

# MANUFACTURING MATTERS

## Wall of Fame and Innovator of the Year Awards - Nominate Today!

We are currently collecting nominations for our 2020 **Manufacturers Wall of Fame** and **Innovator of the Year** awards! Award recipients will be honored at MACNY's 107th Annual Dinner on May 21 at the SRC Arena & Events Center.

Visit <http://bit.ly/MACNYnominate2020> to submit your nomination by February 14.



**MANUFACTURERS  
WALL OF FAME**

**Manufacturers Wall of Fame.** Since 2001, MACNY has been honoring executive level leaders in manufacturing that have displayed exceptional leadership while navigating through today's complicated economic conditions. These leaders tend to share four key characteristics: They are humble, curious, caring, and dedicated.

Awards are chosen by former inductees on criteria including: revenue growth, capital investment, leadership, employee training programs, production quality, energy conservation, philanthropy, and other factors contributing to growth and sustainability. All of our previous inductees can be found at [www.macny.org/about/wall-of-fame/](http://www.macny.org/about/wall-of-fame/).

**Innovator of the Year.** One of the many reasons our sector remains so strong is our ability to adapt and innovate with the help of individuals within companies who use their abilities, forward thinking, and ideas to help their companies thrive. Examples of innovators within a company may include Operations Managers, Project Managers, Engineers, Designers, or anyone within a company who has demonstrated their ability to innovate.

The award recipient will be chosen by a panel based on criteria such as: revenue growth, product development, process development, employee training programs, production quality, productivity, energy conservation, and any other factors contributing to growth within a company or industry. All of our previous inductees can be found at <https://www.macny.org/about/innovator-of-the-year/>.



**INNOVATOR  
OF THE YEAR**

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## WELCOME OUR NEW MEMBERS...

### AmeriCU

As a credit union, AmeriCU is a not-for-profit financial institution owned by members. They provide members with all the products and services they need – often with low or no fees, and great rates. AmeriCU has been serving the local community for over 65 years and, in that time, has grown to more than 130,000 members, 19 locations, and \$1.5 billion in assets!

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### BME - Business Machines and Equipment

Locally owned and operated, Business Machines and Equipment, Inc. (BME) has provided office solutions throughout upstate New York for over 25 years. With offices in Greater Utica and Syracuse, and a distribution center in Mohawk, BME has grown significantly by providing quality service and products that customers have come to expect - fast and reliable at the best value.

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# WELCOME



  
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Randy Wolken  
President & CEO

## Focus on Manufacturing – A Call to Action

### Albany Needs to Focus on Supporting Manufacturing and Business Growth

Manufacturing has long been the backbone of the New York State economy. New York State remains one of the 10 largest manufacturing states in our country. It is as important as ever to ensure the manufacturing sector is able to thrive. The answer to addressing and overcoming our economic hurdles is the creation of a better business climate that will enable our state business and manufacturing sectors to grow jobs. It is my belief that the Governor's and our Legislative leaders' budget proposals need to advance specific actions that will do just that. Also, we need to ensure we evaluate all new legislation based on its ability to make New York State more competitive for job growth and business investment.

Specifically, we need additional tax relief for small and medium manufacturers which cannot take advantage of the corporate tax cut that is in effect for corporate manufacturers. We must continue to invest in the workforce of today and tomorrow – to include expanding the highly successful Manufacturers Intermediary Apprenticeship Program that has been successfully launched and sustained by MACNY. Reducing taxes for small and medium sized manufacturers, investing in workforce, improving our Workers' Compensation System, and reducing wasteful regulations are just a few of the ways they can encourage manufacturers and businesses to do what they do best: invest in their companies and sustain and grow jobs. We look forward to working with Governor Cuomo and his colleagues in the Senate and Assembly to push forward a business-friendly budget as well as business-friendly legislation this year.

