

MANUFACTURING MATTERS

Introducing James Shomar and MACNY Growth Services



MACNY is pleased to welcome James Shomar to the team! James has joined the organization as Chief Growth Officer—a new role at MACNY. In his role, James will help propel MACNY's growth and will also work directly with MACNY members to accelerate their growth. James will deliver state-of-the-art growth training, bootcamps, coaching, and fractional growth services to help members go after new markets, develop product lines, and advance company growth.

For the past four years James has been a partner at the venture capital firm StartFast. James was involved in fundraising efforts across two funds, and leading investments in more than 25 companies from across the globe. He worked directly with the founders of each company in the portfolio helping them bring their products to market, develop a growth strategy, execute, and raise larger rounds of funding.

James is also the Entrepreneur in Residence at the Keenan Center for Entrepreneurship at Le Moyne College where he teaches entrepreneurship classes and coaches student entrepreneurs. Prior to that he was the Entrepreneur in Residence at the Whitman School of Management at Syracuse University.

MACNY's President & CEO Randy Wolken states, "We are very excited to be launching MACNY Growth Services and welcoming James Shomar to our team. James brings a wealth of experience to our team having built and invested in over 25 high-growth technology companies in his career. We hope that you will join us in welcoming James to the team!"

James is eager to get to know MACNY's members and to help them grow their businesses. If you would like to connect with James, please email him directly at jshomar@macny.org.

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Visit them at: <http://www.healthway.com/>

WELCOME

PRESIDENT'S MESSAGE



Randy Wolken
President & CEO

Happy New Year - 2021 Promises To Be A Better Year

Happy New Year! At MACNY, we believe this year will be better than 2020. I know that might not sound like a significant pronouncement, but it certainly is what we all want to hear.

No one could have predicted that 2020 would hold so much challenge and change. The COVID-19 crisis and economic downturn have significantly impacted everyone's lives. COVID-19 has brought a level of challenge that many leaders are struggling with. So much fear and suffering have been with us for many months now. Also, we are not through the crisis yet. However, hope is on the way. Vaccines began arriving in December and continue to arrive daily in our community. We are beginning to recover economically. I encourage you to hold on, do what you can, and find what faith (however you define it) that has brought you through hard times in the past. There is light at the end of the tunnel as we emerge from a very difficult 2020.

As we look ahead, I know we will build a better future. At MACNY, we have transformed our service offerings to serve you better virtually. We will continue this in 2021 and beyond. As we can gather again in person, we will be offering high quality hybrid and in-person events. Before the pandemic, we held over 300 in-person events a year. We have exciting plans for what they will now look like, given our expanded capabilities.

Virtual options for our events will now be a standard approach. This will give thousands of our members the chance to attend our events that once were only offered in-person. We are excited to be with you in 2021, virtually and in-person. Our training and learning offerings will be both virtual, in-person, and hybrid. Exciting new offerings and our loved traditional offerings will be enhanced by our new formats and digital delivery systems.

Growing MACNY and helping MACNY members grow again will be a top priority in 2021. Starting this month, we have added MACNY Growth Services led by our new Chief Growth Officer, James Shomar. James brings a wealth of experience to our team having built and invested in over 25 high-growth technology companies in his career. MACNY Growth Services is now offering state-of-the-art growth training, bootcamps, coaching, and fractional growth services to help members go after new markets, product lines, and accelerate company growth.

We will be announcing additional service offerings in the coming months to help you grow and thrive during 2021. We are excited to focus on growth again after a challenging 2020. Please let us know how we can help you be more successful in 2021.

Finally, I want to thank you for all you have done for MACNY and our community during 2020. During one of the most challenging years ever, you worked hard to maintain your business and contribute to our community. This will help us build upon your efforts in 2021. Happy New Year, and we look forward to seeing and working with you in the months to come!

