

MANUFACTURING MATTERS

Giving Back to Our Community

Holidays are the season for giving, and thanks to our dedicated staff, board of directors, and member companies, we give back to our shared communities all year long. We know that the many wonderful non-profits in our community need our help more than just during the season. That's why MACNY staff is committed to giving year-round.

Did you know that diapers are the most requested item at local food pantries and they can't be purchased with food stamps? Last year, our staff alone donated over 2,000 diapers to the CNY Diaper Bank and spent two hours wrapping diapers that were provided to those families in need. We continued our efforts by hosting a food drive that coincided with our post-holiday party. Your generous donations of non-perishable items filled a full-size van and helped to restock the shelves of PEACE, Inc. emergency food pantries.

This year, our staff and members participated in the Syracuse Heart Walk, the Alzheimer's Walk, and volunteered at the Samaritan Center. We also hosted a school supply drive and asked our member companies to bring their donated school supplies to the clambake, where a representative from Hillside Family of Agencies was there to receive them. We hosted a blood drive for the American Red Cross during a blood emergency, which resulted in six first time donors! We hosted a second diaper collection drive which resulted in over 3,500 diapers collected and donated to the CNY Diaper Bank.

To make our post-holiday party in 2019 even more special, we will be hosting a donation drive in partnership with the Rescue Mission. We are collecting warm socks, hats, scarves, gloves, and jackets for children and adults. We are also collecting much needed adult and children hygiene items, including deodorant, tooth paste, tooth brushes, and body wash. The collection drive will run through January 17. You may drop off your donated items to our offices anytime or bring them to the post-holiday party.

A heartfelt THANK YOU, to our members, for your contributions to our community giving programs throughout the year. May these generous acts transform into blessings back to you. We hope you and your colleagues will join us in our collective 2019 giving programs!

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**MACNY's Annual
Post-Holiday Reception
January 17, 2019
4:30 - 7 PM
\$50 per MACNY member**

Join us as we celebrate the Holidays with this special event. Please join us for wine and hors d'oeuvres and enjoy catching up with your peers from other members of the manufacturing community!

Visit www.macny.org/events to register!

To coincide with this event, we will be holding a donation drive to collect winter gear items and hygiene items for children and adults that will benefit the Rescue Mission.

PRESIDENT'S MESSAGE



Randy Wolken
President & CEO

The Elections are Over – Now it is Time to Come Together

This has been one of the more divisive elections in recent memory. I, for one, am glad to move beyond the election season and to work on solutions to grow our economy. Let's work on and creating more manufacturing and high-tech jobs, and investments in New York State and our country. This is no small task and we must commit ourselves to this effort.

Our State and Nation have many challenges ahead of us - and manufacturers and business leaders must work with our elected representatives at the state and federal levels. Many candidates, at all levels, talked about manufacturing and technology during their campaigns.

Here in New York State, we are committed to working with Governor Cuomo, who was re-elected to his third term, and our elected legislators. We are committed to working with representatives to continually improve the economic climate here in New York so that manufacturers and businesses can thrive. We need to pass a tax cut for small and medium manufacturers that mirrors the C-corporation tax cut that was successfully passed in 2014. The economic impact of this would be tremendous throughout New York State with particularly large gains for jobs and investments in Upstate. In addition, we need to seek ways to lower the cost of doing business, invest in workforce development, and maintain our vital infrastructure.

We are also committed to working with our federal officials. There is much work ahead of us and manufacturers are ready to help all elected leaders succeed in keeping our economy strong. We will need to continue to work on lowering the tax burden, increase exports, implement smart regulatory reform, invest in infrastructure, and strengthen our workforce by preparing Americans for jobs in modern manufacturing and our high-tech economy. We urge the Administration and the new congress to achieve real results to bring about growth in the manufacturing and high-tech sectors.

During the upcoming year, we will continue to advocate for manufacturers and all business as we work with all our elected officials in Albany and Washington who share our vision of growth and success for the economy.



In this book, you will learn why you need to become a Present-Future Leader – and shift from being focused on the past. You will learn the essential principles of successful leaders, how you prepare to be a successful leader, the practices needed to maintain success, and how it all fits together in your life and at your company.