### Washington Needs to Break the Gridlock

In Washington, DC, we see the opportunity to create a more favorable climate to grow manufacturing operations and investments in the United States. Better and enforced trade agreements can bring new jobs and added investment in existing manufacturers and technology companies. Reasonable regulations and the reduction of harmful ones can spur growth in all sectors of our economy. A continued and heightened focus on growing high-tech jobs here in our country can pay important dividends. The United States has become the best developed county in the world to make products – it's time that our political leaders assist this growth through smart policies in the areas of continued tax reform, on-going regulatory reform, and a focus on fair trade. We look forward to working with our federal legislative representatives in growing the opportunity for the manufacturing sector to be more prosperous.

### 2020 Election Year Offers an Opportunity to be Heard

Presidential and New York State election years offer a unique opportunity to promote our message of strengthening manufacturing and growing businesses. MACNY and its affiliated political action committees, MIPAC and MANUPAC, will be active in communicating the need to continue to build up our economy in the year ahead. It is vitally important that our members are active in the electoral process and advocate for the issues that matter. With our Manufacturers Alliance partners throughout New York State, we can make a meaningful difference in both the public dialogue and in the election outcomes. Now more than ever, we must do so.



David Freund  
Chief Leadership Officer

## The Well-Rounded Myth

Some weeks back, I wrote a blog post called *A Rising Star*. The post shared my thoughts about what it takes to be, or find, the best employee. I have continued to think on this topic and my mind meandered over to Lie #4 in Marcus Buckingham's new book, *Nine Lies About Work*. The title of Lie #4 reads, "The Best People are Well-Rounded." One thing we need to remember about a lie is that it sounds like truth. The best of lies sound so believable that we simply accept them as truths without any question and Lie #4 is no exception. I would like to do my best to shed more light on this believable myth.

It sounds so good. Why wouldn't you want to hire well-rounded employees? They can meet most of your needs and are often easy to work with. It's as if they can work on anything they are given. They have some knowledge in every subject or topic we want them to address. They sound like the perfect employee. Perfect, that is, for a company that wants to be mediocre. That's right, if you want a mediocre company, hire well-rounded employees. They will be able to do anything you ask them to in a mediocre way. If you want excellence, hire people who are not well-balanced, people who are exceptional in specific ways.

Here are some examples of what I mean. In his book, Marcus Buckingham cites the fact that Frank Sinatra couldn't read music. That's right, old Blue Eyes with his smooth jazz voice couldn't read music, he sang by ear, which means he had to hear it and then sang what he heard, but in his own special interpretative way. Buckingham also cites Lionel Messi, the Argentine-born soccer player who is perhaps the best ever to play the game. The problem with Messi is that he's small and can really only dribble with his left foot. Clearly not a well-rounded soccer player.

I thought of two examples of my own. Mariano Rivera is clearly the best closer in baseball history. A unanimous first-ballot Hall of Famer. The first-ever! As a starting pitcher, he was well-rounded with three main pitches, a four-seam fastball, a slider, and a change-up. He was mediocre at best. When he went into the bullpen as a relief pitcher, he developed his cutter. A fastball that would break or move when it came close to the batter. Even when they knew what was coming, they couldn't hit it. If Rivera had stayed the well-rounded pitcher, he wouldn't have had a long career in baseball and never been considered for the Hall of Fame. By developing a unique skill, he became the best that ever played his position. How about Jim Abbott, who threw a no-hitter against the Cleveland Indians while pitching for the Yankees. Oh, by the way, he only has one hand — not a very well-rounded baseball player, but rather an exceptional baseball player.

So, what am I getting at? Simply put, the best employees are not well-rounded; they are unique and gifted in very specific areas. As leaders, our job is to find their giftedness and help them develop those gifts and celebrate their success. When we do, our employees thrive. When our employees thrive, our organizations thrive. When our organizations thrive, our community thrives. My question is this, who of us is the next Frank Sinatra or Mariano Rivera waiting to be discovered?



