

# **EDITION 08**

A publication of MACNY, The Manufacturers Association



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On the cover: MACNY collaborates with phenomenal partners who help us advance our mission. On our cover are just a few of many talented partners we work with. From left, Jim D'Agostino, MEP Center Director at TDO; Stacey Sabo, Senior Project Manager at NYSERDA; Randy Wolken, President & CEO of MACNY; Derrick Dorsey, Executive Director of Central New York School Boards Association; and Lisa Mondello, Director, Corporate Communications at SRC and Chair, CNY Tech Sector. Thank you to Morse Manufacturing for allowing us to shoot on location at their new facility. Photo by Amelia Beamish.



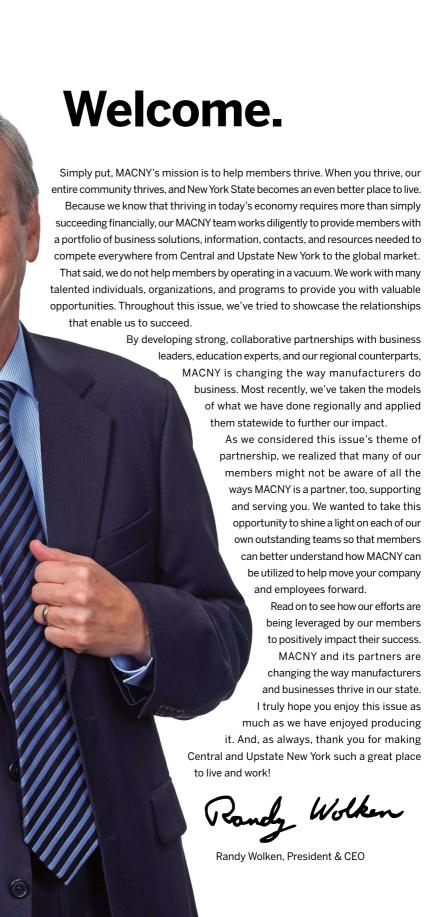


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# Our Network of Partners is Growing!



BY TIFFANY LATINO-GERLOCK,
DIRECTOR OF GOVERNMENT RELATIONS & COMMUNICATIONS

**THE SAYING, "THERE** is strength in numbers," is particularly true for the Manufacturers Alliance of New York State, Inc.

Founded in 2006 to help fill a need for statewide advocacy, the Manufacturers Alliance comprises various area manufacturing associations and councils, including MACNY. Today, the Alliance represents more than 1,000 member companies across more than 50 counties in New York State. And we're proud to announce we're growing!

Most recently, we were extremely pleased to have Ignite Long Island join the Manufacturers Alliance, bringing the number of associations that make up the Alliance to eight. We will continue to build on this momentum to achieve joint strategic goals and leverage resources, while lending a strong voice to the needs and concerns of the statewide manufacturing community.

The Alliance maintains a partnership with the New York State Department of Labor and the State University of New York (SUNY) to meet the workforce challenges of manufacturers in New York. Through a variety of grants and special programs, Alliance Partners are helping manufacturers address critical



educational pipeline issues and advance registered apprenticeship programs. In addition, the Alliance focuses on training and development, including sharing updated training initiatives via MACNY's new online training program powered by Webex. The Alliance consistently advocates with a collective voice for better business policies on the state and federal level, and when needed, joins forces to oppose legislation or policies that are potentially harmful to businesses. Each year, the Alliance holds a Manufacturing Lobby Day in Albany, providing members with the opportunity to meet directly with their state representatives. Furthermore, the Statewide Political Action Committee exists to offer regional endorsements under the Alliance umbrella.

## **Meet Our Alliance Partners!**

In addition to MACNY, a not-for-profit 501(c)(6) association representing more than 300 businesses and organizations across Central and Upstate New York, these seven associations represent members in their respective areas of the state:



2. The Council of Industry (CI) has been the manufacturers association for the Hudson Valley since 1910. It is a privately funded not-for-profit

organization that promotes the success of its member firms throughout a nine-county region in Southeastern New York. Harold King serves as Council of Industry President. Learn more about CI at councilofindustry.org/aboutus.



3. The Chief Executives Network for Manufacturing (CEN) is a not-for-profit member organization composed of small and medium-

sized manufacturing businesses in the Capital Region. Since its inception in 1987, CEN has provided its members with a forum for discussing common industry issues and best practices, led by President & Chairman John Tattersall. Learn more about CEN at cenmfg.org.



**4.** The **Center for Economic Growth** (CEG) is a nonprofit, regional economic and business development organization that CEN

is an affiliate of. Andrew Kennedy is the President & CEO. Learn more about CEG at ceg.org.



5. Led by Executive Director Kevin Kelley, the Rochester Technology and Manufacturing Association (RTMA) promotes advanced

manufacturing, innovation, and growth in the Greater Rochester-Finger Lakes Region. The association serves a nine-county region. Learn more about RTMA at rtma.org/rtma assoc.



**6.** The **Buffalo Niagara Manufacturing Alliance** (BNMA) is Western New York's largest nonprofit organization representing

manufacturers throughout the Buffalo Niagara region. Established in 2010, the BNMA was born from the National Tooling & Machining Association Buffalo Chapter. Peter Coleman serves as BNMA Executive Director. Learn more about BNMA at bnmalliance.com/about.



7. The Manufacturers Association of the Southern Tier (MAST) was founded in 1900 and was one of the first organizations of its kind. MAST

acts as a primary resource for information and assists in the promotion of manufacturing. Todd Tranum serves as MAST President & CEO. Learn more about MAST at nysapprenticeship.org/mast.



**8.** Led by Executive Director Patrick Boyle, **Ignite Long Island** is the manufacturing consortium of Long Island, an industry association

focused on supporting the operations and growth of manufacturers, distributors, and their supply chains in the region. Learn more about Ignite at ignitelongisland.org.

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# **Does One Size Fit Most?**



BY PATTY CLARK, ACCOUTING & BENEFITS MANAGER

HAVE YOU EVER heard the term "one size fits all" or "one size fits most" and wondered how that could be? Well, you are not alone. Not only is that not true in the garment industry but it's also not true in the healthcare industry. If your company employs 20 people, chances are they vary in age and have a wide variety of needs when it comes to healthcare coverage. The healthcare decision is a difficult one, to say the least, so why not remove some of the stress. If there was a way you could take the decision making off the shoulders of the CFO and into the hands of the employees, wouldn't you want to find out more? After all, who knows the healthcare needs of

your employees better than they do? This option may not be a perfect fit for your company but if nothing else, it can get you thinking about other options that are available to you. In partnership with a platform called Liazon and Brown & Brown Empire State, MACNY's Employee Benefits Marketplace is one of many options available. It is like a grocery store where your staff is given a "gift card," so to speak, that contains a set amount of money (a defined contribution) to shop for their benefits.

Employers have been happy with the Marketplace for many reasons. One of which is the Marketplace can take care of the administrative nightmare associated with open enrollment,

making sure everyone turns in their enrollment paperwork as well as communicating to the healthcare providers which plans were chosen and by whom. No longer does administration have to make the choice for the employees. After answering a handful of lifestyle questions, each employee is given a variety of healthcare options, along with a number of ancillary lines, and it is up to each individual employee to decide what is best for them and their family. Billing and eligibility are another headache the Marketplace takes care of. All costs and eligibility criteria are programed into the online portal, eliminating the possibility of errors.