Each of these 33 critical chapters offers succinct lessons, quick takeaways, and a practical habit so you can begin your change efforts today and maintain it for a lifetime.



Karyn Burns

VP, Government Relations & Communications

Farewell

This comes with great sadness to let you all know that after 144 newsletters, this will be my last one. I know, I know, each month you have sat by waiting with bated breath, checking your mailbox every five minutes waiting for my witty banter and never boring updates on State and Federal Government, tears running down your cheeks over the emotions that were triggered by wise words and monthly column....

All joking aside, I would like to take this opportunity to say goodbye and thank you. For nearly twelve years, you as MACNY members and friends have empowered me to do all the things I love doing: building coalition efforts around advocacy issues of importance, bringing together like-minded folks to push for better policy, and working with amazing folks like yourself and your employees. Your businesses have remain engaged and supportive of varied issues by attending our briefings and speaker series, and even coming to Albany and Washington so lawmakers could see the real issues that their policies impact. Your stories, your letters, your visits, your engagement, and your support over the past twelve years have been the driving force behind the many significant pieces of policy we have fought for and won. I cannot thank you enough for your constant support of our advocacy efforts here at MACNY.

I will still be working in the area on the startup business I created a few years ago and would love to still stay connected. If you care to reach out, I can be reached at karyn@karynburns.com. Additionally, I will still be around MACNY on occasion, providing some assistance and support as needed to the new Government Relations Director as they make their transition, so hopefully I will see all of you from time to time at the office!

Additionally, as my last advocacy effort in leading the MACNY team, I have started a quiet grassroots campaign to be gifted a lifetime ticket to the MACNY Annual Dinner. Thus far, despite using my trademark lobbying tactics of subtle insertion into conversation and call to action email blasts to the entire staff, I oddly have not yet heard one way or another on this very critical effort of mine. Should anyone be interested in providing me with a letter of support, please feel free to do so.

Thank you again for your years of support, encouragement, humor (see paragraph above), hard work, dedication, and enlightenment. I am proud to say that I have had the opportunity to represent the hardest working, most determined communities in the world. Thank you for all you do to support both MACNY and our state and region's manufacturing sector.

Best,
Karyn Gerling



Cindy Oehmigen

Director of Energy and Corporate Services

Planes, Trains, and Automobiles. None of the above!

I love to travel...let me rephrase that; I love to be in new places. The travel to get there, not so much. Driving is long, tedious, tiring, and no one in my family wants to do the driving. Traveling by air means long waits, dealing with luggage, hassles with long security lines, missed connections, and not being comfortable. Then there are trains. They are my current choice for mode of transportation, however they don't go everywhere nor do the schedules accommodate arrival and departure times.

I just learned about the potential answer to all of this. Hyperloop. To steal a phrase from Elon Musk's Hyperloop Alpha-SpaceX White Paper, envision a large pneumatic tube system, like how mail and packages were sent between buildings or you send your deposit to the drive through window at the bank. The Hyperloop concept was first published in August 2013. The basics of the concept are reduced-pressure tubes in which pressurized capsules (pods) ride on air bearings driven by linear induction motors and axial compressors. The pods are designed to float on air skis, like an air hockey table, or use magnetic levitation to reduce friction.

The system would propel passengers along a 350-mile route at a speed of 760 miles per hour; 35 minutes for the entire trip. The system would accommodate both passengers and cargo. According to Steve Range, UK Editor in Chief for TechRepublic and ZDNet, supporters claim the Hyperloop system would be cheaper and faster than trains or car travel, and less polluting than air travel. Given their energy efficiency, it would take pressure off the energy grid.

There is some concern about the comfort of riding in a pod traveling at those speeds, but the Virgin (yes, the same as Virgin Records fame) Hyperloop One developers claim the G forces will be no different than a Boeing 747 takeoff creates. There are no windows, either. So, one would need to be equipped with personal entertainment electronics for the trip.

Although still in development, there is a prediction that some version of the Hyperloop could be up and running by 2021. Potential routes include New York City to Washington D.C., Pune to Mumbai, Kansas City to St., Louis, and many more.