Tiffany Latino-Gerlock

Director of Government Relations & Communications

## Governor Cuomo Lays Out His 2020 State of the State Agenda – Including the Expansion of Workforce Development

### Highlights

Governor Andrew Cuomo kicked off the 2020 Legislative Session by delivering his 10th State of the State address at the Empire State Plaza on January 8th. The Governor's agenda featured a forward list of proposals, some aimed at enhancing workforce training and development in the State of New York.

We were satisfied to hear the Governor's plan to expand New York's \$175 million workforce development initiative to meet emerging careers. This would include investing \$14 million in apprenticeship expansion across the state. The additional funding would help New York employers find the skilled workforce they need to compete in today's global economy.

Another highlight was the Governor's support for creating an education and workforce training center focused on science, technology, engineering, the arts, and mathematics (STEAM). It would house the state's first regional STEAM high school in the City of Syracuse, providing students throughout our region with instruction in advanced technology skills to better prepare them for an ever-changing workforce. The proposed STEAM school was part of Mayor Ben Walsh's Syracuse Surge initiative and Onondaga County Executive Ryan McMahon's agenda to bring more innovation and economic development to the city and county. Assemblyman William Magnarelli and Senator Rachel May sponsored the legislation that passed in the State Legislature last year.

In addition to workforce development, we also were pleased to hear of the Governor's plan to reduce the corporate tax

rate for certain small businesses from 6.5 percent to 4.0 percent, and his push to make the "New York Buy American" Act, which is set to expire in April, permanent.

### Challenges

Of course, certain proposals from the 2020 State of the State Agenda are raising concern for some of our manufacturing companies. We will continue to track the Governor's plan to prohibit the distribution and use of Styrofoam, single use food containers. We also will study the potential effects and unintended consequences of the Governor's proposed mandatory paid sick leave program. We certainly understand how the proposed legalization of marijuana could create serious complications for businesses, especially manufacturing companies that operate heavy equipment, so we will continue to express concern over the renewed effort for adult cannabis in New York.

### What's next?

Now that Governor Cuomo has laid out his agenda and priorities for the new year, state legislators will consider and negotiate these proposals, public hearings will be held, and both houses will work to pass their own one-house budgets. A new State budget will be due by the April 1st deadline. The 2020 Legislative Session is scheduled to end earlier this year – on June 2nd.

If you have any questions or comments about any of the proposals part of the Governor's 2020 State of the State Agenda, please call me at 315-474-4201 ext. 13 or e-mail at [tiffanylatinog@macny.org](mailto:tiffanylatinog@macny.org).



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Cindy Oehmigen  
Director of Energy & Corporate Services

## Please Grant Me Patience, But I Want it Now!

By the time you read this, the holiday season will be a fading memory. I'll ask you to reminisce for just a bit. The holidays often bring back thoughts of days when we were younger. If you celebrated Christmas, then you likely will think about getting the tree, decorating the tree, cooking, and eating, often with friends and relatives around. For me, much of that remains the same. The one thing that is distinctly different is the shopping experience. There is still some hustle and bustle, but my bet is many of you did your shopping online instead of hunting for parking spots, navigating crowds, waiting in line to pay, and then inching your way out of said parking spot. We are so busy, and technology has made it so easy to shop from your recliner. Even returns are pretty easy.

It makes me wonder if we, as a society, have become more impatient, or has technology made it so easy to do things fast we have come to expect it. Previous studies have indicated that television has taught us to expect speed. A week's worth of activity happens in a 30-minute episode. It is entirely possible that these studies are right. However, I don't think that wanting something when we want it is new. In fact, I have long conveyed to participants in my classes that there are three things customers want: speed, quality, and cost. And I would venture that most of us have paid a bit extra to get something faster. If you or your company have a successful goal setting strategy, I can guarantee these three things are foundational.

