

# MANUFACTURING MATTERS

## Partners for Education & Business, Inc. Celebrates Annual Awards Event Virtually

MACNY affiliate, Partners for Education & Business, Inc. (PEB) celebrated 27 years of preparing students for their future careers on June 30th with a virtual Annual Awards Celebration. In addition to recognizing engaged businesses in the community, exceptional scholars, accomplished apprenticeship program graduates, and inspiring professionals, they also celebrated their second annual "Job Signing Day."

The virtual program opened with a call-to-order by PEB's Board President, Matt Tryniski of SRC, Inc. Joe Vargo, Executive Director of PEB gave the Welcome Address. Martha Ponge, Director of Apprenticeship at MACNY and incoming Chief Operations Officer of Workforce Development for PEB/MACNY also offered her congratulations to those being honored. Randy Wolken, MACNY President and CEO, gave the closing remarks at the end of the program.

Event emcee, Niko Tamurian, announced this year's recipients for the following awards:

- AT&T CNY Women in STEM
- Three Career Sparks
- Four P-TECH Business Partnerships of the Year
- PEB Manufacturing Sector
- Paul G. Tremont CNY STEM Champion of the Year

The celebration also recognized the achievements of:

- Nine CNY STEM Scholarship Recipients
- Four 2019 Apprentice Program Graduates
- Four young adults starting permanent jobs with local employers
- Seven CNY STEM Scholars starting paid summer internships with local employers
- Nineteen Oswego P-TECH summer internships

*PEB would like to thank this year's event sponsors: SRC, Inc.; Ferrara Fiorenza PC; National Grid; AT&T; Community Bank N.A.; Haylor, Freyer & Coon; Lockheed Martin; Covanta; TTM Technologies; Empower; NUAIR; Cathedral Candle Company; and Morse Manufacturing.*

To view the virtual celebration, visit [https://youtu.be/mPHfZJLo\\_Q0](https://youtu.be/mPHfZJLo_Q0).

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# PRESIDENT'S MESSAGE



Randy Wolken  
President & CEO

## MACNY Looks Ahead

At long last, it is here: summer in Central New York with opportunities for picnics, vacations, and fun—welcome diversions from our recent shared isolation. We plan to indulge ourselves even as we continue to navigate the COVID-19 pandemic. As our economy emerges from New York on PAUSE, we have adjusted to the new normal, our lives changed in so many ways. What can you expect from MACNY in the months ahead?

For MACNY this summer, our work will expand on our accomplishments, centered around keeping you informed. With digital delivery now a part of our DNA, we will continue with the offerings and services on which you have come to depend for critical updates. You've shared with us how important it is for you to have access to these events; we've heard you. Currently, we average two (or more) digital events per week, at times up to five per week, depending on the nature of the topic. Summer will not slow us down as we enhance digital training and coaching as well. You can also rely on our update emails to stay current with news and upcoming virtual events and webinars.

Of course, our *Keeping People Safe & Factories Running* initiative has set the bar across New York State with its unique assistance in helping you to open safely and to protect your employees. Across the state, as more regions have joined the effort, we've come to understand the value of this service and proudly focus on honing our efforts.

Personally, I plan to proceed with my *Daily Thoughts* emails and *Weekly President's Message* emails, including periodic video updates. And, as always, our team will be here to address your questions and to assist you with your most pressing challenges.

The fall promises an ongoing effort to factor the COVID-19 safety guidelines into our lives. We hope to be able to resume our in-person events with new measures in place to keep you safe while affording you the chance to gather again. Other opportunities for fun, like our golf tournament have moved into the fall lineup. In support of your need to grapple with this pandemic, we'll carry on with our online offerings, helping you chart your path to your new normal.

We plan to do what MACNY has done since its inception in 1913, no matter the challenge, to help our members thrive. Consider how we've weathered two world wars, a Great Depression, and various recessions. Through it all, we've supported our manufacturers and businesses as they have created world-class products and delivered outstanding services. Going forward, MACNY is committed to your enduring success.

I hope you can find the time to delight in our incomparable CNY summer weather. Be well and enjoy!