Employees like the Marketplace because they can spend their defined contribution on a plan that fits their specific healthcare needs. Employees can also shop for ancillary benefits that they're interested in, such as vision, telemedicine, identity theft, additional short-term disability, legal protection, and even pet insurance. Outside of the Marketplace, a company would have to have a minimum number of participants in each one of the ancillary lines in order to be able to offer



it. Through the Marketplace, your employees are pooled with hundreds of other employees which allows them the ability to purchase what they need at a reduced cost. Employees like being in the driver's seat when it comes to choosing their healthcare needs.

So, how does it work? The employer decides which healthcare plans and ancillary lines their employees will be able to choose from. They then decide on a defined contribution amount that they will contribute to their employees' healthcare coverage. All of that information gets input into Liazon, an online private exchange platform provider, along with any necessary information about each employee and their dependents. Once all necessary paperwork is completed and information is entered, an open enrollment time frame is determined and communicated to the employees. When an employee logs in for the first time, they will be asked a series of questions in relation to their family status, any prescriptions they or their family members take, any upcoming surgeries, their risk tolerance, and overall how healthy they are. The system takes all answers into consideration and provides a recommended combination of plans. The system also provides a summary of all the different plans, definitions of terms, and educational articles and videos to help each employee make an educated decision. The employee makes their decision and checks out like they would at a store. Billing and electronic communication takes place behind the scenes by Liazon and the insurance companies. As far as the employee is concerned, enrollment is complete and coverage will begin January 1.

If you're interested in leveraging this benefit for your organization, I invite you to attend one of our no-charge informational webinars, held twice a month beginning in April through mid-September. If you are unable to attend one of the webinars, we are happy to schedule a no-pressure, in-person meeting. The decision to participate in MACNY's Employee Benefits Marketplace should be made by the end of September to allow enough time to complete and process the necessary paperwork to enroll in the program. Education of the employees on what to expect will be held prior to open enrollment.

MACNY is here to help you decide what is best for your company and your employees. If you would like more information or to discuss other available options, please contact Patty at pclark@macny.org.







# **Support System**



BY HILARY HEXT, TRAINING & HR MANAGER

THE BENEFITS OF being a MACNY member are wide-ranging and our small staff supports many initiatives each day. However, that is not to say our staff can handle all requests that come our way, which is why partnering with other organizations is extremely helpful to both our staff and our members.

In the training and HR services department especially, MACNY is partnered with external consultants, trainers, and service providers in New York State. In particular, the Council of Industry, a manufacturing association located in the Hudson

Valley, has recently been a key partner in addressing an ongoing request of local MACNY members — finding skilled candidates for the many open positions they are hiring for.

For many years, MACNY has maintained an informal "resume bank" which has allowed candidates to forward their resumes to MACNY to then be shared via email with member companies searching for candidates.

With the number of requests for posting both resumes and jobs increasing, we realized it was time to offer a more

**MACNY'S OWN CAREER AND** TALENT PLATFORM **WAS LAUNCHED IN** DECEMBER 2019.

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**ONLINE HUB FOR JOB POSTINGS** AND CANDIDATE **RESUMES THAT WILL OFFER** 

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**IMPRESSIVE CAPABILITIES AT A REASONABLE COST.**  sophisticated platform for companies, candidates, and the community. By partnering with the Council of Industry's Talent Platform, MACNY's own Career and Talent Platform was launched in December 2019. It serves as an online hub for job postings and candidate resumes that will offer our members impressive capabilities at a reasonable cost.

### Here are the benefits:

### FOR COMPANIES

- Unlimited job posting to over 100 job boards including Indeed, LinkedIn, and Zip Recruiter
- Access to potential candidates, including apprentices, through searchable resumes
- Personalized dashboards for hiring managers to view open jobs and applicants
- Access to a talent management system
- System training and admin support
- Opportunities to advertise hiring events, including career fairs and open interviews

### FOR CANDIDATES

■ This FREE resume posting service allows you to share your resume with companies across New York State stretching from Albany to Buffalo.

This partnership encourages applicants and local manufacturers to utilize the system, which acts as a liaison between the two. By increasing the ability of qualified workers and hiring companies to find each other, we can more quickly close workforce skills gaps.

The Career and Talent Platform partnership is just one example of MACNY's commitment to developing partnerships with other associations to better serve our members.

To learn more about MACNY's Career and Talent Platform. visit careers-macny.icims.com. For additional information about our online training opportunities, contact Hilary directly at hhext@macny.org.



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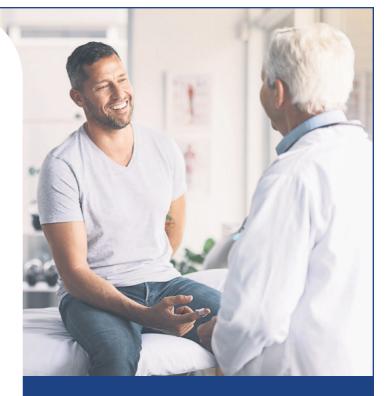


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# **Partners in Action**



BY JOE VARGO. EXECUTIVE DIRECTOR. PARTNERS FOR EDUCATION & BUSINESS



### PARTNERS FOR EDUCATION

& Business, Inc. (PEB) would not survive without partners. It is the first word in our name for good reason. From the beginning, we knew our

obvious partners would be school districts, associations, and local businesses that would eventually employ the students we work with. But there are other key alliances that allow us to build the pathways that foster collaboration among the partners and positively impact students on their journey to jobs here in our region.



An affiliation with MACNY, The Manufacturers Association, helped MACNY address the workforce development concerns of its 300+ member companies while PEB was able

to have more direct access to companies in the delivery of its career exploration and career preparation services to schools.

In 2012, the evolution of the CNY STEM Hub served as a vehicle to increase awareness of STEM (Science, Technology, Engineering, Math) and STEM careers in the region. As part of a **KEY ALLIANCES** 

**ALLOW US TO BUILD** THE PATHWAYS THAT FOSTER **COLLABORATION AMONG THE** PARTNERS AND **POSITIVELY IMPACT** STUDENTS ON THEIR JOURNEY TO **JOBS HERE IN OUR REGION.** 



statewide network, PEB assumed the role of CNY STEM Hub administrator and started to work alongside a committee of educators and business representatives to identify strategies to increase the number of students

pursuing STEM in college and careers.

Another great example of partnership is the CNY STEM Scholarship Program. SRC, Inc. provided the initial funding for scholarships in 2013. There were a little more than 100 applications received for the first four scholarships offered. Each year, more companies have joined the effort, including C&S Companies, Carrier Corporation, King + King Architects, Schneider Packaging Equipment Company, Ephesus Lighting, INFICON, Loretto, TTM Technologies (formerly known as Anaren), and Marquardt Switches. The program now boasts 45 scholarships awarded for a total value of \$490,000. This year's program is offering nine scholarships from five local companies totaling \$108,000. As the students graduate from college, they are being hired by these companies, with many receiving job offers at the end of their junior year.



The Scholarship Program resulted in the STEM Scholars Connection, a group of all students who have applied

for the scholarships over the past seven years. It is important to track these students interested in STEM majors in college; our partner employers expressed an interest in reaching out to them as well. The CNY STEM Hub now holds two networking events per year (in January and June) to build connections between these scholarship applicants and STEM-related companies in the area. Open networking opportunities and sessions on resume tips and interviewing are offered as well. Our database has more than 500 college students from CNY readying themselves for STEM careers.

The CNY Tech Sector, a spinoff from the CNY STEM Hub, is primarily the group of employers that are supporting the evolution of STEM in the classroom. These partners provide the STEM-related opportunities and programming for students and teachers. Again, PEB has convened this collaboration to maximize resources and share responsibilities. An additional resource for STEM is the chystem.com website, the "hub" for all local STEM-related activities.