**NEW @
MACNY**

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careers-macny.icims.com

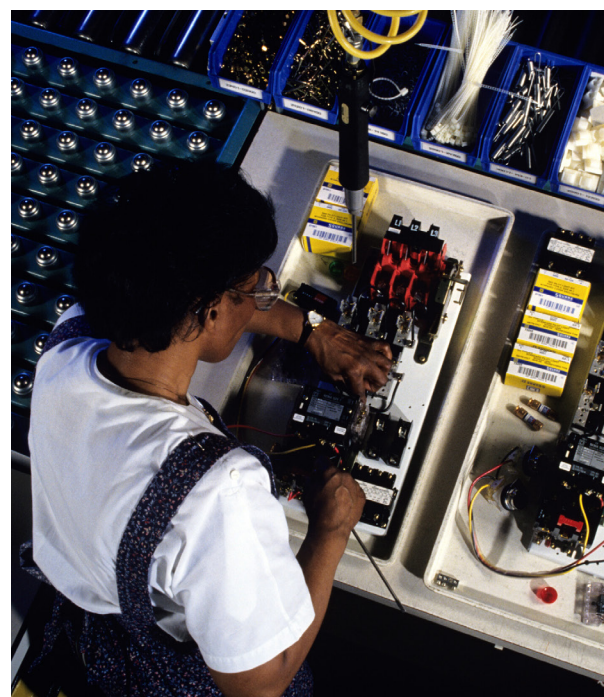
Build your best team.

Looking for an affordable way to post open positions and an easy way to recruit top talent? Sign up for MACNY's Career & Talent Platform—a sophisticated tool that combines 100+ job posting sites, manufacturing specific digital marketing, and social media distribution to attract candidates and spread awareness.

Benefits of MACNY's Career & Talent Platform

- Unlimited job posting to over 100 job boards including Indeed, LinkedIn, Zip Recruiter, and more
- Access to potential candidates through searchable resumes, including apprentices
- 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 your company's hiring events, including career fairs and open interviews

**FOR MORE INFORMATION,
CONTACT LAURY AT LFERGUSON@MACNY.ORG.**





Tiffany Latino-Gerlock

Director of Government Relations & Communications

The 2020 Election and 2021 State Legislative Session

Now that we've said goodbye to 2020 and welcomed in 2021, a new Legislative Session will begin in Albany. The first day of session is scheduled for January 6th. Governor Andrew Cuomo will also unveil his Executive Budget proposal.

The November election resulted in a historic win for Senate Democrats in the State of New York as they secured two-thirds of the seats in the Senate chamber and clinched a "supermajority." A supermajority status provides them with more negotiating power with the Governor, and the ability to override vetoes from the Governor's office.

Many new individuals were elected to the state legislature. We have posted their biographies on our website at macny.org/advocacy. We also will be holding webinars with our new state representatives from Central New York and beyond in the new year.

The State Senate Majority Conference will once again be led by Westchester area Senator Andrea Stewart-Cousins, who was unanimously re-elected by her colleagues as Majority Leader, making her the first Democrat to serve two consecutive terms in that position.

In the Assembly, the Democrats also hold a 107-member Democratic supermajority. The Assembly Majority members have voted to keep Carl Heastie as their leader. Both Legislative Leaders have said a major focus of this year's session will be the ongoing response to COVID-19 and the state's growing budget deficit because of the pandemic. Now the question remains - Will Albany look to "revenue raisers," in order to help bridge this growing budget gap?

MACNY and our Alliance Partners will continue to track important state issues and advocate for the pieces of legislation and proposed policy changes that could impact New York State manufacturers, either negatively or positively. We also will be e-mailing out a 2021 Legislative Survey that we hope you will take the time to fill out to share your valuable input on pending issues. As always, please feel free to e-mail me any time at tiffanylatinog@macny.org.



David Freund
Chief Leadership Officer

What, No Road Map?

Well, finally and thankfully, 2020 is behind us. It has been quite a year. Quite a year in many ways. Has it been a year of opportunity for you? Have you been able to leverage opportunities? If you have been reading any of my writings in 2020, you know that I have been very focused on finding ways to use the challenges of 2020 to propel opportunity and growth. How about 2021? What are you planning to accomplish? What did you learn in 2020 that can benefit you in 2021? If you don't have a plan for this new year, you might as well be taking a trip with no idea where you are going or how you will get there. You are traveling without a road map. Now, don't worry; even if you have started down the road, it's not too late to get a plan in place. Here are five simple questions that can make a big difference in 2021. So, grab some paper and pen, pour a cup of your favorite coffee, find a quiet place, silence your phone, and let's get started.