David Freund  
Chief Leadership Officer

## A Thoughtful Summer

Well, it's finally summer! We have waited so long for bright mornings that wake us to new days, and warm evenings to enjoy with family and friends as the summer sun slowly sets. Vacations with family by the pool or a camp on a nearby lake, the smell of steaks and burgers grilling on the deck, the magical glow of lightning bugs as the evening gives way to dusk—it is a special time of year. I think we here in Central New York cherish it even more than most, maybe this year, more than usual. We have spent so much of our spring inside our homes and away from others. So now that it's here, appreciate it.

Appreciation is quite powerful. For example, take the sun in the morning. Do you remember the winter months? It was so dark, and it seemed to take forever for the new day to dawn. But now, it's so wonderful to wake up; the sky is bright, and the birds sing to encourage us to join them for a new day. Have you noticed it? It happens each morning. The feeling as your body plunges into a cool lake or a backyard pool - isn't that an amazing feeling? You are so warm from a hot day, and then as you break through the surface of the water, your heart races a bit, you soon catch your breath, and in only a minute or so, you are delightfully cool and relaxed.

How about the sizzle on the grill of that perfect burger? The aroma - it's just so incredible. You have waited months for this smell, and soon you will be sinking your teeth into this masterpiece, juicy beef grilled medium-rare, with swiss cheese and a few thick slices of bacon on a fresh brioche bun. The bun, slightly toasted, then brushed with garlic butter and a touch of ketchup - are you hungry yet?

Those sultry warm evenings spent by small fires that have burned to a small mound of red coals, perfect for toasting marshmallows, you will need to find long sticks. Those fresh green branches right off the tree work best because they won't burn as quickly. Maybe you are equipped with long metal skewers. Regardless of the tool, you will soon be crouching down next to the embers toasting those little treasures, soon to be sandwiched between graham crackers with a nice Hershey bar. Do you remember how it looks when the hot marshmallow encounters the chocolate, and they both start to ooze out of the graham crackers?

I could go on and write about children running to collect lightning bugs, also known as fireflies, depending on where you are from. Think about tall glasses of iced tea on a warm summer afternoon. How about cool evenings wrapped in a blanket by a fire with close friends? My question for you as you read this is simple: will you appreciate these experiences this summer, or will you rush through the next few months without slowing down? You see, what we appreciate, appreciates.

As a community, we have been through a lot. We have seen the best and perhaps the worst in people. Let's put the past behind us and embrace the time we are in now. Let's not dwell on what we don't have, but appreciate what we do have: simple things that are all around us, a bright, cheerful morning, burgers off the grill, making smores with loved ones. Things as simple as a cool glass of iced tea are truly wonderful. When we think about things, and we appreciate them, they become even more special and will offer us memories that will carry us through the rest of our life.





Tiffany Latino-Gerlock  
Director of Government Relations & Communications

## New York State Addresses COVID-19

In response to the COVID-19 pandemic, the New York State Legislature has passed a series of bills dealing with public health, critical services, workers and businesses. Below is a summary of some of how these pieces of legislation may impact our local business community.

**S.8181A May / A.10294A Stirpe** - establishes a state disaster emergency loan program to be administered by industrial development agencies for small businesses and small not-for-profit corporations.

**S.8427 Gounardes / A.10528 Abbate** - establishes a COVID-19 pension benefit for families of public employees who died due to their workplace exposure to the coronavirus. (Signed by Governor Cuomo)

**S.8417 Krueger / A.10492 Thiele** - relates to bond anticipation notes issued in calendar years 2015 through 2021; authorizes local governments and school districts to use reserved funds for COVID-19 related expenses and extend the repayment time frame of inter-fund loan advances for COVID-19 expenses.

**S.7996B Carlucci / A.10189A Ortiz** - ensures school districts do not lose state aid for closing schools in the 2019-2020 school year in response to COVID-19.

**S.8189 Hoylman / A.10270 Rozic** - updates New York's statute regarding the price gouging of consumer goods by expanding it to cover essential medical supplies and services related to public health. (Signed by Governor Cuomo)

**S.8419 Kavanagh / A.10522 Cymbrowitz** - enacts the "Emergency Rent Relief Act of 2020" to establish an interim residential rent relief program; it would provide rental assistance vouchers to landlords on behalf of tenants, who experienced a loss of income as a result of the COVID-19 pandemic.