Partnering with the Central New York School Boards Association (CNYSBA) has provided PEB with an additional strategy to communicate with public school superintendents to get the word out to students, parents, teachers, school counselors, and others about our Scholarship Program and STEM Career nights. We have also collaborated with CNYSBA to hold Pathways to Jobs forums in local communities, informing our educational community about the opportunities that today's employers have for students, whether it requires a four-year degree, a two-year degree, specific certifiable training, apprenticeships, or on-the-job training. Over the last four years, hundreds of students, parents, and educators have participated in these regional events.

With the Syracuse City and Auburn School Districts, PEB coordinates six different P-TECH (Pathways in Technology Early College High School) programs in Electrical or Mechanical Engineering, Computer Information Systems, Clinical Laboratory Technology, Health Information Technology, and Remotely Piloted Aircraft Systems. This accelerated program affords students an Associate Degree in less time, paid by the State of New York. PEB provides career coaches monthly, industry speakers, field trips, job shadows, and internships with local employers. Overall, P-TECH impacted more than 374 students in the last year alone!

Most recently, PEB and MACNY have been leading the effort to pilot a new pre-apprenticeship program with the Syracuse City School District. The program is gaining support as another vital strategy to bolster the pathway for students to jobs in advanced manufacturing and skilled trades. This preapprenticeship program is the first of its kind in New York State.

The return on investment of partnering on all of these various programs led us to the introduction of Job Signing Day, a new effort that fosters the employment of students in summer, part-time or full-time jobs after having participated in job shadows and internships at partner companies. In June 2019, nine students signed for jobs with local employers including SRC, Inc., TTM Technologies (formerly known as Anaren), G.A. Braun, and United Radio.

PEB serves as the key connector between students, educators, and businesses. It is all about partnering to ensure that every student has a pathway to success and that they are all aware of where to find those opportunities.

To learn more about Partners for Education & Business. contact Joe Vargo at joev@macny.org or 315-448-1012.





# **Challenge Accepted**



BY MARTHA PONGE, DIRECTOR OF APPRENTICESHIP

FOR THE FORESEEABLE future, the most daunting challenge for manufacturers will be how to successfully respond to the shortage of adequately skilled workers. In 2016, the Wall Street Journal reported that the number of open manufacturing jobs had been rising since 2009, and that year the figure stood at its highest level in 15 years, despite a large pool of available labor.

Most young people are pursuing college degrees, and as such, colleges and high schools have reduced their focus on technical education. A study by Georgetown University's Center on Education and the Workforce confirmed this information. noting that college-educated workers now outnumber those with a high school diploma or less. Our predominantly collegeeducated workforce, many of whom are struggling to find meaningful and relevant employment in their chosen fields, has not acquired a skill set that allows these workers to immediately fill the open positions our manufacturers need. MACNY knew that we needed to address this workforce challenge on behalf of our member companies. We launched the Manufacturers Intermediary Apprenticeship Program (MIAP) to help companies compensate for the fact that education and training systems haven't evolved with the needs of their industries.

In a 2018 study, Deloitte and the Manufacturing Institute found that it takes employers an average of 70 days to fill positions for skilled workers such as CNC Machinists and Automation Technicians. Economic indicators show that in 2020 there is likely to be a worldwide shortage of around 85 million skilled manufacturing workers. Deloitte also predicts in the U.S., specifically between 2018 and 2028, that the skills gap may leave an estimated 2.4 million positions unfilled with a potential economic impact of \$2.5 trillion. Further, the study shows that the positions relating to digital talent, skilled production, and operational managers may be the most difficult to fill. In the U.S., this will significantly jeopardize our ability to innovate and compete on a global scale.

Although we have registered hundreds of apprentices statewide through MIAP, we are barely able to sustain the current skilled worker shortage. If we hope to truly effect change on behalf of our MACNY members, we need to continue addressing the causes head-on and formulate a solution that will help us on the local level. We don't simply need to address the mass retirements of baby boomers, we need to also play an active role in the education of our youth. We must better inform them about the technological evolution of manufacturing and state-of-the-art facilities and systems that characterize the industry today. Today's younger generations are eager to contribute to making a better world through their work and want to advance their own careers. We need to make them appreciate that this is possible when they choose a career in manufacturing right here in their own backyards.

MACNY and its work with MIAP brings a wealth of subject matter expertise around apprenticeship. The statewide consortium we built allows us to garner information from multiple regions and share best practices in marketing apprenticeships, managing apprenticeship programs, working with multiple cluster industries such as dairy and energy, and creating technical instruction plans that support these various programs and industries. It also made us aware of the growing gap in entry level applicants and of our need to begin to build relationships between business and education at a much younger age.

We recognize that this cannot be accomplished alone. We need to find a way to bring all the stakeholders who can help us effect change — educators and district policy makers, students and their families, and businesses — to the table. Because we all must work together to create an environment of change, MACNY, Partners for Education & Business (PEB), and The Central New York School Boards Association (CNYSBA) have proactively partnered to create a continuum of workforce support. PEB has been providing career exposure for over 25 years in CNY. They are growing their platform of services and



have a wealth of experience in the STEM education arena. The School Boards Association has the ear of over 58 districts in this region. We can speak directly to the stakeholders and decision makers in districts to support the great work they are already doing and help them fill in the gaps. Former CNYSBA Executive Director Charles Borgognoni said, "For CNYSBA, the primary driver in pursuing this partnership was to establish a more direct and strategic linkage between Boards of Education, who are the policy-making bodies of our public schools and the manufacturing sector which has a critical need to identify, hire, develop, and reward motivated and skilled students."

PEB Executive Director Joseph Vargo states, "Internal partnerships must develop the 'same team' mindset and rally around the common vision, mission, and values of the organization. Only then will they evolve and get better at what they do to ultimately achieve their organizational goals." Working together we hope to better build a more structured and intentional program for exposing students to careers in advanced manufacturing and other STEM related careers, especially those that are located right in this region. Our goal is to map out successful transitions from high school to work, from a certificate program to work, a two-year degree to work, a four-year degree to work. Our partner companies have career opportunities — not just jobs — available for all these educational pathways.

For more information regarding how you can participate in ongoing workforce activities, contact Martha via email at mponge@macny.org.

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**TODAY'S YOUNGER GENERATIONS** ARE EAGER TO **CONTRIBUTE TO** MAKING A BETTER WORLD THROUGH **THEIR WORK AND** WANT TO ADVANCE THEIR OWN **CAREERS. WE NEED** TO MAKE THEM **APPRECIATE THAT** THIS IS POSSIBLE WHEN THEY **CHOOSE A CAREER** IN MANUFACTURING RIGHT HERE IN THEIR OWN

BACKYARDS.





# **Making Connections**



BY CINDY OEHMIGEN. DIRECTOR OF ENERGY AND CORPORATE SERVICES

I SPENT A good portion of my career as an internal consultant for individual manufacturing companies. I never thought I would be interested in being a manufacturing consultant for many companies at once, but it turns out I was wrong. It has resulted in much more satisfaction than I expected and now I can't imagine doing anything other than helping people and companies find ways to improve. Just because I chose this doesn't mean I was completely prepared for it. In fact, it took me a couple of years to learn the basics of economic development and several years later, I am still learning.

This community has so much to offer manufacturers. Each company I have worked with has different needs, resources. experience, and talent sets. I deliver training and introduce and connect. In order to do my job effectively, I need to know about as many of the available economic development programs and opportunities as possible: what is available, who has programs that fit. how does one access them.

There are so many partners in the area that bring so much to the table, it can be overwhelming to our members and other companies in the community. These programs continually change, grow, and close, making them difficult to keep up with. All the while, companies have day-to-day business to handle. Several of our community partners saw this as a challenge and an opportunity. To minimize the potential confusion that comes with many programs from many different organizations (called by many different acronyms), a group was formed. We meet once a month to educate each other on our programs and bring companies seeking assistance to the table.

