

MANUFACTURING MATTERS

October is New York State Manufacturing Month. How Will You Celebrate?

Each October, our entire nation celebrates National Manufacturing Day on the first Friday of the month. This celebration provides an annual opportunity to promote manufacturing as a strong sector with great career opportunities! Each year, we like to take this one step further—celebrating Manufacturing Month all October long.

This year, MACNY and Partners for Education & Business, Inc. (PEB) will be celebrating Manufacturing Day virtually on October 1st. We will also be hosting and promoting virtual events throughout the entire month. There will also be countless events going on throughout the entire country and our state. There are many opportunities to join in and promote the benefits provided by a manufacturing career. Visit <https://creatorswanted.org/find-events/> to see what is going on for Manufacturing Day and Manufacturing Month in your area. To follow along with MACNY and PEB's Manufacturing Month Celebration, visit www.macny.org throughout the month of October. New content will be added each week!

We will also be hosting our Annual Legislative Breakfast at the DoubleTree Hotel in East Syracuse on October 19th to address key legislative issues of manufacturers and businesses. Visit macny.org/events for more information.

If you would like to get involved in the future of manufacturing, not only in October but throughout the year, contact Taylor Hodge at thodge@macny.org. We hope you will take the time to celebrate manufacturing this month!

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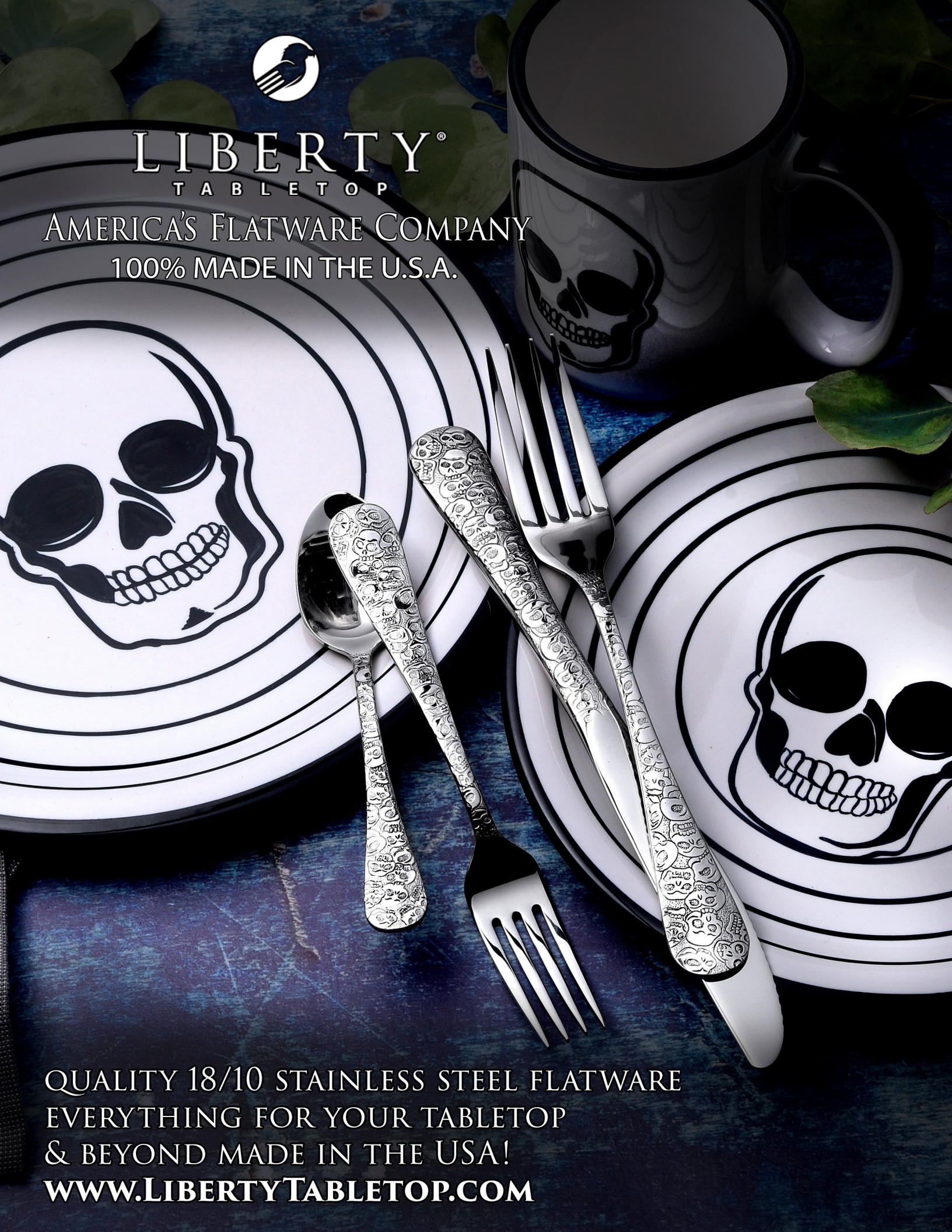