The history of this idea goes back to the 1800's when the Crystal Palace pneumatic railway used air pressure to push a wagon up hill and a vacuum to drag it back down. The advent of new technology paved the way for Elon Musk to bring it back into the lime light with his 2013 white paper. While he has stepped away from the development for now as he was 'too busy' with other projects, he remains very interested in the technology. Don't count him out yet for chasing this dream. Between SpaceX, Virgin, TransPod, and several other contenders, this mode of transportation may just become a reality. Imagine a trip from NYC to D.C. in just 29 minutes. We are still some ways away from that reality, but it is not as far-fetched as one would initially think.

Now I have to go pack.

Sources:

https://www.spacex.com/sites/spacex/files/hyperloop_alpha.pdf

<https://www.zdnet.com/meet-the-team/uk/steve-ranger/>

APPRENTICESHIP UPDATE



Martha Ponge
Director of Apprenticeship
**Apprenticeship Program
Poised to Add IT Trades**

The Manufacturers Alliance Intermediary Apprenticeship Program continues to expand and build structured training and employment support systems for the skilled trades for advanced manufacturers in Central New York. Over the last two years, we have engaged over 30 local companies to up-skill over 100 employees to help the companies grow and remain competitive.

Behind the scenes, our manufacturers employ many other highly skilled employees who are vital to their day to day operations. Many of us are not aware that many of these supportive roles are also apprentice able in New York State, including many IT roles.

Over the past 12 months, several new NYSDOL registered IT trade outlines have been developed to help train IT specialists from entry level Computer Technicians to Data Analysts. Many of these new IT trades were developed and sponsored by local firms. The roles currently active in New York State include the following:

Network Engineer

Also referred to as a Network Specialist or Network Architect, a network engineer is a technology professional who has the necessary skills to plan, implement, and oversee the computer networks that support in-house voice, data, video, and wireless network services.

Systems Engineer

System Engineers are often employed in job titles such as Computer Network Architect, Computer Systems Engineer, System Architect, and Systems Specialist. Their major job function is to design and build data communication networks. These networks may be small interoffice connections or larger networking systems such as cloud infrastructures.

Security Analyst

Information Security Analyst, Computer Systems Analyst or even System Architects study an organization's current computer systems and procedures, and design solutions to help the organization operate more efficiently and effectively. They can integrate the requirements of business and information technology together because they understand the needs and limitations of both.

Network Administrator

Systems Administrators and Network Administrators are a critical part of every organization. They are responsible for the day-to-day operation, installation, and support of an organization's computer systems. This could include local area networks, wide area networks, network segments, and other data communication systems.

IT Project Manager

An IT Project Manager wears many hats. They plan, coordinate and monitor IT project, as well as evaluate the project outcomes based on mandated project policies and procedures. They also manage the project employees.

Data Analyst

Data Analysts or Business Intelligence Analysts use data to answer questions and solve problems. They identify trends and make predictions based on their analysis. Their analyses can be used to do things like identify consumer market trends or even predict machine failure.

Software Developer

Software Developers develop and implement new software programs and maintain or improve existing software. They design and update software databases and ensure functionality and optimization of software utilized by the company.

Computer Support Technician

Sometimes referred to as Junior Network System Administrators or Junior Network Support Specialists, they must be able to accurately diagnose and resolve computer issues that arise, in a timely manner. They must be knowledgeable of numerous computer systems, hardware and software, and related computer equipment. As a part of their training, they must constantly stay up-to-date with constantly changing technologies.

Many of these IT roles overlap in some ways based on the size of a company. However, due to the competency-based credentialing of these trades, one individual could potentially attain a journey worker qualification in multiple areas. For more information on how to establish an apprenticeship program at your company, contact MPonge@MACNY.org.



Check out Holiday Card offering at Morewithprint.COM for your corporate and personal holiday cards.

Maximize Your Membership

Do you want to...

- learn more about MACNY's services and how to better utilize your membership?
- meet our staff and, more importantly, have an opportunity to meet other MACNY members and learn more about what they do in our community?