The Retention Council was started over 15 years ago. While some of the players have changed, the mission of working together to help our community has not. Sometimes we go to meet a company or sometimes a company will come and talk to all of us. We have representation from MACNY, Workforce Development Institute (WDI), National Grid, Downtown Syracuse, SUNY Morrisville, individual Central New York counties' Industrial Development Agencies (IDAs), the Department of Commerce, Onondaga Community College (OCC), Empire State Development (ESD), Greater Syracuse Business Development Corporation (GSBDC), CenterState CEO, the Small Business Administration (SBA), TDO, New York Business Development Corporation (NYBDC), the City of Syracuse, and the Small Business Development Center (SBDC). This is not an all-inclusive list, but these are the "regulars." I feel quite lucky to have worked with these people over the years and have learned so much from them. A very diverse group of companies has come through our doors and I think it is safe to say we have been able to assist each of them in some way.

Retention Council, as the name implies, is largely focused on companies that are already in business. Over the last couple of years there has been a growing recognition of the need for a similar group targeting start-ups and the

entrepreneur community. This newer group, currently known as the Innovators Council, works extensively with burgeoning business. Its mission is like that of Retention Council; some of the Retention Council members sit on this council. too. However, there are differences in programming because the needs are different for this target audience. This Council has representation from MACNY, Syracuse University, CenterState CEO, The Tech Garden, ESD, InSourcing (an incubator), LaunchNY, Syracuse University LaunchPad, MedTech, Syracuse University Science and Technology Law Center, OCC, StartFast, Upstate Venture Connect, The State University of New York College of Environmental Science and Forestry (SUNY ESF), Syracuse University's Center of Excellence, SBA, SBDC, WISE Women's Business Center, Syracuse CoWorks, and Upstate Medical University. This, too, is not all-inclusive.

Imagine a single organization has multiple programs available to assist companies. Then multiply the number of organizations involved by the number of programs. It is no wonder it takes some navigational experience to find the

right fit. This is why the Retention Council and the Innovators Council exist.

When I have too much information to manage in my head, I tend to find a way to organize my thoughts into more manageable buckets. Such was the case with all these community resources. For self-preservation, I migrated the information into a grid. First, I determine where in the company life cycle a business falls: Early Stage/Tech Transfer, Growth/Expansion, or Sustaining/Succession. For each phase, there are programs that apply. So many, in fact, it made sense to departmentalize the programs further into categories for the type of help needed: Financing, Workforce Development, Process (Development and Improvement), Sales and Marketing, Physical Plant, and Research and Development. When a company comes to me looking for assistance, I start with the simple process of understanding where they and their requirements fall. Through a series of questions, I can then begin to think about how I can personally help them and who best to connect them with in my sphere of partners. The best thing about having an impressive database is three-fold:

- 1) I already know who can help
- 2) If I don't know who can help, I know who to ask
- 3) I have complete confidence the informationseeking company will be professionally coached, no matter who assists them

The aforementioned community partners (and many others, equally valuable but not listed) are a special bunch and I thoroughly enjoy working with them. It allows MACNY to serve a broader audience and the results we get and the partnerships we have formed are the reasons I do what I do. I'd love to connect you with our community partners.

For help getting connected, contact Cindy at coehmigen@macny.org.

# ENVIRONMENTAL REMEDIATION & COMPLIANCE EXPERTS

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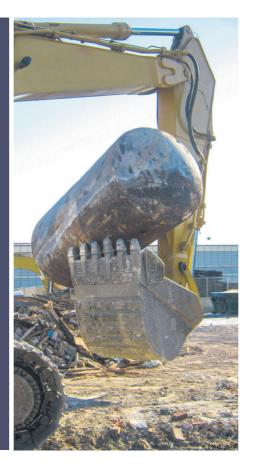
Central New York Contact

Matthew H. Hoskins, P.G. Senior Geologist

Manager, East Syracuse New York Office

315.437.1142 db-eng.com









# Winds of Change



BY CINDY OEHMIGEN,
DIRECTOR OF ENERGY AND CORPORATE SERVICES

**THE ENERGY INDUSTRY** is getting extra attention for good reason these days...and there is a lot to talk about.

It would be difficult to miss climate change in the news. New York State Governor Andrew Cuomo recently signed the Climate Leadership and Community Protection Act into law requiring New York State to achieve a carbon-free electricity system by 2040. A demonstration of that commitment is evidenced by a new investment in nearly 1700 MW of offshore wind. The intent is to position New York as an industry leader in wind generation.

I suspect some manufacturing companies are struggling with what this new law will mean for them and what they need to do about it. For many companies, this is not a simple question to answer. While New York's businesses grapple with next steps,

I view this as not only a challenge, but an opportunity.

I am often told one of the biggest expenses that manufacturing companies have is their energy bill. Certainly, there are steps that can be taken right now to reduce the spend:

- Become more energy efficient
- Choose a lower-cost energy provider
- Leverage alternate green energy sources

In my role as the Director of Energy and Corporate Services, I work to offer MACNY members resources and information in all three reduction responses.

How does MACNY help our members accomplish these improvements?

### BECOME MORE ENERGY EFFICIENT:

- Remove waste from processes
- Upgrade equipment
- Improve quality
- Utilize resources to help make changes

Some of the assistance available to MACNY members comes directly through our own internal consulting resources, however we have several partners in the community who help MACNY bring resources to our members:

- National Grid, New York State Electric and Gas Corporation (NYSEG), and Rochester Gas and Electric Corporation (RG&E) offer funding assistance
- TDO offers consulting services
- The New York State Energy Research and Development Authority (NYSERDA) offers consulting assistance and program funding
- The New York Power Authority (NYPA) offers programs like ReCharge NY, an economic development initiative that sells specially allocated NYPA power at a lower cost

### **CHOOSE A LOWER-COST ENERGY PROVIDER:**

MACNY concluded years ago that our members need at least one lower cost option for each major energy product. MACNY has agreements in place with preferred suppliers for electricity and natural gas. MACNY's Energy Program is open to MACNY members only. Our Preferred Providers are Constellation for electricity and Direct Energy for natural gas — both offer lower costs with additional benefits. such as better terms.

### LEVERAGE ALTERNATE GREEN ENERGY SOURCES:

MACNY works with member company Sol Systems, a solar developer, to provide this option. Sol Systems can help determine if solar is a good fit for each member. If it is a fit, they work with the company to determine which of their several financial models is most appropriate. We are also working to develop ways to provide access to wind as another alternative. While we are not there yet, it is a part of a larger plan to make this a viable option.

These opportunities benefit companies as consumers. There is another class of opportunities emerging: As we migrate to green energy alternatives, the demand for supply chain participants will continue to expand. A few local companies have already recognized the potential; MACNY is working on ways to enable participation for many more. Our vision is to leverage what we have learned through our experience with the Aerospace Alliance of Upstate New York and apply the same collaborative model to wind generation and solar. Our members possess the knowhow, skill sets, and infrastructure to support the growth of this industry. MACNY has many resources to assist with the development of the workforce required.

Our partners will have a significant role to play as our state strives to become the industry leader in wind generation and solar. I am optimistic about all that we can accomplish as a community, whichever way the wind blows.

For information about energy services, contact Cindy directly at coehmigen@macny.org.



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Rich Bailey

Director of Marketing & Business Development

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# Meet MACNY

**AS OUR TEAMS** reflected on the partnerships we utilize to help us serve MACNY members, we considered our own role as partners to our member companies and individuals, to associations, and to the education community.

