your organization? How do you encourage creative thinking?

Great ideas come from everyone at Stickley, from those who have been with us since the early days and from others who joined more recently. We have an open door policy and a suggestion box with a reward for every idea we implement that helps improve the company.

It's so important to be on the lookout for complacency — especially during good times. During good times, people seem to





The Stickley brothers Fayetteville plant (top) was established circa 1900 and operated until 1985, when a new factory was established in neighboring Manlius. In April of 2007 it became home to the Stickley Museum.

think nothing can ever go wrong and you have it all right and you know all the answers.

You need fresh perspectives to question the status quo and why we do things the way we do.

You always have to ask yourself, and ask your leaders, to stretch their thinking. You can't be stuck in thinking "we've always done it this way." That doesn't mean it's the best way, or the right way, or the right way for this time.

What is one of the best decisions or transitions your company has made?

There isn't one single decision, rather a continuous decision-making process to diversify and invest in technology and other quality companies that help broaden our offerings.

Most recently, we added a contract division and we have already furnished several hotels and academic institutions throughout the country. We are also very pleased & honored to be providing the furnishings for Hotel Syracuse, this restored jewel in our community.

What is the biggest challenge you see facing leaders today?

Our biggest challenge would be some unexpected international catastrophe, which will reverse the current economic advances made recently. Global competition offers both a challenge and an opportunity and it is imperative for leaders to get a handle on this and use it to their advantage.

Our biggest opportunity is reaching more customers, especially millennials who value the intrinsic value of Stickley and its sustainability story. Stickley has a wonderful story to tell. Rich history, quality construction, excellent value and exclusive

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distribution all combine to make the Stickley story one that is compelling for consumers.

What is one of your favorite stories about Stickley?

When we bought Stickley in 1974, Mrs. Stickley gave Alfred some advice, "Don't hire any women or any long-haired kids. They are trouble." Alfred hired both women and some long-haired kids who are still with us today and who have contributed greatly to our success. The early years were very tough years, the challenges were much more than we expected and we never had enough money to invest in inventory. On more than one occasion I removed the hardware from my dresser so we could fill an order and satisfy a customer.

Is there anything else you would like to share with us?

The idea of creating a museum had been in our hearts for years, and we are so proud to share our history with the public in our original factory in Fayetteville. We began working with the State University of New York's Cooperstown Graduate Program for Museum Studies in 2005.

The school's professional skills, coupled with the expertise of the Stickley staff, resulted in a significant museum project. Our collaboration yielded an inaugural exhibit and on April 11, 2007, coinciding with my late husband's birthday, we opened the museum as a fitting tribute to Alfred's vision of rescuing such a proud name and breathing new life into Stickley.

LEADER PROFILE

James Beckman, President, Crucible Industries





Is there an individual who had a significant impact on your development as a leader?

My father had a tremendous impact on me, not so much as a leader, but as a principled person. The impact was deep, providing a system of values, but also wide enough to apply every day. Two fundamental ideas dominated his life:

- Regardless of your status, treat others with respect and dignity. We are all equal as human beings.
- Be prepared to lead with humility, so see leadership as a stewardship and not a right.

What is one characteristic that you believe every leader should possess?

A leader needs a healthy sense of humor to see the moment's importance as it relates to the larger picture.

What is one of the biggest business challenges you have encountered?

Getting an organization of complex human beings to work together for a common goal is a never-ending challenge.

To what do you attribute to your company's remaining successful for over a century?

The singular reason is the ability to adapt, whether driven by leaders who recognize the need to do so (e.g., to form Crucible Steel Company of America, build the CPM facility), or by events that have had a significant economic impact (e.g., World Wars, Great Depression).

What are some of the beliefs and business practices that were instilled at your company's inception that still remain today?

That is a tough question to answer, since I wasn't around in 1876. In the historical records, however, I see two overarching drivers:

• Believe that technology will keep an organization successful.



 Recognize and seize an opportunity, and have a strategy that separates the organization from the competition.

Where do great ideas come from in your organization? How do you encourage creative thinking?

If one truly has an organization that encourages the discussion of ideas, then you can say they come from all levels and areas within the company, and also from outside the company. The best way to encourage new ideas is to seek them out externally by spending time with customers and competitors, and internally by actively engaging everyone as a part of a routine activity. Think singles, not home runs!

What is one of the best decisions or transitions your company has made, and why?