**S.8412 Benjamin / A.10498 Paulin** - enables businesses, non-profit organizations, and religious institutions to conduct board meetings and actions through electronic and/or audio-visual technologies.

Here at MACNY, we remain committed to keeping you informed and appreciate that news out of Albany and Washington is critical to your business and the decisions with which you wrestle. Your feedback is important to us; feel free to contact us with your concerns.

For a full list of COVID-19 related bills, please visit our website at [macny.org](http://macny.org).

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Cindy Oehmigen  
Director of Energy & Corporate Services

## What's in a Name?

"That which we call a rose by any other name would smell as sweet." - Juliet in *Romeo & Juliet* by William Shakespeare

With these words, Juliet muses that without his name, Romeo would still be her one true love...or did she mean that his name DID matter? After all, Romeo was a *Montague* from her family's rival house, placing their marriage out of the realm of possibility.

This came to mind recently as I considered how much our lives, personal and professional, have changed in the past few months. Are you performing your previous job responsibilities in the same way that you did pre-COVID? Have you acquired new tasks? Do you wear the same hat; are you stuffing more activity under its brim? How many of us have acquired new job *titles*?

What might Juliet wonder about your title? Lots of variables indicate that the designation of a title is complex. One title suggests different things across people, situations, organizations, and industries.

- Does it convey a level of prestige, an honor (i.e., *Sir Paul McCartney*)?
- Is it meant to explain responsibility?
- Does it suggest authority?
- Is it signaling a summary description of job duties?
- Does it classify a pay grade?

Each label carries import. Consider the people affected by the title, the label, assigned: the person who has obtained the title; their co-workers, managers, and customers. What of the prospective hire? The title for which you've advertised implies a level of responsibility, salary range, required skills/education, expectations, all of which will determine who responds and who will accept an offer.

The same is true when a current employee's responsibilities change. A common reward, a visible form of recognition for the assumption of greater/different responsibilities, is a new title, even if the move is lateral. Failing to recognize achievement this way may also be a *dis*-incentive.

I'm reminded of the time when I was a new hire and in need of business cards. Somehow, my manager and I hadn't discussed the job title; I was instructed to choose – anything except "President," his title; something that would send the right message to the customers with whom I'd be working. I selected "Senior Project Manager." My mom (you had to know her) wondered whether "senior" meant that I knew more or if I was just older, dramatizing the way a title can mean different things to different people.

Here are some other descriptive and creative examples I've encountered in my career:

- Once, in a meeting with several people with whom I was familiar, I noticed one newcomer at the table seated next to the HR manager. I introduced myself and asked him about his role at the company. He fumbled a bit and looked to the HR manager for an answer. Without hesitation, she responded, "He is our shim; we stick him in wherever we need him." I understood his role immediately; it also spoke volumes to me about this new joiner.
- As a lover of all sorts of music, I'm fascinated by how the industry professionals collaborate, and routinely read CD inserts to see who plays with whom. Once I discovered a crew member whose title was "Manager of Tiny Little Details." Many organizations would love to have someone in this role.
- I am currently getting acquainted with someone from a member company who informed me that his official title is "Data Wrangler." I have no question about what he does (Mr. Data Wrangler, you know who you are – thanks for the inspiration!).

As you consider the necessary roles and responsibilities for your organization's near and distant futures, and the new opportunities created by this challenging time, ponder the rose. What you might call the role dictates the message you want it to convey.

Will it smell as sweet if you call it something else?





**Marianne Ferris**  
Associate Director, PEB

## CNY STEM Scholarships Awarded

Partners for Education & Business, Inc. and the CNY STEM Hub have coordinated scholarships since 2013 with the intention of attracting more students into STEM careers. This year, nine scholarships valued at \$108,000 were awarded by five local companies. Eight of the nine recipients were female with three majoring in engineering, two in computer science, two in nursing, and one in architecture. Efforts to attract more females into STEM are being realized.

We received hundreds of online applications; local professionals reviewed and scored the top 61. Students were evaluated on academic achievement, extracurricular activities, letters of recommendation, and essays on the importance of STEM. Twenty-three face-to-face interviews were conducted thanks to Zoom, and an independent panel of judges ranked the candidates. Employers then made difficult selection decisions.