Perhaps our workforce development team put it best when they noted, "We build partnerships with organizations and individuals with shared missions, and leverage resources whenever possible to use the time, talents, and funding of those partnerships in the most positive way for our companies."

Membership in MACNY grants access to the benefits of a team that works behind the scenes supporting your success. In the pages that follow, we introduce you to the MACNY staff who dedicate their time to strengthening the manufacturing sector and helping our members positively impact our community. We hope that these profiles help shed some light on the breadth of the work we do and the sincerity of our desire to help you thrive.

# Supporting the team that supports you

Our accounting and communications staff work to support the teams that are member and community facing.

# MEET THE TEAM

# **Communications:**





Marisa Norcross, Communications Manager

## **Accounting Team:**



Mary Rowland, **Chief Financial** Officer



Andrea Riccelli. Accountant



Patty Clark, **Accounting & Benefits Manager** 



# **Workforce Development**

# WHAT DOES YOUR TEAM DO AND WHO DO THOSE EFFORTS BENEFIT?

Our team builds seamless pathways, starting in pre-K, through a myriad of targeted activities, strategies, programs, and partnerships.

Partners for Education & Business (PEB) works directly with students, educators, school counselors, administrators, parents, community groups, and businesses to increase career awareness, offer career exploration, and provide job readiness opportunities so students can make informed college and career decisions.

The Manufacturers Intermediary Apprenticeship Program (MIAP) works directly with entry-level and incumbent workers to move them onto a career pathway with related technical instruction. We act as the liaison between businesses and people who are trying to enter or advance within the manufacturing workforce.

All our efforts ultimately benefit the local economy by growing our workforce in Central New York (and beyond), and clearly helping students connect to regional employers in their chosen career field, while helping businesses fill the vacancies occurring due to retirements and the widening skills gap.

# WHAT ARE THE GOALS AND MISSION OF YOUR TEAM?

Our mission is to ensure that businesses, schools, and the community are working together to promote careers in manufacturing and technology while facilitating the career readiness and technical training required to close the expanding skills gap.

### **HOW DO YOU ACHIEVE THOSE GOALS?**

One of our most important jobs is to spread the word about the skills gap and offer solutions to help close it. The educational system has changed



ONE OF THE MOST IMPORTANT JOBS WE HAVE IS TO SPREAD THE WORD ABOUT THE SKILLS GAP AND OFFER SOLUTIONS TO HELP CLOSE IT.

### MEET THE TEAM



Martha Ponge,
Director of
Apprenticeship and
COO of Partners
for Education &
Business, Inc.



Joe Vargo,
Executive Director
of Partners for
Education &
Business, Inc.



Laury Ferguson, Associate Director of Apprenticeship



Marianne Ferris, Associate Director of Partners for Education & Business, Inc.



Meghan McBennett, Workforce Development Specialist



Kathy Birmingham, Workforce Development Coordinator



Eileen Donovan, Workforce Development Coordinator



Stephanie Adams, Membership Coordinator little in 50 years and is now faced with how to prepare today's youth for employment. We can no longer just educate for the sake of education. The goal of education should be employment.

We serve as the communication link between educational institutions and businesses, facilitating conversations about what each needs and developing activities to connect the two.

Both tasks revolve around being part of the community and building relationships. We're nimble and can quickly respond to businesses' needs and relay those to the education community and other stakeholders.

# WHAT PARTNERSHIPS DOES YOUR TEAM LEVERAGE TO SERVE MEMBERS?

More than 10 years ago, PEB leveraged a partnership with MACNY to help manufacturers build their workforces. We continue to build trusted relationships with MACNY member companies to ensure that the workers of tomorrow are going to

be skilled, ready, and waiting to be hired.

We work closely with the Central New York School Boards Association, a recent affiliate of MACNY, to reach school boards, parents, and educators, providing information to students on the skills they'll need to develop and the jobs that are out there.

Our involvement with the CNY STEM Hub program is also critical to our ability to keep homegrown talent working for employers in our region.

# IS THERE A SPECIFIC ACCOMPLISHMENT YOU HAVE ACHIEVED FOR MEMBERS THAT YOU'RE MOST PROUD OF?

One of our greatest achievements is ongoing getting young people onto a pathway and into a variety of programs and activities that lead them into the workplace. We've even started hosting an annual Job Signing Day to celebrate this: Last year, we had nine students who were involved in either our scholarship or P-TECH programs hired into local companies — which is our ultimate goal.

The apprenticeship program has grown statewide and captured the attention of many, facilitating relationships on the state and national level that have led to new opportunities. We have moved hundreds of apprentices into career pathways with access to the middle class and beyond.

With our CNY STEM Scholarship program partners, we'll be awarding nine STEM scholarships for the 2020-2021 school year, bringing our impressive total up to 54 scholarships awarded since the program began in 2013. We're doing our best to keep CNY's best and brightest employed here.

### WHAT ARE SOME KEY CHALLENGES YOU FACE?

We face some resistance from the education community — they don't always see career awareness and readiness opportunities as important investments in preparing students for life beyond high school. Business environments change on a dime and the education community needs to keep up. Districts should be dedicating funding for career exploration and preparedness



activities and staying abreast of outstanding opportunities beyond college.

There is a stigma attached to students who don't pursue college and a misconception that jobs in the trades or manufacturing industries are dirty, dangerous jobs. Families need to understand that college is not the only answer and that many lucrative jobs in manufacturing and technology do not require four-year degrees. Young people in the apprenticeship program are making a lot more money and have no college debt, compared to some of their peers. They're working in some of the most high-tech facilities in the area.

# HOW DO YOU THINK YOUR WORK WILL EVOLVE **OVER THE NEXT 5-10 YEARS?**

As far as bringing together schools and businesses, we have a great local program and we've seen the value of growing regionally and statewide to receive the resources and partnerships necessary to increase engagement. We think our reach will only expand; we're ready to build on our successes.

Our apprenticeship program will continue to expand throughout the state. We expect to see an increase in the number of apprentices that we place in wellpaying, community-sustaining careers in New York State. We also plan to continue partnering with national organizations to ensure that we are always learning and developing our model so that we can offer the best program possible.

Our jobs will change right along with the skills gap. We, too, will use artificial intelligence to more rapidly and easily show students the reality of careers. The field trip and job shadow of today may no longer require a school bus and a disruption of business, but rather a virtual experience. Using technology, we will be able to make more opportunities available.

### IS THERE ANYTHING ELSE YOU'D LIKE TO ADD?

We want to encourage businesses to open their doors to students to offer them an inside look at what types of careers are available in Central New York. To get involved, contact Marianne Ferris at mferris@macny.org.

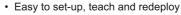
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# **Individual Growth** & Development

# WHAT DOES YOUR TEAM DO AND WHO DO THOSE EFFORTS BENEFIT?

Our team is focused on the development of the individuals within MACNY member companies. We do this in a few different ways: training, leadership development and coaching, networking opportunities, and events.

Our expert-led training offerings facilitate personal and professional growth in a variety of areas including leadership, sales, quality systems, safety and OSHA compliance, harassment prevention training, project management, and more. We know that our members need to continue to grow; we don't want anyone getting left behind, so we bring the latest offerings into our membership and community.

Because we know how important leadership is to an organization, our team provides leadership development and coaching. We want our member companies to succeed and continue to foster a successful community — and it all starts with strong leadership.

The goal of our networking councils and events is to foster relationships between our members and provide valuable content that they can use right away. We know that people have a lot of choice as to where to spend their money and time. We want them to choose us and allow us to create the best experience possible for them.