Two decisions come to mind. One was technology driven: Inventing the technology of CPM and then building a complete facility to produce it before bringing it to market (in 1970). The second was driven by an external event, filing for bankruptcy (in May 2009). Coming out of bankruptcy, starting over both operationally and culturally and making the successful transition, tops my list. Both gave Crucible the chance to survive and be successful.

What is the biggest challenge you see facing leaders today?

From my perspective, and this is shared by others in the metals industry, the most difficult challenge is to have an effective succession plan in an environment that forces a lean organization. This makes it very difficult to identify and develop talent that has a broad enough basket of skills to lead and guide an organization.

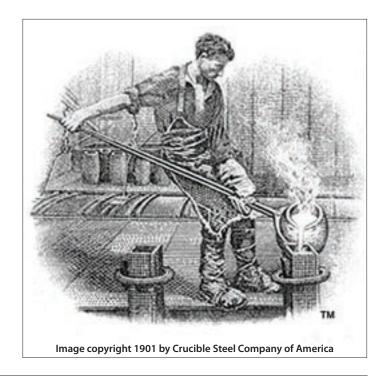
What is one of your favorite stories about Crucible?

One of my favorites is a simple story, but it illustrates the cultural change that Crucible badly needed. Soon after coming out of bankruptcy, a steelworker noticed problems with the equipment she operated. The controls were too far away from the work, making it difficult for her to see what she was working on and creating a tangle of hoses on the floor. She showed the supervisor how to fix it. It was fixed in a matter of days. In the old company, no one would have asked her what she thought, or her ideas been would have ignored as a waste of time and money. A simple idea acted upon in a timely manner is a great motivator. It may have started out as a single, but repeated over and over again, it became a home run!



— The proprietary Crucible Particle Metallurgy (CPM°) process has been used for the commercial production of high speed steels and other high alloy tool steels since 1970. The process yields superior quality tool steels and higher alloyed grades that cannot be produced by conventional steelmaking.

The CPM process begins with a homogeneous molten bath similar to that for conventional steel. But, instead of being teemed into ingot molds, the molten metal is poured through a small nozzle where high pressure gas bursts the liquid stream into a spray of tiny spherical droplets. These rapidly solidify and collect as powder particles in the bottom of the atomization tower. The powder is relatively spherical in shape and uniform in composition as each particle is essentially a micro-ingot which has solidified so rapidly that segregation has been suppressed. The carbides which precipitate during solidification are extremely fine due to the rapid cooling and the small size of the powder particles. The fine carbide size of CPM steel endures throughout mill processing and remains fine in the finished bar.



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Louis J. Steigerwald, President, Cathedral Candle Co. Mark Steigerwald, Vice President, Cathedral Candle Co.



Company founder, Jacob Steigerwald, grandfather of Louis and Mark, "left a legacy that truly inspires all of us here at Cathedral."

Is there someone who has had a significant impact on your development as a leader?

I had the great privilege of being able to work with and learn from both my grandfather and father. They were both extremely knowledgeable about the business and they were very sensitive about how to best

pass on their knowledge and wisdom in a close family business environment. They were able to pass on what had been successful and still be willing to accept the idea of change. I always felt like I was working with them. They inspired me to have a passion for what I do.

What is one characteristic that you believe every leader should possess?

Integrity: people have to be comfortable and confident in buying into you as a person they know. They have to feel that you believe in what you say and that you listen attentively and speak purposefully. This builds the basis for a long-term relationship.

What is one of the biggest challenges you have encountered in your career at Cathedral Candle? How did you overcome this?



(left) and Personnel Director John P. Hogan, Jacob's great-grandson (right).

Upgrading production methods and processes to increase efficiency and productivity and improve on the quality of the finished

product at the same time was a real challenge. This not only involved a great deal of investment in equipment and facilities, which continues, but also involved tasking our wonderful dedicated workforce to adapt and learn the new methods and machines. They were up to the challenge.

What are some of the reasons you attribute to your company having remained successful for over a century?

We always have, and continue to keep up, a constant communication with our customers, not just to make a sale but also to find out what it is they need and to work with them to provide for those needs.

What are some of the beliefs and business practices that were instilled at your company's inception that still remain today?

At the time Cathedral Candle was founded, company/corporate mottos were fashionable. Printed on one of our first marketing pieces was the motto: "An honest word needs no oath." Still relevant.

Where do great ideas come from in your organization?

We have an ear for everyone, from the shop floor to the sales force to the office staff.

What is the biggest challenge you see facing leaders today?