- 1. What went well last year?** This is your first step, and it's so easy. Think about 2020; what went well? What was working at home, at work, or in your relationships? As you think of things, just write them down. Perhaps take some time to review the pictures you took with your phone. The goal in this section is to identify what works and schedule more of those activities. That's right; schedule them. Get them on your calendar before the "stuff" fills it up.
- 2. What didn't go well last year?** We started with what went well, so your mind would be more open to take an honest look at last year. If we had started with the negative things, you would have been more likely to make excuses and dismiss things as out of your control. What things last year didn't go as you had planned. If you didn't have any control over it, cross it off the list. For those things that you could control and still didn't turn out well, what happened? What could you do to correct that this year?
- 3. What did I learn last year?** This one is my favorite. With all that transpired in 2020, what did you learn? What did you learn about yourself or others? What opportunities did you find that were revealed by the global pandemic? What new things did you try that you wouldn't have tried before? Did you develop any new skills or positive habits? There will be tremendous takeaways from 2020; will you be one of those who take advantage of them?
- 4. What will I change this year?** This is the tough part. With all the information you collected in steps one through three, what changes will you make? What adjustments will you make as you prioritize your schedule? What activities will get more time? Who will get more time? What will you stop doing? Who might get less of your time? This is where your intentional living needs to kick in. If you don't take control of your life, others will.
- 5. What were the four highlights of your year?** No special reason why I picked four; I just thought it was a good idea to have at least one per quarter. After you have identified these, make sure you schedule more of them in 2021. You only get one chance to live in 2021; why not make it special and rewarding.

Now was that so hard? I promise you that if you take the time to reflect on 2020 and make a quick and simple plan for 2021, you will have an amazing year filled with more growth and wonderful memories. I would love to hear what you learned in 2020 so feel free to send me an email at dfreund@macny.org. Have a Happy and Amazing New Year.



ADVANCED MANUFACTURING — A NEW WAY TO LEARN

BUILD A SMARTER, SAFER WORKFORCE

Training from MACNY and Tooling U-SME provides the knowledge and skills needed to create a forward-thinking, safe, and efficient organization. A properly trained workforce can dramatically improve your bottom line through increased productivity, reduced risk, the ability to leverage new technologies, and more. An investment in workforce training is an investment in your company's future.

FLEXIBLE AND CONVENIENT

Online classes are self-paced, typically taking 60 minutes to complete. They are easily and conveniently accessible on desktops and laptops, and on tablets and phones with the Tooling U-SME app.

IN-DEMAND MANUFACTURING TOPICS

Offer training in the areas needed most by modern manufacturers. Each program features a series of classes covering the foundational and critical content that will make the most impact for your organization.

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- Composites
- Engineering
- Forming Fabricating Stamping
- Industrial Safety
- Leadership
- Lean
- Machining

- Manufacturing Awareness
- Mechatronics
- Plastics Processing
- Quality
- Smart Manufacturing
- Welding

Online Training offers:

- Content developed by industry experts
- Accessible anytime, anywhere
- Self-paced
- Predefined curriculum for each job role
- Engaging and interactive content
- Pre- and post-training knowledge assessments
- Access to Tooling U-SME's Learning Management System (LMS)
- Guidance from our Client Success team, including advice, insights, and ideas built on best practices and years of experience



Cindy Oehmigen
Director of Energy & Corporate Services

What's Next?

Those of you who read my newsletter with any regularity may have picked up on a theme these last few months. It may be my subtle way of wishing our way through this chaos and moving on to “what’s next.” It also may be my passion for continuous improvement. The current chaotic environment has created a lot of opportunity for companies to pivot their strategic direction and end up on the other side of this in a better position than they were before the pandemic struck. That makes it sound like I think it is easy. Far from it.

In some ways, determining what’s next is even harder than starting up a new business. After having operated a successful business for a number of years, there is likely a huge emotional attachment for many leaders. It may be a multi-generational business that the current leadership grew up with. “One day this will all be yours.” Will people see this as a failure to survive in a business that has been entrusted by the first generation? That doesn’t begin to account for the business relationships that develop over the years within the industry where the business resides. I would never recommend walking away from a support system, even though it may not be as relevant as it once was when a decision is made to pivot. Those support systems are invaluable as one begins a new journey. It also doesn’t have to be all at once.

I have witnessed a couple of local companies that are testing the waters in spaces where they have never participated. It takes courage, vision, AND recognition that “when things get back to normal” is not going to happen. Waiting for things to get “back to normal” kind of relegates one to the group that “watch things happen,” instead of the groups that “make things happen.”