We are excited to be holding Maximize Your Membership sessions on the second Thursday of each month from 9 AM - 10 AM.

Mark your calendars for our next three meetings...

December 13 January 10 February 14

Please contact Julianne Pease at jpease@macny.org or 315-474-4201 ext. 19 to sign up for any of our upcoming sessions!

WELCOME OUR NEW MEMBERS...

Brady Systems

Brady Systems is proud to be one of the largest distributors representing METTLER TOLEDO. With over 60 years experience in the scale industry, they provide the highest quality service and products for all of your weighing needs. Visit them at: <https://www.brady.com>

J.M. Murray

The Business Enterprises Division at J.M. Murray offers quality, on-time custom-engineered solutions for your contract manufacturing, assembling, packaging, and commercial cleaning needs. The Services Division at J.M. Murray provides a diverse range of vocational options and support services to individuals with disabilities that are both flexible and creative.

Visit them at: <https://www.jmmurray.com>

Oneida Molded Plastics, LLC

Oneida Molded Plastics (OMP) prides itself on building collaborative relationships with clients, providing custom plastic injection molding solutions from concept to completion. Beginning with expert design assistance/engineering and ending with in-house decorating and finishing services, OMP is a complete manufacturing partner.

Visit them at: <https://oneidamoldedplastics.com/>



Patty Clark
HR Services Manager

Why it is Important to Keep Your Benefits Package Up to Date

Finding the right person to fill an open position can take over a month, on average, and can cost an employer a great deal of money. To attract the best person and keep them on board, companies have realized they have to make their benefits package as attractive as the job and the salary. Employers have upped the ante when it comes to other types of parental leave, wellness, and student loan repayments. In 2018, the percentage of employers who offered paid maternity leave rose to 35 percent from 26 percent in 2016. To further entice employees to stay, employers are offering different types of parental leave such as paternity leave, adoption leave, foster care leave, and surrogacy leave. Although some states are required to offer paid parental leave, it has been something parents have been asking for, for many years.

With unemployment being the lowest it has been in many years, employers are forced to improve their benefits package to be able to hire and retain the best candidates. Employers have improved benefits in: health, wellness, employee programs and services, career development, and family-friendly and flexible working schedules.

Wellness was one of the benefits with the largest increase at 44 percent. I feel when a company invests in wellness for their employees it affects other parts of their business in a positive manner. Happier and healthier employees could lead to a better business atmosphere. Companies that increased their investments in wellness improved in the following ways: company organized fitness competitions and challenges, CPR and first aid training, and even offered adjustable standing desks.

One area that seems to be very appealing to employees, but not so much to employers, is to offer repayment of student loans. Companies are cautious with the extensive financial

investment that would be associated with this offering. According to the survey, only 4 percent of those who responded offer this benefit, a number that hasn't changed in two years.

Other areas that may not be included in the traditional benefits package, but can be just as appealing to a candidate, are additional professional development opportunities and a nice work-life balance. They are not tangible, like helping with the payments of student loans and offering additional wellness options, but are just as appealing to job seekers.

One of the benefits that may not cost as much as a company would think is professional development. Mondo, a digital marketing and IT staffing firm, found that offering training specific to a position can be appealing. Helping employees stay up-to-date or learn the latest skills not only helps the employee, but also allows the company to improve their services and products.

According to a recent study conducted by the Harvard Business Review, the top two most valued employee benefits are #1 – medical benefits and #2 – benefits that put work-life benefits in the forefront. Companies that offered an option to work remotely found that their employees were more productive and more engaged; some tech professionals would even take a pay cut to be able to work from home, half of the time. Mondo also found that investing in the well-being of their employees allowed them to see a difference in their ability to attract and retain the best candidates.

From what I have read, it seems that it would be important to ask your employees what they would like for benefits. What seems important to an employer might not be to an employee. Don't be afraid to ask, your employers might be surprised at what is important to them.

Sources:

HR Magazine September/October 2018 Issue

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2018/04/17/three-most-in-demand-employee-benefits-of-2018/#337df1495510>

Hot Off The Line

Q - We have an employee who works a couple of days a week from 8:00 AM - 3:00 PM. Since she only works a few hours a week she'd rather work through the day and not take a lunch. Is she allowed to do that?