# WHAT ARE THE GOALS AND MISSION OF YOUR TEAM?

We strive to provide exceptional training and networking opportunities that support our members' professional and personal development. When it specifically comes to training, we don't just



WE STRIVE TO PROVIDE EXCEPTIONAL TRAINING AND NETWORKING OPPORTUNITIES THAT SUPPORT OUR MEMBERS' PROFESSIONAL AND PERSONAL DEVELOPMENT.

### MEET THE TEAM



Cindy Nave, Chief **Operating Officer** 



**David Freund, Chief Leadership Officer** 



Julianne Pease. Manager of Membership **Engagement** and Community Outreach



Hilary Hext, **Training & HR** Manager



Stephanie Adams, Membership Coordinator



Jim Beckman. Consultant

## **Individual Membership**

Interested in taking full advantage of MACNY's development and networking opportunities? Learn more about the benefits of an Individual Membership at macny.org/individual-membership

deliver training, we change behaviors. We want each employee within our member companies to thrive. When individuals thrive, companies thrive, and our community thrives.

### **HOW DO YOU ACHIEVE THOSE GOALS?**

We want to deliver value, which is why we offer a level of membership called Individual Membership. This allows employees of MACNY member companies to gain access to a full professional development toolkit that brings together all the benefits of networking, relationship building, training, development, and events - instead of trying to piece each opportunity together à la carte. We connect with members through classes or coaching and help them understand that they have incredible potential waiting to be unleashed.

# WHAT PARTNERSHIPS DOES YOUR TEAM LEVERAGE TO SERVE MEMBERS?

When it comes to training, we partner with the worldwide John Maxwell Team community for opportunities, training, materials, and ideas. We also work with VitalSmarts, TalentSmarts, and expert training consultants. We partner with Syracuse University for our Project Management offerings, and we also work with TDO.

For our networking councils, we partner with experts to deliver quality presentations, conduct workshops, and facilitate roundtables that add easily applied value to our members. We also partner with local manufacturing facilities to provide tours that help members learn from one another.

For our larger signature events, we partner with our sponsors and vendors to deliver an exceptional experience.

# IS THERE A SPECIFIC ACCOMPLISHMENT YOU HAVE ACHIEVED FOR MEMBERS THAT YOU'RE MOST PROUD OF?

Over the last 18 months, we've made significant technology upgrades to the meeting rooms at MACNY and our registration system. We can now offer distance learning through video conferencing and Webex. This enables us to offer most of our networking council and training events via webinar so that members who are either far away or can't get out of the office can still join us for presentations.

### WHAT ARE SOME KEY CHALLENGES YOU FACE?

The biggest challenge we face is what a lot of people are facing — the battle for people's attention. We are all bombarded with so much information on a very frequent basis. How can we make sure that we are getting through to our members so that they are aware of what we are doing to serve them? How can we make sure that the meaningful information we'd like to share is getting in front of the right people? And once we have increased that awareness, how can we continue to stay connected? It is important for us to know what members find relevant and valuable so that we can evolve and keep showing up for them the way they'd like us to, in a timeframe that meets their expectations.



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# HOW DO YOU THINK YOUR WORK WILL EVOLVE **OVER THE NEXT 5-10 YEARS?**

Overall, we think we will continue to offer many of our same events and training opportunities, but the content will evolve as the needs of our members change. For example, this year we've added a Cyber Security Summit to educate our members on a topic that is becoming more and more important. We will also continue to add events in neighboring locations and regions to increase our geographical footprint. We believe that the future of our training and development opportunities include a lot more digital and distance learning opportunities, so we will continue to advance our current distance learning courses and will be developing even more digital training, including building a training library of courses that all members can take on demand and at their own pace.

### IS THERE ANYTHING ELSE YOU'D LIKE TO ADD?

We hope that our members and community think of MACNY as a place to go to first — as a resource dedicated to their success. If we don't have what you need in house, we will help you find it. We want to help you.

# **Our Signature Events**

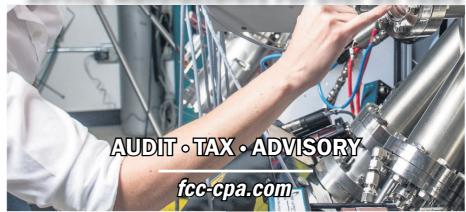
- New Year Celebration January
- Manufacturing Lobby Day March
- Cyber Security Summit March
- Regional Networking Happy Hour April
- Annual Dinner May
- Partners for Education and

Business's Annual Awards Program and Job Signing Day - June

- Golf Tournament July
- Clambake August
- Season Kickoff September
- Manufacturing Day October
- Legislative Breakfast October
- Live2Lead October



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# Corporate Services

# WHAT DOES YOUR TEAM DO AND WHO DO THOSE EFFORTS BENEFIT?

Our team works with companies at the organizational level to support their needs, ultimately helping their employees as well. We do this through our Career and Talent Platform, Employee Benefits Marketplace, energy programs, and a lot of custom work that is tailored to members through consultation. The things we do positively and directly impact the bottom lines of our member companies.

# WHAT ARE THE GOALS AND MISSION OF YOUR TEAM?

We each have specific goals within our specialties:

- Help member companies grow and sustain their workforce, and lessen the recruitment load of our members' HR departments with our Career and Talent Platform
- Help members negotiate more attractive contracts with energy suppliers and help them explore different options, including solar power. In the same vein, we also want to keep members up-to-date on what is coming down the road and educate them on how to work through energy-related challenges
- Help members think differently about their healthcare options through our Employee Benefits Marketplace (a defined contribution program) and educate them on how utilizing this program can make them an employer of choice
- Help our members develop health and wellness programs within their organization

### **HOW DO YOU ACHIEVE THOSE GOALS?**

We all agree that meeting with members to increase their awareness and educate them on these programs is critical to achieving our goals. We do this both in person and via webinar.

We are member focused, so everything we do is



THERE IS VERY LITTLE WE DO WITHOUT A PARTNER. WE LEVERAGE MANY PARTNERS TO HELP US PROVIDE VALUE TO OUR MEMBERS. THAT IS ONE OF THE STRONGEST ASPECTS OF OUR TEAM — IF WE DON'T HAVE AN ANSWER, WE CAN GET ONE. IF WE DON'T OFFER SOMETHING, WE CAN FIND IT FOR YOU (AND OFTEN SECURE YOU A GREAT DEAL).

### MEET THE TEAM



Cindy Oehmigen,
Director of Energy
& Corporate
Services



Patty Clark, Accounting & Benefits Manager



Hilary Hext, Training & HR Manager about adding values to our member companies and delivering prompt service.

# WHAT PARTNERSHIPS DOES YOUR TEAM LEVERAGE TO SERVE MEMBERS?

There is very little we do without a partner. We leverage many partners to help us provide value to our members. That is one of the strongest aspects of our team — if we don't have an answer, we can get one. If we don't offer something, we can find it for you (and often secure you a great deal). Our partners include:

- The Retention Council: 15–18 members of various community organizations who meet once a month and talk about what available programs are new, changing, or ending, and which companies we're working with that need our assistance. This is a solution-focused group that keeps us abreast of what is happening.
- The Innovators Council: Like Retention Council, but geared toward start-ups, this group helps young businesses learn how to manage the business-running functions such as process design, supply chain development, grant sourcing that are required to turn their ideas into reality.
- Brown & Brown Empire State: Our partner and knowledge-base for the Employee Benefits Marketplace
- MetroFitness: Our partner for corporate health and wellness programs



**MAKE MACNY YOUR FIRST CALL WHEN YOU NEED HELP** WITH SOMETHING. **OFTEN. COMPANIES WILL STRUGGLE** FOR LONGER THAN THEY HAVE TO; WE **WANT THEM TO KNOW THAT THEY** ARE NOT ALONE AND WE'RE ALL HERE TO HELP. WHETHER IT'S IN **OUR INDIVIDUAL WHEELHOUSES** OR NOT.