Technology has enabled the ability to provide high quality and affordable cost—faster. According to a March 2019 Forbes article titled, *The 5 Biggest Technology Trends of 2019*, “Research finds that most businesses have heavily invested in digital transformations over the past few years, which means that what was once the source of competitive

advantages is now the new norm.” What's next? It is one thing to be able to respond to our customer's needs when they communicate them. It is quite another to be able to project, before they realize it themselves, what the next item or service will be. The ability to do that is now what differentiates the visionary companies. The landscape is data rich. Data analytics is the new field topping the charts.

According to Michael Blitz, MD of Accenture Technology Vision, there are five technology trends that will “underpin the competitive advantages in a post digital era.”

1. DARQ Power
  - Distributed Ledger Technology (like blockchain)
  - Artificial Intelligence
  - Extended Reality (Virtual and Augmented)
  - Quantum Computing
2. Deep understanding of customers' needs and wants: The ability to cater to an individual's needs for an experience-based relationship with each individual customer. It's about building trust.
3. The Human + Worker: The human who is enabled by not just skill, but can leverage technology to enhance their capabilities.
4. Cyber Security: The risk is now far beyond internal risk management. Everything is so connected; Companies must look at their entire ecosystem and share the responsibility for creating partnerships.
5. “Meet consumers' needs at the speed of now”

Bernard Marr summed up the article with a slight variation on what I convey to my class participants. “The opportunity is to offer their customers highly customized and on-demand experiences to fulfill customer needs as they arise in a moment. For this, companies must combine real-time analytics capabilities with sophisticated back-end systems to capture and deliver to customers exactly what they need, when they need it.”

It is truly about speed. Case in point: Sears and Roebuck had the idea of being a full-service catalog shopping venue. They missed the opportunity to capitalize on technology developments that would have given them the competitive advantage. And then along came Amazon who could give customers what they want, WHEN they want it. When is NOW.

I encourage you to read the full article: <https://www.forbes.com/sites/bernardmarr/2019/03/07/the-5-biggest-future-technology-trends-accenture-reveals-their-vision-of-post-digital/#64bc38eb131d>



Meghan McBennett  
Workforce Development Specialist

## Congratulations to Newest Certified Journeyworkers

MACNY's Workforce Development team recognizes and applauds the efforts of four local apprentices who recently attained Journeyworker certifications in their respective fields. Each in various stages of career development, these individuals availed themselves of training and skills development offered by MACNY in conjunction with their employers. Their nationally recognized credentials are testaments to their hard work, dedication, and commitment.

**Jason Salisbury** recently completed his New York State apprentice program at Hillrom (previously known as Welch Allyn) in Skaneateles. A third-generation toolmaker, Salisbury's exposure to the trades came from his father, a toolmaker designer; as well as his grandfather and uncle who operated their own shops. Twenty years ago, he joined Welch Allyn as a welder/fabricator. Cost savings efforts at the company presented him with the opportunity to excel as a technician, providing tooling on lamp machines, earning himself the president's award, the Beacon of Quality. Jason is now an approved New York Journeyworker Toolmaker.

Jason encourages apprentices to "never lose confidence" in themselves, and credits MACNY and Hillrom for helping him to complete the program. He loves his job, his work, and appreciates the pathways to success that Hillrom, in recognizing his talents and strengths, has provided for him. Salisbury is especially proud of having utilized his acquired knowledge to rebuild his 1940 Ford Coupe from the ground up.



Also achieving Journeyworker status is **Steven Tomeno**, an OptiPro Systems employee in the Greater Rochester, NY area for over six years. Tomeno completed the CNC Machinist Apprentice program, a rigorous four-years that entails 8,000 hours of on-the-job training and 576 hours of related technical instruction to earn his professional credential. Steven shared that the apprentice program has afforded him new opportunities to expand his knowledge and skills in his field which will continue to help him grow at OptiPro Systems. With gratitude to teachers throughout his life, Tomeno offers this advice to apprentices everywhere: "Learn as much as you can. Every person you meet has a story and experience. It is your job to get it out of their head and into yours."

MACNY also congratulates **Brandy Calkins** from Hillrom and **Tylus Bradley** from Auburn Bearing & Manufacturing for achieving their Journeyworker certifications in the New York State apprentice program.