A - According to the New York State Department of Labor, because she works a shift that is more than six hours, starts before 11:00 AM and continues until 2:00 PM, she is required to have a 30 minute uninterrupted lunch period. The lunch break is to be between the hours of 11:00 AM and 2:00 PM. For more answers to Wages & Hours Frequently asked questions, please visit <https://labor.ny.gov/workerprotection/laborstandards/faq.shtm#8>

Interesting Facts

- 15% of employers provide additional vacation days to their management (exempt) employees. *Source: Brown & Brown PTO Survey.*
- It was found that 70% of technology workers and 64% of government and public administration workers admit to sleeping during working hours. *Source: Amerisleep/HR Magazine.*
- 38% of employees stay with their current company because of their satisfaction with their career and their work-life balance. *Source: www.bamboohr.com.*

DID YOU KNOW?

If you are a first-tier government contractor with \$50,000 or more in federal government contracts and 50 or more employees at one location; or, a second-tier government contractor (supplies to a first-tier contractor) with \$50,000 or more in contracts and 50 or more employees at one location you are required to have an Affirmative Action Plan. MACNY can audit your plan, rewrite it, or create one for you as well as complete your Adverse Impact. If you are interested in receiving a quote or would like additional information please contact Patty Clark, HR Services Manager at 315-474-4201 x 10 or pclark@macny.org.

CPI

Wage/Clerical	September	August	Pt. Chg. (Mo.)	% Chg. (Mo.)	% Chg. (Yr.)
1967=100	734.4	733.8	0.7	0.1%	2.3%
1982-84=100	246.6	246.3	0.2	0.1%	2.3%
Urban					
1967=100	756.2	755.3	0.9	0.1%	2.3%
1982-84=100	252.4	252.1	0.3	0.1%	2.3%
Unemployment Rates					
August - Onondaga County: 3.9; Metropolitan Syracuse Area (MSA): 4.1					

LEADERSHIP DEVELOPMENT



David Freund
Chief Leadership Officer

Let's Move On

How is your gratitude coming? Last month, I challenged you to start a gratitude journal by writing down a few blessings each day. So how is it going? If you accepted the challenge and reflected your blessings, I am certain you had a great month. Now, I know that many will say “how can he be certain?” If you are reading this, you are employed, able to read, live in the greatest country on earth, have unlimited potential, and are actively focusing on positive things. Why wouldn't you have a great month? So now let's move on.

We are officially in what I refer to as **the most wonderful time of the year**. Now, for all the contrarians in the group who will say “how does he know it's the most wonderful time of the year?” Well... **There will be parties for hosting, marshmallows for toasting, and caroling out in the snow. There will be scary ghost stories and tales of the glories of Christmases long, long ago.** Okay, that wasn't fair. But seriously, this can be and should be the most wonderful time of the year. Regardless of your faith persuasion, this is the time of year when we become intentional about giving to others.

Giving adds to our attitude of gratitude and promotes feelings of happiness and overall well-being. In 2002, The National Opinion Research Center's General Social Survey revealed that 43% of American adults who gave blood two or three times during the year reported being happy versus 29% who did not give blood, but said they were happy. The Social Capital Community Benchmark survey showed that of 30,000 American households who made donations to charity were 43% more likely to report being very happy with their lives. Thanks to the encouragement of our newer staff members, MACNY has a much greater focus on giving back to our community through diaper drives, blood drives, and food drives. This month through January, we will collect gloves, scarfs, and hats for the Rescue Mission. Finding ways to help others takes the focus off ourselves and our problems and places the focus on those with much greater needs.

This is also a time of year when people are typically more kind and helpful. It used to be just the way people were. Remember those times when people were just plain nice? When people were actually polite to one another and said hello and held the door, so others could enter a building before them. Just this morning I was heading out the door of our building, and someone was heading in. My hands were full, and I just expected them to make eye contact, smile, and hold the door for me. Nope! They just avoided eye contact and walked by letting the door close in front of me. Maybe they just **need a little Christmas right this very minute, candles in the window, carols at the spinet...** sorry, I couldn't resist. In all seriousness, let's make the decision to give unto others and be kind. Not only will you make others feel valued and appreciated, but you will be happier too.