# IS THERE A SPECIFIC ACCOMPLISHMENT YOU HAVE ACHIEVED FOR MEMBERS THAT YOU'RE MOST PROUD OF?

In the last few years we have launched and developed three things that we are really proud of:

- The Employee Benefits Marketplace This has been a great way for members to offer their employees many more healthcare options, therefore making them more attractive employers. This has also provided greater opportunity for employees to take advantage of ancillary lines of insurance that they otherwise wouldn't have had access to. The Marketplace has been a big time-saver for member companies and a great benefit for their employees.
- The Continuous Improvement Council The purpose of the Continuous Improvement Council is to share best practices in the field of structured improvement programs (TPS, Lean, Lean/Six Sigma-DMAIC, PDCA, TOC, etc.) and to bring in subject matter experts for the benefit of all participants. Member companies have found this very valuable as they work to improve their processes.
- Career and Talent Platform With the current skills gap and labor shortage, it has become more difficult for some companies to attract and retain skilled employees. At the

end of 2019, we launched an exciting new way for member companies to find potential job applicants and for job seekers to find employment. MACNY's Career and Talent Platform serves as an online hub for job postings and candidate resumes.

### WHAT ARE SOME KEY CHALLENGES YOU FACE?

Our greatest challenge is getting the word out to our members about all we do so that they can take advantage of what we have to offer. Once we get through to our members, the next challenge is getting buy-in from the stakeholders for each program. Lastly, we wish members would come to us sooner so that we can help them more quickly.

# HOW DO YOU THINK YOUR WORK WILL EVOLVE OVER THE NEXT 5-10 YEARS?

In the next 5-10 years, we anticipate a lot of change in the workforce and in energy. The workforce will change a lot with baby boomers retiring and more millennials entering the workforce than ever before. This is precisely why we are working with our members *now* to help them hire the best talent through our Career and Talent Platform.

On the energy front, we think we'll see more solar, wind, and



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alternate energy opportunities for our members. We will continue to educate our members on their choices and help them negotiate the best contracts possible.

Lastly, we know that we will continue to extend our geographical footprint in the future — taking more of our initiatives statewide to assist companies beyond Central and Upstate New York.

### IS THERE ANYTHING ELSE YOU'D LIKE TO ADD?

Make MACNY your first call when you need help with something. Often, companies will struggle for longer than they have to; we want them to know that they are not alone and we're all here to help, whether it's in our individual wheelhouses or not. We will find someone internally, or externally, to help you. At the end of the day, we really just want our members to thrive.

One way our members can be proactive is by regularly visiting our website (macny.org) and reading our emails. We are constantly growing and developing our offerings and we do our best to communicate those announcements with you. Engage with us and share your suggestions — that is the best way for us to learn how we can serve you best.



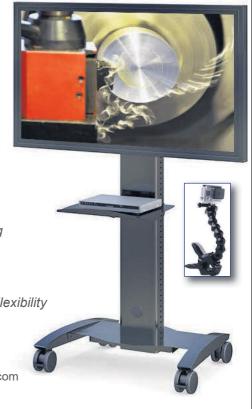
# INTEGRATED TECHNOLOGY

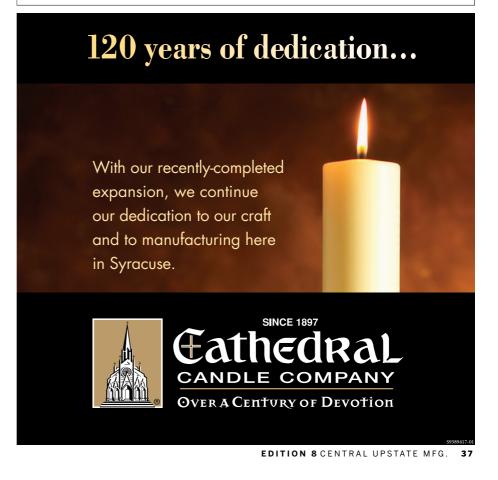
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# **Your Value Chain Simplified**





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# Government Relations and Advocacy

# WHAT DOES YOUR TEAM DO AND WHO DO THOSE EFFORTS BENEFIT?

We are constantly tracking and monitoring pieces of legislation that may have an impact on our members. We are always working with our local, state, and federal elected officials to make sure we are communicating our members' unique needs and perspective on policy and legislation being proposed.

We also work diligently to ensure that our members are aware of what is going on and have opportunities to come face to face with their elected officials. We do this by hosting our Government Relations Speaker Series events, our annual Lobby Day in Albany, our annual Legislative Breakfast, monthly phone calls, email updates, and surveys. This is an important aspect of what we do because it helps our members navigate the complexities of government.

We are the eyes, ears, and voice in Albany and Washington for our members. We are fortunate to have Rebecca in Albany full time and the rest of us are frequently on the road. It is our duty to make sure that we are always communicating with both our members and our elected officials.

# WHAT ARE THE GOALS AND MISSION OF YOUR TEAM?

It is our mission to help MACNY members thrive and be successful. One of our goals is to determine how government interactions can help members be more successful, and if current policies are not helping members be more successful, we will work to try and get the legislation stopped, modified, or reversed. Another one of our goals is to help manufacturers continue to grow and remain the highest paying sector in the region.



IT IS OUR DUTY TO MAKE SURE THAT WE ARE ALWAYS COMMUNICATING WITH BOTH OUR MEMBERS AND OUR ELECTED OFFICIALS.

### MEET THE TEAM





Randy Wolken, President & CEO



Tiffany Latino-Gerlock, Director of Government Relations and Communications



Karyn Burns-Gerling, Government Relations Consultant



Rebecca Marino, Senior Vice President, Ostroff Associates The stronger the sector is, the stronger our community is.

### **HOW DO YOU ACHIEVE THOSE GOALS?**

- 1. Relationships: We are constantly improving upon relationships that we already have with our local, state, and federal legislators and we continue to grow that network.
- 2. Legislation: It is critical that we understand existing and new legislation. Legislation is introduced all the time, so we need to be aware of the issues, who will be impacted, and what the impact will be. We stay on top of this and discern what is most critical to our members' success so that we can keep them up-to-date and advocate on their behalf.
- 3. Listening: We spend a good portion of our efforts on understanding what our member companies need. We are their eyes, ears, and voice when they need to learn about or react to an issue. It's a two-way street members educate us on their needs and we educate them on what is going on at the local, state, and federal level.
- 4. Events: We host various events that support the goals and mission of our team. We include comprehensive conversation and relationship-building opportunities for our members and elected officials.

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WE ARE THE EYES,
EARS, AND VOICE
IN ALBANY AND
WASHINGTON FOR
OUR MEMEBRS. OUR
LEGISLATORS AND
OUR MEMBERS ARE
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FACE-TO-FACE
MEETINGS HAVE
GREAT IMPACT, SO
WE WORK HARD
TO MAKE
THOSE HAPPEN.

## WHAT PARTNERSHIPS DOES YOUR TEAM LEVERAGE TO SERVE MEMBERS?

- Ostroff Associates Rebecca Marino serves as our representative in Albany and gives us constant access to information and lobbying in Albany. She also works on many special projects with us throughout the year.
- Alliance Partners The Manufacturers Alliance of New York State is an organization of manufacturing associations working together on behalf of manufacturing success statewide. Together we advocate for better business policies in Albany and Washington that will enable our critical sector to thrive and grow.
- The Business Council We often partner on initiatives with The Business Council of New York State, a business organization that represents the interests of hundreds of large and small firms throughout the state.
- Trade Associations, Industrial Development Agencies, and Chambers We work with a variety of other associations including The National Association of Manufacturers (NAM), Coalition for a Prosperous America

(CPA), Onondaga County Industrial Development Agency, the U.S. Chamber of Commerce, and more. These partnerships allow us to expand our reach and learn from experts.