Maintaining the ability to look beyond the immediate. Today, as everything happens so quickly, it's even more important to factor the long-term perspective into your decisions.

What is one of your favorite stories about Cathedral Candle?

Let me tell you a story told to me many years ago by a Cathedral Candle distributor. During World War II, when candles were nearly impossible to find, this distributor wrote a single word—"HELP!"—on a postcard and mailed it to my grandfather, Louis Steigerwald, Sr. It was only a few days later that a truckload of candles arrived at the distributor's warehouse after traveling halfway across the country. That distributor remains loyal to Cathedral to this day.... more than 70 years later. And I now enjoy the privilege of doing business with the grandson of the gentleman who sent that postcard seeking "HELP."

Over the 118 years we have been in business, we have had the great pleasure and honor of making candles to be burned by several Popes, many Cardinals and Bishops from around the world and by U.S Presidents, going back to William McKinley. Cathedral candles have burned in the largest cathedrals and the smallest chapels, on battlefields and in homes celebrating special family events.

All of this was started by my great-grandfather, Jacob Steigerwald, who, as a young man, traveled by himself as an immigrant from Bavaria, leaving his family there for a new life here. He came to create a new family and a family-owned and operated company that is now into the fifth generation of his descendants as well as multi-generations of employee's families. The company provided steady employment opportunities, even through the Great Depression when the factory operated for 3 days a week to avoid laying-off workers. This year, we have an employee who is celebrating her 50th year working with us. Over the years, we have been fortunate to have several employees who have reached that special level of dedication and service. Jacob left a legacy that truly inspires all of us here at Cathedral.

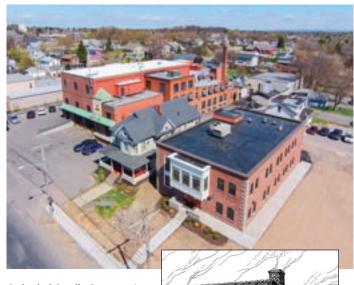
Is there anything else you would like to share with us?

MACNY has been a great partner with us over the many years of its existence and I want to thank and recognize them for this. The support they offer us, and other manufacturers, has helped us to be a better business. The voice they speak on our behalf is invaluable in making sure manufacturers are being considered when it comes to legislation and regulation.

Also, I can never miss an opportunity to recognize the wonderful employees we have had over the years and currently have. With their skilled craftsmanship and dedication to their work, they make us who we are.



Cathedral Candle Company follows many of the same processes created by Jacob over a century ago while using state-of-the-art candle-making machines to skillfully merge 21st-century technology with traditional expertise.



Cathedral Candle Company's original factory, established in 1897 on Kirkpatrick St. in Syracuse (right), remains at the core of today's expanded manufacturing facility (above). A number of assembly lines of molds, presses, and inventive automation devices built to Jacob Steigerwald's specifications are still in service.

Pacing the Future

"We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction."

—Bill Gates

his July, IBM announced the creation of prototype ultra-dense computer chips utilizing seven nanometer transistors.

Manufactured entirely at SUNY

Polytechnic in Albany, the chips prove that Moore's Law—that chip performance will double every 18 months—is still in effect.

"Amara's Law," put forward by scientist and futurist Roy Amara, also still holds true. He observed that, "We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run." Bill Gates' amendment of that law holds that, "We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction."

Some emerging technologies have excited a great deal of attention from the outset. Frequently cited examples include the NEST learning thermostats, representing the Internet of Things. Note that we have a local manufacturer of internet connected thermostats – ICM Controls (N. Syracuse). Also cited are numerous developments in 3D printing that are revolutionizing manufacturing.

3D printing was first patented in the 1980's. It has taken decades for innovation in materials and the speed of print processing to make the additive manufacturing of 3D printing viable for prototyping and for producing low-run, high-value machine parts. 3D-printed body parts, such as titanium hips and plastic bone replacements, generated \$537M in business last year and 3D printing is now involved in manufacturing the majority of new hearing aids. However, the vision for 3D printing as a method for full-scale local manufacture of clothing, parts or human organs is still in its early stages. Metal 3D sintering, which is now emerging, will help create more applications and possibilities.

High-profile examples of emerging technologies

whose immediate impact
may be overestimated
include Google's recently relaunched Google Glass, said to
demonstrate the future of wearable
devices. The development of Exoskeletons,
such as the US Tactical Assault Light
Operation Suit (TALOS), demonstrates what
the future may hold for human body augmentation.
Oculus Rift is continuing to refine and enhance its
succession of virtual reality immersive devices.