One more thing, and I promise this is all, sing. Really sing and sing in a choir. Here is a quote from Daniel Pinks latest book *WHEN*. “The research on the benefits of singing in groups is stunning. Choral singing calms heart rates and boosts endorphin levels. It improves lung function. It increases the pain threshold and reduces the need for pain medication. It even alleviates the symptoms of irritable bowel syndrome. Group signing – not just performances, but also practices – increases the production of immunoglobulin, making it easier to fight infections.” So... if you want to not only be happier but also be healthier, sing!

Wishing you and yours a very Merry Christmas and a Happy Holidays.



LEADERSHIP · GROWTH
TRANSFORMATION

Are you following along with The Next Page podcast?

Join Marisa Norcross and David Freund each Wednesday as they discuss various leadership, growth, and professional development topics.

Frequently asked questions:

Where can I download the podcast?

You can find The Next Page on iTunes, Apple's Podcast App, Google Play, and PodBean! You can also find weekly posts on www.macny.org with the latest podcast episode information.

Where do you come up with the topics?

Marisa and Dave get creative with topic ideas based on recent and past experiences, but they also receive many ideas from listeners who send in comments or questions. Send your ideas to mnorcross@macny.org!

Why a podcast?

Why not? Marisa and Dave wanted to provide useful content that members could easily listen to on their commutes to and from work. We're all busy, so why not utilize drive time for professional growth?

Central Upstate Manufacturing Legislative Breakfast

Thank you to all that participated in our annual Central Upstate Manufacturing Legislative Breakfast that was held on October 16 at the Cavalry Club in Manlius. It was a wonderful success!

The program began with breakfast and networking with elected officials and their representatives. After a 2018 legislative recap and 2019 public policy agenda, Karyn Gerling, MACNY, moderated a panel discussion on New York State and Federal Tax Challenges for Manufacturers & Businesses. The panel included Congressman John Katko, Mike Wetzell of Air Innovations, Paul Henry of The Bonadio Group, Tom Giufre of Fust Charles Chambers LLP, and Randy Wolken of MACNY.

Following the panel discussion, Kirk Gendron of Momentive Performance Materials presented as our member spotlight. Then, Jim Reed of Excellus BlueCross BlueShield presented on government run health care. Karyn wrapped up the morning with the MACNY issue focus on the bereavement bill that included concerns, possible resolutions, and advocacy efforts.

We would like to send a special thank you to our sponsors who helped make this event possible. Thank you to C&S Companies, Gear Motions, INFICON, Morse Manufacturing, Pathfinder Bank, The Bonadio Group, and Fust Charles Chambers LLP.





Joe Vargo
Executive Director
Partners For Education & Business

Area Businesses Coach P-TECH Students on Careers

AUBURN P-TECH CORNER

October 18th marked the beginning of the Auburn P-TECH mentor session for the 2018-2019 school year. This year, the first mentor day activity was “Rockets to the Rescue”.



The students were given a scenario where the objective was to launch a rocket and land it on a fictional island nation that had suffered a natural disaster. For the activity, students and mentors had to build a rocket from cardstock, construction paper, straws, and tape to be launched by air pressure from a two-liter bottle. The goal for the students and mentors was to land the rocket on a 3'x3' target (island) and the payload had to be safely intact in the rocket upon landing. Participants had to consider variables such as wind, trajectory angle of the launch pad, and how much pressure was required by the rocket launcher to have the rocket land on the intended target. Students and mentors had a great time designing and building their rockets to fit the needs of their objective. Students commented that they liked working with their mentors a great deal because they were easy to work with and were encouraging when adjustments had to be made to their trajectory when their rockets failed to reach the “island”. TJ Herbert, Career Coach from Bo-Mer Plastics, is seen

in the photo working with freshman. In the end, everyone had a new appreciation for rocket science and teamwork!