■ Political Action Committees — We work with our two political action committees to help members learn about candidates and also provide endorsements for certain elections. MIPAC is our state level committee and MANUPAC is our federal level committee.

# IS THERE A SPECIFIC ACCOMPLISHMENT YOU HAVE ACHIEVED FOR MEMBERS THAT YOU'RE MOST PROUD OF?

Three accomplishments that we are very proud of are:

- 1. Securing the Tax Cut for C Corp Manufacturers, saving manufacturers hundreds of millions of dollars.
- 2. Establishing the Manufacturers Research Institute (MRI), a necessary accomplishment we leveraged to get the Tax Cut for C Corp Manufacturers passed. This arm of MACNY is responsible for conducting research on a variety of policies impacting manufacturers.



3. Reformatted Power/Energy Programs – a statewide win that cut expensive energy costs for manufacturers.

### WHAT ARE SOME KEY CHALLENGES YOU FACE?

One of the most challenging aspects is getting people to understand what is going on in this space — it is so complicated! Our members aren't always aware of what is going on at the local, state, and federal level — and sometimes they don't know how we can specifically help them. We strive to understand, translate, and act in order to make this easier for our members. We are committed to educating our members and working with and for them.

Similarly, it can be challenging getting the attention of elected officials — and then getting on their schedules. Our legislators and our members are very busy people, but we find that face-to-face meetings have great impact, so we work hard to make those happen.

# HOW DO YOU THINK YOUR WORK WILL EVOLVE OVER THE NEXT 5-10 YEARS?

We will continue to increase our statewide presence in order to become a cohesive and louder (stronger) voice for businesses and manufacturing. Given recent changes in the state legislature, much of the political leadership is now concentrated downstate, so we will continue to work with our alliance partners in those areas for a lot of our ongoing efforts.

### IS THERE ANYTHING ELSE YOU'D LIKE TO ADD?

We wish more members knew that they should, and can, turn to us. We want to hear from our members and help them get more involved in government issues and advocacy. Participation is key to the success of our members, but also to the entire community. To get involved, email Tiffany at tiffanylatinog@macny.org.



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# Collaborator!



BY DAVID FREUND, CHIEF LEADERSHIP OFFICER

IN THE LATE 1960s and early 1970s, a television series titled "Hogan's Heroes" aired on CBS. The setting was a prisoner-of-war camp in Nazi Germany, and the Allied prisoners ran a sabotage program from within the prison camp. Over the years, I have continued to watch these great episodes, and a phrase frequently jumps out at me. When French prisoner Louis LeBeau meets another Frenchman who he thinks is working for the Nazis, he shouts "Collaborator!" In this case, a collaborator was a traitor, one who collaborated with the enemy. I would like to share a different view of collaboration: someone who partners with others in a seamless and focused way in order to achieve incredible results that benefit many.

My friend and mentor, John Maxwell, has taken collaboration to a new level. In 1995, John left his pastorate at Skyline Wesleyan to dedicate all his efforts to teaching servant leadership principles to as many people as possible. A servant-leader realizes that they succeed through others and that by serving, equipping, and empowering others, the organization will thrive. This type of leader understands that their greatest assets are people, not buildings and machinery; therefore, they strive to develop their teams through training, coaching, and mentoring.

Beginning with his small team in San Diego, and later in Atlanta, John collaborated with likeminded people who shared his vision for servant leadership and who were willing to share those lessons with others. In 2011, Paul Martinelli and Scott Fay approached John about starting a coaching company that would train others to deliver the content John had been developing. At the age of 64, when most are planning to spend more time on the golf course, John agreed to start another company. When I joined the team three years later, there were fewer than 5,000 of us. Within the last five years, the John Maxwell Team surpassed 24,000 certified coaches worldwide. Over the last 24 years, John and his team have been able to impact the training of five million leaders in 180 countries.

For truly explosive collaboration you need two ingredients: an inspirational leader and a shared vision. It needs to start with a leader who is passionate about their cause. People buy into the leader before they buy into the vision, so the leader needs to project that they need the input of others and are completely convinced of their vision. The next step is for the



leader to help others see themselves in the vision. Each team member needs to own the vision and see their role as a personal calling to make a significant difference. Team members are then willing to expend tremendous amounts of energy and resources to achieve the desired results.

I had the privilege of seeing the start of a great collaboration when I was asked to facilitate a Pathways to Jobs event. This event was a cooperative effort that involved MACNY, BOCES, Onondaga Community College, and the Central New York School Boards Association. Each group was passionate about the need to identify pathways that our young people could take to meaningful careers. They all shared their expertise without trying to protect their own turf and did it all for the sake of young people and their parents who saw an uncharted, and often out-of-reach, future. Students and parents left the meeting with new ideas and new hope for a better tomorrow without going into debt to the tune of six figures or more. A small start, but a great beginning.

Where can you see yourself collaborating for the good of others? Is there a need or a cause that you could rally others around? I can't wait to see some of you in action so like my friend LeBeau on "Hogan's Heroes," I can shout, "Collaborator!"

David Freund is MACNY's Chief Leadership Officer and is a certified speaker, trainer, and executive coach with the John Maxwell Team. David also has 35 years experience holding a variety of positions in manufacturing. Contact him directly at dfreund@macny.org.



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### Adecco

1330 Lexington Avenue Rochester, NY 14606 (585) 546-1660; adeccousa.com

### ADP, LLC

445 Electronics Parkway Liverpool, NY 13088 (315) 453-2671; adp.com

### **Advance Media New York**

220 S. Warren Street Syracuse, NY 13202 (315) 470-0032; advancemediany.com

### **Aerotek**

5789 Widewaters Parkway Syracuse, NY 13214 (315) 928-3180; aerotek.com

### **AGM Airfield Guidancesign** Manufacturers. Inc.

108 Fairground Drive, Suite 8 Manlius, NY 13104

(315) 682-6707; agmsigns.com

### Agrana Fruit US, Inc.

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### Air Innovations, Inc.

7000 Performance Drive North Syracuse, NY 13212 (315) 452-7400; airinnovations.com

### **Airport Lighting Company**

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### All Seasonings Ingredients, Inc.

1043 Freedom Drive Oneida, NY 13421 (315) 361-1066; allseasonings.com

### **Allen Tool Phoenix**

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While we make 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 for our records and future issues of this publication, please contact Marisa Norcross at mnorcross@macny.org.



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### Bausch + Lomb

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64 South Street Auburn, NY 13021 (315) 253-7301; beardsley.com

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120 Walton Street Syracuse, NY 13202 (315) 476-7112; bellchampions.com

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P.O. Box 4743 Syracuse, NY 13221 (315) 451-1500; haylor.com

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### Honeywell

301 Plainfield Road. Suite 330 Svracuse, NY 13212 (315) 552-9700; honeywell.com

### **HP Hood**

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6695 Old Collamer Road Syracuse, NY 13057 (315) 432-5060; huenelectric.com

### Huhtamaki, Inc.

100 State Street Fulton, NY 13069 (315) 593-5311; us.huhtamaki.com

### **Hyde-Stone Mechanical Contractors, Inc**

22962 Murrock Circle, County Route 51 Watertown, NY 13601 (315) 788-1300; hyde-stone.com

### ICM Controls

7313 William Barry Boulevard North Syracuse, NY 13212 (315) 233-5266; icmcontrols.com

### **ICS**

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### Indian Springs Manufacturing Co., Inc.

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