My instincts tell me there are unlimited ways to tap into a new economy. Just to support my hypothesis, I did some research on new technologies. I stumbled upon a website, C|NET, that looks for and tracks all kinds of new gear, apps, and technology—all very relevant to solving today’s challenges. And isn’t that one of the premises of a successful start-up? What problem does it solve? Or can you offer a solution so effectively that you create the problem people didn’t know they had and now want a solution for. Henry Ford knew it; he did not give them faster horses.

Here is a sampling of problems and solutions out there today:

Working from/stuck at home:

- Best gear for on-line meetings
- Best gifts for working at home
- Gear for remote learning
- Best meal kit delivery services

Natural Disaster/emergency:

- Internet out? Drone delivers instant network
- Portable power station
- Mapping wildfires
- Better tornado warning system

Pandemic Preparedness:

- Air Quality
- Personal space conditioning
- PPE
- Pharmaceutical production
- Pharmaceutical packaging and delivery (vials, syringes..)

FOOD FOR THOUGHT

It is worth taking a look around to get thinking about how the things we cannot control might just be an opportunity in disguise.

Maybe you're not ready to take that big of a leap. A second category of opportunity is rumbling across the plains. I am hearing a lot of interest in reshoring and creating funding streams to support that. There are at least three sub-categories of products:

- Those that were once made in the USA but, for many reasons, moved off-shore. This pandemic may just be the great equalizer. Truth be known, there are many reasons to re-shore that have been in existence for a while. The pandemic just made it more obvious.
- Those that have not been produced large scale, but demand is increasing and giving reason for U.S. production, for example, green energy.
- Green packaging. I love Amazon, but those boxes.....argh!

In order to be competitive in this space, the entrepreneurial mindset will still be an important element. Artificial intelligence, cyber security, green transportation (or minimal transportation because your supply-chain is next door!)—All of that needs supply chain.

While we all await the arrival of our vaccines (and I could not be happier about that), the time is now to get a bit crazy. It is so much more fun to rein in a crazy idea than to try to push an old idea to the limits.

Gear up for the challenge!

KEEP YOUR CONTRACTS & WIN NEW BUSINESS

IS YOUR MANUFACTURING COMPANY PART OF THE SUPPLY CHAIN FOR THE U.S. DEPARTMENT OF DEFENSE?

If so, you need to follow the cybersecurity requirements in the NIST SP 800-171 document or have an action plan in place to do so. Otherwise, you could **risk losing this work along with your ability to respond to future RFPs.**

Some manufacturers will ignore this warning, of course, but **their non-compliance gives you an advantage.** Plus, cybersecurity support is now available thanks to the New York Manufacturing Extension Partnership (NY MEP).

We're ready to help, so apply to get started. Eligible organizations could receive a **cybersecurity assistance grant up to \$6K.**



Apply to get started at
newyorkmep.org/cohort-apply
or email Nick Antz
at nick@fuzehub.com



Eileen Donovan
Workforce Development Specialist

Apprenticeship Re-Imagined

In early October of this past year, the U.S. House Education and Labor Committee passed legislation reauthorizing the National Apprenticeship Act (NAA), which had not been substantively updated since it passed more than 80 years ago. This renovation calls for \$3.5 billion in new spending over the next five years toward registered apprenticeships managed by the U.S. Department of Labor (DOL) and the states.

We may not agree on everything, but we acknowledge the evidence that the registered apprenticeship program is successful. The DOL notes that 94 percent of apprentices who complete their programs are employed upon completion, and earn an average starting wage of above \$70,000 annually. Here's the disconnect - only 0.3 percent of the overall U.S. workforce has participated in apprenticeship. What's with that? And what are the implications for workforce development in Central New York?

The news is both good and bad, as usual. This legislation has yet to see its day of debate in the U.S. Senate; it has not yet been codified. Lawmakers of all stripes agree that apprenticeship is worth investment. Both outgoing and incoming administrations have been/are in support of this time-tested career training strategy.

And in Central New York? The MACNY Workforce Development team continues to look for ways to grow and expand our registered apprenticeship programs and, by extension, to strengthen career pathways. One of these is through collaborative partnerships, like our work with Jobs for the Future (JFF), a national nonprofit organization whose mission it is to “drive changes in the American workforce and education systems to achieve economic advancement for all.”

You may not be aware of how important MACNY's participation with JFF has been over the past several years. The U.S. DOL tasks JFF to execute resources designated by Congress to strengthen our workforce and create equitable career paths across the country. MACNY's Director of Apprenticeship, Martha Ponge, through her activity with the nationwide workforce development community, has placed MACNY and the Manufacturers Alliance of New York State squarely at the table of all conversations regarding where to invest these funds. What that means to you and me is that taxpayers' (our) money finds its way back from the federal government to New York State and Central New York in the form of apprenticeship expansion and a better sustained workforce.