SYRACUSE P-TECH CORNER

Mechanical/Electrical Technology Program

A new P-TECH freshman class at the Institute of Technology (ITC) enjoyed their first interaction with career coaches on October 2nd. This session introduced the 37 students to 23 business professionals who reviewed their resumes and gave them tips on what to include, and how to format and update their resumes. They were made aware of

how important it is to use the correct grammar and spelling, to use action verbs, and to organize the flow making it easy to follow. Each student was able to connect with at least two different career coaches. They took notes and addressed topics such as: what I did well, what needs work, what stands out, and the next steps. Joan Cooney, from Allen Tool Phoenix is pictured giving some resume advice to P-TECH sophomores. As the students progress through each grade level, they will continue to work on their resumes with the guidance from professionals in the industry, both through the career coaches and through several workshops conducted by Human Resource professionals.

SYRACUSE P-TECH CORNER

Computer Information Systems Program

Ninth-grade students from the Public Service Leadership Academy at Fowler High School visited Digital Hyve, a Syracuse-based digital marketing agency, ranked #52 on the list of the 5,000 fastest-growing private companies. The company has 28 employees in Syracuse, plans to expand to 45-50 employees within a year, and add a location in Buffalo. Students met with one of the web developers who explained the value a company gets from tracking visitors to their website and learned about today's target marketing using search-engine optimization (SEO) services, social media retargeting, geofencing, email marketing and more. As part of the tour, Digital Hyve employees answered the students' questions about their typical duties. Gabby Gleason, Digital Marketing Producer, seen in the photo, said: "I feel very fortunate

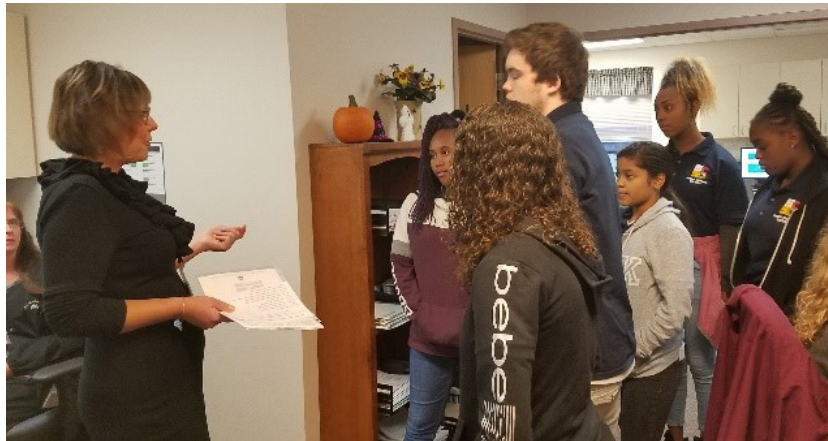


to work for such an advanced technological company, but am also inclined to share my knowledge with the next generation, my generation, and the generations above me. Bringing local CNY students into the office for a 'real world' experience was inspiring for both parties." This fast-paced progressive local company wowed these students and gave them a peek into the possibilities in their future. Jeff Knauss, Co-Founder of Digital Hyve, reminds us that "Education will need to rapidly evolve to meet the needs of an ever-changing workforce. As technology and Artificial Intelligence disrupt the largest of industries, we need to prepare the next generation to have the practical skills that will put them in the best position to program, leverage,

and operate these new technologies." This P-TECH Program will see these successful students go from 9th grade to an A.A.S. degree in five years. Graduates will be qualified for several positions at Digital Hyve.

Health Information and Clinical Laboratory Technician Programs

CNY Family Care hosted ninth-grade students with guided tours of their Health Information, Population Health, Billing, X-Ray, and Laboratory Departments. The tour also



included remarks from Department Managers and the organization's CEO, Fred Latourneau. Ashley Hicks, Manager of Documentation, Coding and Compliance graduated from the OCC program that these students will enter in their fifth year. She then went on to get her Bachelors' degree and additional certifications; a great example for these students to explore the paths they might take. Ashley, along with Vickie Company, Laboratory Manager, and Kristen Green, HR Administrator spoke to these students at Henninger, and then decided to open their doors and give these students

a glimpse at the numerous careers available to them in the health care industry. Ashley, shown in the photo above.