Assessing the long-term

The long-term impact of emerging technology in some critical systems, however, is still being underestimated. For example, we are already several generations of innovation into the renewable energy technologies for solar and wind generation and new products are being developed at an accelerating pace. Kohilo Wind (Auburn, NY) is producing high performance vertical wind turbines that do not require high winds or tall towers and do not endanger birds. Solstice Power (Syracuse, NY) is developing highly efficient solar arrays that produce both electricity and heat.

Investigators of fusion power have, it is said, achieved the milestone of creating a self-sustained reaction that produced more power than it consumed (I should note that this has been a favorite emerging technology of mine, as it has been emerging since I was 10 years old). As entrepreneur/inventor Elon Musk recently noted, one can now imagine a world sustainably powered using renewable generation and energy storage.

Google's driverless cars and Daimler's selfdriving trucks really suggest a future when automation will allow for safer, more efficient commercial transportation. Self-driving cars are predicted to show up on the showroom floor in



More than half the world's population still does not have internet access. Google's Project Loon is researching the placement of high-altitude balloons to beam connections to rural and remote areas. Facebook is investigating using drones with the wingspan of a Boeing 737 to do the job.

five years or less. Caterpillar is testing driverless, 240-ton Cat MineStar mining trucks. They can work 24/7, like other robotic systems, and it's estimated they will provides a 20 percent increase in output and a 15 percent decrease in fuel consumption. Lockheed Martin has developed driverless military truck convoys for the US Army.

The significant development of unmanned aerial vehicles (UAVs) for military use in the Middle East has initiated development of civilian uses for these types of vehicles. The regional Northeast UAS Airspace Integration Research Alliance (NUAIR) is a prominent example of the rapid development of regulatory regimes, infrastructure development and collaboration among industry partners to use innovative new devices for civilian purposes. Amazon's tests of unmanned delivery vehicles suggest the possibilities for this segment. The most significant civilian use for UAV's today is probably in the field of "precision agriculture" where crop needs are identified and treatments are delivered to the plants only when they need them.

One can look to the highly funded research labs like Google Labs and Microsoft Research to find early hints about emerging technologies. For example, Google is pursuing Project Loon, a research program to place high-altitude balloons at the edge of space to provide internet connection to the most rural and remote areas of the world. Microsoft is working on quantum computing, wherein quantum effects can be used to create immensely powerful computers yielding computations that are orders of magnitude faster than anything available today, making possible a revolution in artificial intelligence. MIT and Adobe have joined together to create Helium, a computer program that automatically modernizes old code so that engineers can focus on creating new software instead of fixing the old.

The pace of emerging technologies is likely to quicken, but that doesn't mean we should expect technological innovation to solve the globe's problems quickly. We have good reason, however, to be hopeful about the future, never underestimating the changes awaiting us over the next decade and more. After all, who could have predicted that the science fiction imaginings of Asimov, Philip K. Dick, George Orwell and William Gibson would already be part of our daily lives.



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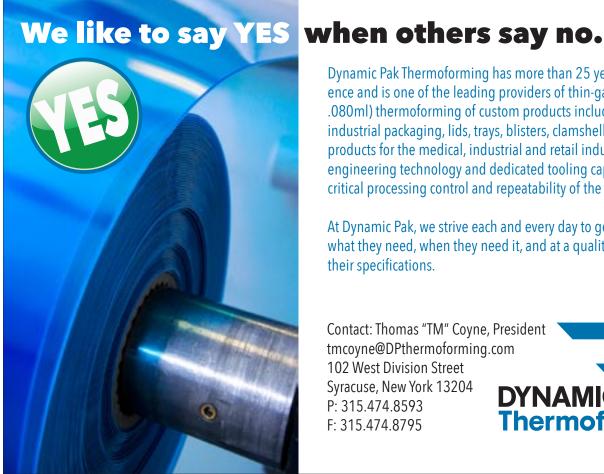












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MACNY Membership

This Membership Directory consists of all MACNY members and the contact information obtained by MACNY as of July 23, 2015. While MACNY makes every effort to ensure that all information is accurate and up to date, all contact information is subject to change. If there is a change you would like us to make in our electronic copy of this document and for our records, please contact Marisa Norcross at mnorcross@macny.org or 315-474-4201 ext. 22.



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WEB: www.adcmotors.com

Aerotek

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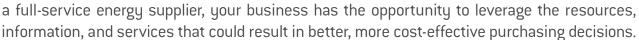


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