SRC, Inc. was the first company to offer scholarships in 2013 and has been committed to this program ever since. This year they offered three scholarships of \$5,000 per year for four years. After the selections were made, SRC learned that the three females they selected were all from the same high school! Kevin Hair, president and CEO of SRC, Inc. stated, "The majority of our STEM scholarship winners have become SRC employees and it's proven to be a great home-grown pipeline of high-caliber candidates. We look forward to making offers to Elyssa, Allison, and Breanna in four years and wish all the scholarship winners the best in their pursuit of a STEM degree."

Elyssa Adams, fourth in her class of 424 at C. W. Baker High School in Baldwinsville, started the first all-girls



robotics team there. Her performance in that program led to multiple appearances at state-level competitions. She mentors at the local elementary school, is active in Key Club and Senior Council, has worked as a lifeguard and volunteers in the school's food pantry. Elyssa will be attending Northeastern University in Boston, majoring in computer science.



Allison Harry ranks sixth in that same class of 424 at C. W. Baker High School. She was a member of Model United Nations, Science Olympiad, and the Environmental Club. Allison describes the ability to analyze and problem-solve as her greatest academic skill set and would tell you that physics is a combination of her two favorite subjects—math and science. An introspective young woman with great intelligence and an insatiable curiosity, Allison will be attending Rensselaer Polytechnic Institute, majoring in computer science.

Breanna Murdock, another honor student at C. W. Baker High School, with an impressive academic record, is also a member of the school's award-winning robotics team. She tutors peers in physics and algebra, participates in the Key Club, and volunteers at an independent living center. Breanna participated in National Grid's Engineering Pipeline and the AT&T program creating 3D prosthetics. Her counselor says that Breanna's work ethic, focus, and determination have prepared her for SUNY at Buffalo where she will be majoring in electrical engineering.



For Loretto's first year, it offered two scholarships of \$2,500 per year for four years to students majoring in nursing.

Jade Dillenbeck, 5th in her class at Tully High School, is also a three-sport varsity athlete! She plays soccer, basketball, and lacrosse. On the honor roll all four years of high school, she earned outstanding achievements in algebra, English, and forensics. Jade volunteered for PEACE, Inc. and helped fundraise for Helping Hounds. Her instructor at the New Vision Medical Program through OCM BOCES describes her as one of the top academic and clinical performers in the program. Jade will be in the Physician Assistant program while playing lacrosse for the Le Moyne Dolphins.

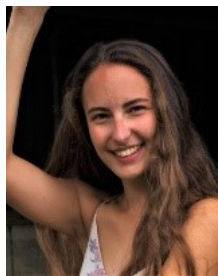




Andrea Sumida's academic record includes four years on the honor roll at Jamesville-Dewitt High School. In addition, she played varsity softball and basketball and was Captain of both teams. Andrea was a member of the Autism Awareness Club and volunteered for Griffin's Guardians, the CNY Diaper Bank, and Sunshine Horses. Her strong math and science aptitude, coupled with her compassion, are a natural fit for her intended career. Andrea has been accepted to Ohio State University where she will be majoring in nursing.



Two scholarships of \$2,000 per year for four years each were awarded by TTM Technologies (formerly Anaren).



Mary Buckingham is Valedictorian of her graduating class at Camden High School and her academic awards are numerous and impressive. She also earned varsity letters in field hockey, basketball, and track & field. Mary participated in Science Olympiad, Mathletics, Concert Band and Orchestra. She is headed to the State University of New York at Alfred where she will major in mechanical engineering.

Daniel De Himer ranks in the top 4% of a class of 356 at Rome Free Academy. He received the President's Award for Educational Excellence and the Character Achievement Integrity Award. A student in the Project Lead the Way Engineering Program, this scholar athlete is also a four-time recipient of the Central New York

PGA Amateur Junior Tour Champion trophy and is headed to the Florida Institute of Technology where he will be majoring in electrical technology.



INFICON is awarding a scholarship for the second year worth \$1,000 per year for four years.