MANUFACTURING CAREERS DAY BY THE NUMBERS

Students attending Manufacturing Careers Day at Lockheed Martin, CiTi BOCES in Mexico, Gear Motions Nixon Gear Division, and WestRock Solvay Mill on October 5 completed evaluations about their experience. Over 500 students from high schools/programs participated. Here are some of the statistics:

- 91% of students said they were more likely to tell their family and friends about manufacturing careers!
- 82% of students rate the experience as more than satisfactory!

Month at a Glance... **DECEMBER**

3 Donation Drive to Benefit the Rescue Mission

Join MACNY and our members in our community donation drive to support the Rescue Mission. We will be collecting winter gear items and hygiene items for children and adults of all ages. Any questions, please contact Julianne at jpease@macny.org.

4 Geometric Dimensioning and Tolerancing (GD&T) - 2 day course

Dates: 12/4 and 12/5; Cost: \$800 per MACNY Member (\$720 per Individual Member) / \$1.000 per non-MACNY Member; Facilitator: Walt Prystaj.

5 Business Development Council: Tour of Feldmeier

Time: 8:30 AM - 10 AM; Cost: No cost for Business Development Council Members and Individual Members, \$40 for non-Business Development Council Members; Presenter: Dave Pollock; Location: 6715 Brooklawn Parkway Syracuse, NY 13211.

5 Advanced B2B Consultative Selling

Cost: \$895 per MACNY Member (\$805.50 per Individual Member) / \$995 per non-MACNY Member; Facilitator: Joe Morone, Co-Founder, Worldleaders Inc.

6 Human Resource Council: Workforce Development, HR Advocacy, and Career Coach Opportunities

Time: 8 AM - 10 AM; Cost: No cost for Human Resource Council Members and Individual Members, \$40 for non-Human Resource Council Members; Presenters: Martha Ponge, Karyn Burns, Joe Vargo, MACNY.

6 Coaching and Mentoring for Success

Cost: \$125 per MACNY Member (no cost for Individual Members) / \$225 per non-MACNY Member; Facilitator: David Freund, Chief Leadership Officer, MACNY.

7 “The 21 Irrefutable Laws of Leadership”

This event is exclusive to Individual Members. To learn more contact Julianne at jpease@macny.org.

11 OSHA – 10-Hour General Industry Outreach Training - 2 day course

Dates: 12/11 and 12/12; Cost: \$395 per MACNY Member (\$355.50 per Individual Member) / \$595 per non-MACNY member; Facilitator: Occupational Safety Consultants, Inc.

11 Continuous Improvement Council: Psychology of Signage, 5S Amped Up

Time: 3:00 - 5:00 PM; Cost: No cost for Continuous Improvement Council Member and Individual Members, \$40 per non-council Member; Presenter: Dennis Charsky.

13 Maximize Your Membership

Come and learn about the benefits offered to MACNY members and find out how to get more involved! Time: 9 - 10 AM; No cost

18 HR Breakfast Briefing – Workplace Harassment & Workplace Bullying

Time: 8 AM - 10 AM; Cost: \$25 per MACNY Member / \$35 per non-MACNY Member; Presenter: Chris Jones Attorney with Mackenzie Hughes LLP.

Month at a Glance... **DECEMBER**

19 Safety Council: OSHA Updates and Top Hazards

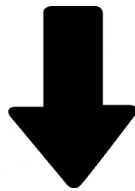
Time: 8 AM - 10 AM; Cost: No cost for Safety Council Members and Individual Members, \$40 per non-council Member; Presenter: Ronald Williams, U.S. Department of Labor-OSHA.

20 Intentional Living

No Cost; Facilitated by David Freund, Chief Leadership Officer, MACNY.

MACNY & PEB Offices Closed will be closed from **December 24 through January 1**. We will reopen on **Wednesday, January 2** with normal business hours.

Scheduled times and topics are subject to change. For a complete and up-to-date listing of events and topics, please visit our online event calendar at www.macny.org/events. Unless otherwise noted, all events and classes are held at MACNY Headquarters, 5788 Widewaters Parkway, Syracuse, NY 13214.



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