Enterprising companies like Hillrom, OptiPro Systems, and Auburn Bearing & Manufacturing, who are interested in successful Workforce Development programs such as these, are encouraged to reach out to the MACNY team at 315-474-4201 ext.49.



Eileen Donovan

Workforce Development Coordinator

## Molina Healthcare Opens Its Doors to P-TECH Students



On Wednesday, December 4, Molina Healthcare welcomed Henninger's 9th & 10th grade Health Information Systems P-TECH students to its New York State headquarters in North Syracuse. A crucial participant in the health and well-being of Central New Yorkers, Molina was excited to share with attendees the ways in which their work impacts local citizens.

Community Engagement Specialist and Syracuse native, Kelston Luces, welcomed the students with refreshments and an informative lineup of speakers, including Director of Community Engagement, Rita Paniagua. After Paniagua described the extent of Molina's outreach, including their efforts to promote healthy living in local schools, Kristine Knoll, Manager of Health Care Services, detailed her career path, which did not follow a straight line. Knoll stressed the importance of being open to new opportunities and being willing to work hard. Jacqueline Jacobi, Director of Pharmacy Services, and Andy Kogut, Manager of Data/Analytics, added their voices to emphasize other soft skills, such as willingness to volunteer for extra assignments and showing up to work with a positive attitude.

Each speaker demonstrated obvious enthusiasm for Molina's mission to provide high quality, affordable health care; but it was Gary Williams, Director of Quality Improvement, Henninger High School graduate, who offered some of the most relevant input. Williams advised the students not to be afraid to "take the stairs," that a career doesn't happen overnight. Describing his path, one that included obstacles and challenges, Williams detailed the perseverance that it takes to attain success. Both Williams and Luces encouraged the students to believe in themselves, to try new things, and to ask for help when they need it.

Following a tour of the facilities, carefully conducted to respect privacy issues, the students gathered for Q&A with Luces and Williams, both of whom urged the students to keep striving to better themselves. There are opportunities at Molina (and elsewhere!) for the Health and Information Technology graduate with a solid work ethic.

With obvious affection for each other and the work that they do, the speakers offered these students visions of their possible futures, right here in Central New York. Molina Healthcare recognizes its part in helping area high schoolers to imagine themselves as prospective employees by opening its doors and actively participating as career coaches. It is the essence of community engagement and a win-win for everyone.

Local employers looking to open their doors to students may contact Partners for Education & Business at 315-448-1012.



Hilary Hext  
Training & HR Manager

## Training and Development Panel

Now that we're about a month into the new year, have you thought about planning your company's training plan for the year? It takes a lot of work to stay on top of your employees' learning and development and it's important to find others in this field to discuss strategies with!

Here at MACNY, we are hosting a training and development panel for leaders and HR professionals to learn about best practices on training and development in the workplace. This HR Council event will take place at 8:30 AM on February 6, 2020 at MACNY, 5788 Widewaters Parkway, Syracuse, NY 13214. Individuals from a variety of companies will be sharing their insights and discussing questions with our panelists.

We are excited to welcome two panelists this year: John DeRosier from Sysco and Jessica McCarthy from Syracuse Label and Surround Printing will be sharing their thoughts on the following questions:

1. What is your approach when it comes to creating a training plan?
2. What is most important when considering which trainings to send your employees to?
3. How do you capture your training records?
4. How does top management support the development of their employees?
5. What is your company's philosophy when it comes to training and development?
6. Are there any trainings that MACNY puts on that you would recommend to other companies?
7. How do you collect training requests from your employees?

Don't miss your chance to ask your questions and learn best practices from other companies in attendance on February 6th! To register, visit [macny.org/events](http://macny.org/events) or email me directly at [hhex@macny.org](mailto:hhex@macny.org). Can't join us in person—no problem! A webinar option is available for this council session. Simply select the webinar option while registering.

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