Sarah Crovella has been an honor student at Fayetteville-Manlius High School for four years. Besides an academic record filled with awards, she has been a member of the Syracuse Speed Skating Team and has competed nationally and internationally, including a Silver Medal at the International Children's Games in Innsbruck, Austria in 2016. She is a member of SciExcite, a nonprofit that brings science to underprivileged children. She has interned at Syracuse University and SIMED Corp. in Quito, Ecuador. She believes in women in STEM and is headed to Columbia University where she will be majoring in mechanical engineering.

This is King + King Architects's fourth year of offering a scholarship with this year's recipient receiving \$1,000 per year for four years.

Rachel Ragonese is C. W. Baker High School's fourth CNY STEM scholarship winner with an impressive academic record including numerous honors and awards. She has been a member and officer of Model United Nations, a member of Science Olympiad, the Environmental Club, and the Everson Teen Arts Council. She has performed in several plays, is a volunteer at her church and at Syracuse Stage. Rachel believes that the combination of science and logic with art and history is a great primer for a career in architecture. She is headed to the University of Buffalo where she will study architecture and planning.



The number of CNY STEM Scholarships awarded to date is 54, with a total value of \$594,000. Interested in sponsoring a scholarship and keeping Central New York's best and brightest employed at your company? Contact Marianne Ferris at [mferris@macny.org](mailto:mferris@macny.org).





Eileen Donovan  
Workforce Development Coordinator

## Is Zoom Fatigue a Thing?

A recent quote from Tammy Sun, the founder and CEO of Carrot, a startup that provides fertility benefit plans for companies, stopped me in my tracks. She tweeted, “Zoom fatigue has me wanting a landline and a rotary phone.” Amen.

Ms. Sun describes an affliction that has befallen us as we have hustled to maintain business operations disrupted by a pandemic that emptied our workplaces and forced us to work from home, as much as was possible. In the middle of March, MACNY became 100% remote. Our first order of business was to figure out how we would do it; virtual daily meetings have become the norm.

We’ve stepped out of a comfort zone that included face-to-face collaboration, communication that the experts call synchronicity, an exquisite interplay of talk, gestures, movement, and timing between people. We are hard-wired to establish this; even a newborn exhibits the ability to synchronize its movements with its caretaker’s speech. Says Jeremy Bailenson, professor and director of Stanford University’s Virtual Human Interaction Lab, “Zoom smothers you with cues, and they aren’t synchronous. It takes a physiological toll.” While there exists a body of research regarding human communications, experts are just getting started on these new technologies as Zoom has replaced the conference table, and the reasons why people report feelings of exhaustion.

This phenomenon of Zoom exhaustion is something with which we will continue to reckon if we hope to successfully emerge from this dislocation of our operations, still run by very human beings. At MACNY, we continue to address our personal reactions and feelings, taking breaks as needed, and remembering to be aware of the necessity of self-care. We also learn from our members, as they share their own discoveries and strategies.

While retooling our own procedures, we realized early on that MACNY was well-positioned to provide resources for our members experiencing these same urgencies. What was needed was information, guidance about best practices as the pandemic forced all of us to redefine employee and workplace safety. Check out [Keeping People Safe and Factories Running](#), and understand that this initiative has become the model for New York State manufacturers. It evolved quickly and continues to set the pace for critical resource delivery.

MACNY’s President & CEO, Randy Wolken, tasked us with accelerating our plan to offer more virtual events, communications, and trainings. A 12-month project produced results within days, finished products within weeks. We’re proud of the progress of our various offerings and webinars featuring vital information for MACNY members. Those webinars have morphed into video presentations and most recently, a daily update email for our members, full of up-to-the-minute information and helpful links. Don’t miss [Voices of Manufacturing](#), produced by our Communications Manager, Marisa Norcross, and our Director of Government Relations & Communications, Tiffany Latino-Gerlock. It is a celebration of the ingenuity and creativity of our members. The most recent interview was with Max Kunz and Stephen Chabot of Volpi USA in Auburn, who joined Tiffany to talk about how Volpi’s products are aiding in the fight against COVID-19, the impacts of a recent \$2 million renovation at their Auburn, NY facility, and future growth initiatives.

We continue to adapt to and embrace new technologies as we are forced to adjust. It has overhauled our operating procedures and will make us more resilient. We miss our in-person meetings and anticipate the more comfortable integration of virtual strategies into our day-to-day.



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