Following the news that the JFF grant had been re-established for 2021, Ponge and the MACNY Apprenticeship team joined our other grant partners in collaboration to discuss strategies for the upcoming year. Understanding that the COVID-19 pandemic has wreaked economic devastation and magnified deeply ingrained inequality, JFF has called for transformation along these key areas:

- Connect the Unemployed to Opportunities
- Build an Equitable Economic Recovery
- Mobilize Corporate Leadership
- Drive Technology Innovation
- Reimagine Education and Workforce Development

We are excited to work with these dedicated workforce professionals as we endeavor to help preserve and strengthen apprenticeship, the momentum for which has experienced the lag that often results from an economic downturn. Our tasks are:

- to continue to advocate for apprenticeship at every level of government
- to work on expanding access to apprenticeships
- to advance youth apprenticeship
- to work with employers and workers to navigate this current crisis, to reimagine their programs rather than cutting them altogether

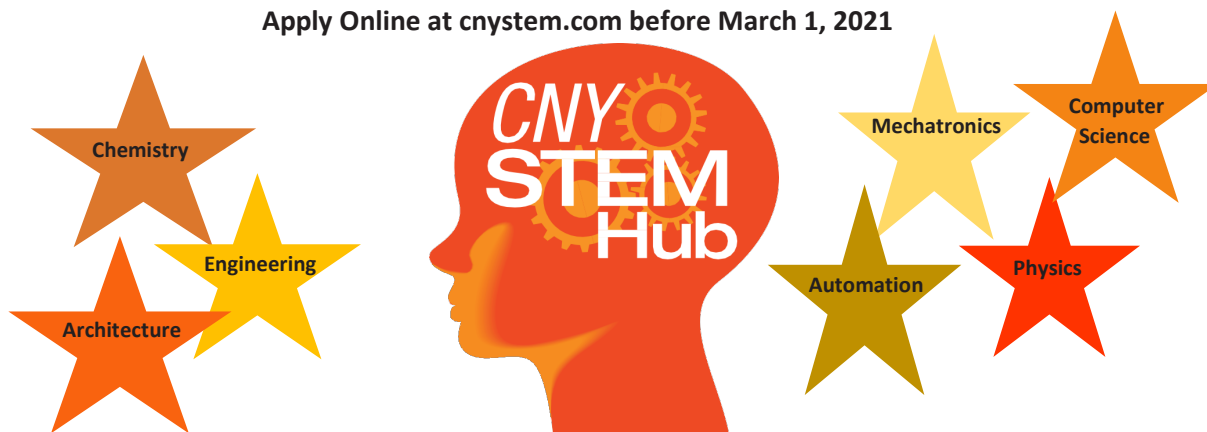
Interest in apprenticeship has increased over the past five years; we are working to ensure that this trajectory continues. Stay tuned for more reporting on our work with JFF and other workforce development stakeholders. 2021 will see the rollout of innovative incumbent worker training, the deepening of our efforts at the youth apprenticeship level, and our involvement in addressing opportunities for under-represented groups in our communities across New York State and beyond.

We couldn't be more optimistic about the coming new year. Visit macny.org for more information on apprenticeship and let us know how we can help you strengthen and expand your workforce in 2021.

9 CNY STEM SCHOLARSHIPS

Scholarships and paid internships for students pursuing STEM degrees

Apply Online at cnystem.com before March 1, 2021



- Three scholarships of \$5,000 per year for four years
- **Computer Science, Software or Electrical Engineering** majors will be considered
- Two scholarships will be focused on minority and female applicants



- Two scholarships of \$2,000 per year for four years
- **Mechanical or Electrical Engineering** majors will be considered



- One scholarship of \$2,000 per year for four years
- Students intending to study **Architecture** will be considered



- One scholarship of \$2,000 per year for four years
- **Electrical, Automation or Process Engineering** majors considered
- Oswego & Onondaga County residents will be given preference



- One scholarship of \$1,000 per year for four years
- Students intending to study **Chemistry, Physics, Biology and Material Science** will be considered



- One scholarship of \$2,000 per year for **two** years
- **Mechatronics** majors will be considered
- Students from the VWS and Oneida districts will be given preference



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