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Randy Wolken
President & CEO

U.S. Manufacturing Shines

Manufacturing has never been more vital to our country and its continued recovery from COVID-19. Everyone needs to understand just how critical manufacturing is to our economy. Here are some facts¹ about U.S. Manufacturing.

- Manufacturers contributed \$2.444 trillion to the U.S. economy in the first quarter of 2021.
- For every \$1.00 spent in manufacturing, another \$2.79 is added to the economy.
- As of July 2021, there were 12.4 million U.S. manufacturing workers.
- In 2019, the average manufacturing worker in the United States earned \$88,406, including pay and benefits.
- 92% of manufacturing employees were eligible for health insurance.
- Over the next decade, 4 million manufacturing jobs will likely be needed, and 2.1 million are expected to go unfilled if we do not inspire more people to pursue modern manufacturing careers.
- U.S.-manufactured goods exports totaled nearly \$1.2 trillion in 2020.
- Taken alone, manufacturing in the United States would be the eighth-largest economy in the world.
- Manufacturers in the United States perform 57.9% of all private-sector R&D in the nation, driving more innovation than any other sector.

Along with thousands of other organizations, October is the month we celebrate National Manufacturing Day. We also expect Governor Hochul to declare October Manufacturing Month with a New York State Proclamation. We must celebrate and beat the drum for manufacturing!

This year, MACNY and Partners for Education and Business (PEB) will be celebrating Manufacturing Day virtually on October 1st. We will also be hosting and promoting virtual events throughout the month. With numerous events going on throughout our region and the state, there are many opportunities to join in and promote the benefits provided within a manufacturing career.

We will also be hosting our Annual Legislative Breakfast on October 19 at The DoubleTree Hotel in East Syracuse, NY. Each year, this event serves as a regional opportunity for manufacturers and business leaders to meet with their local, state, and federal representatives to discuss issues that are pertinent to the manufacturing community. The event begins with a meet and greet with elected officials, followed by a plated breakfast, a legislative update, and a program with speakers. To register, visit macny.org/events.

We hope you will take the time to celebrate manufacturing this month – and every month!

¹ <https://www.nam.org/facts-about-manufacturing/>

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Chris Keevil

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Email: ckeevil@duplionline.com



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

WELCOME

Industry Leaders to Speak at the Summit

New York State Innovation Summit • November 8-9, 2021



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David Freund
Chief Leadership Officer

Making the Tough Call

Since arriving at MACNY over five years ago, I have probably written over 300 articles or weekly blog posts related to leadership and what I am learning. Based on the size of the average business book, that's about 2.5 business books, and yet, I don't think I have ever written an article specifically on this topic. It's not a topic that I even like to think about, yet it is critical to successful leadership.

An organization's ability to achieve its purpose is directly tied to developing and growing the team. What do you do when someone doesn't seem to be working out? If leaders are dealers in hope and believe that each person has giftedness, when and where do you draw the line with a poor performer?

Let's start with what happens if we ignore the issue. To start with, the morale of your top performers begins to suffer. In their opinion, if leadership doesn't care enough to address issues, why should they care about the organization. Another response you may get is greater conflict and resentment from those who care deeply about the organization. Your credibility comes into question by not addressing the obvious, and the best and brightest may start looking for work elsewhere. An often-overlooked concern needs to be for the self-image and potential of the low performer. By allowing poor performance to continue, we communicate to the employee that we don't think they can do any better. We reinforce poor performance and drive down their self-worth.

Here are the questions that we need to ask when faced with a poor performer:

1. Do they see the problem? If we haven't laid out our expectations, this may all be new to them. Engage them in a conversation that allows them to see the reality of the situation.
2. Do they want to get better? This question is key. If they don't care, all the effort in the world won't make the situation better. Have an honest conversation and see if they are committed to growth and the organization.
3. Can they do the job? Does their giftedness match the requirements of the job? They may want to do the job. They may like doing the job. They may be committed to the organization and still not have the giftedness or aptitude to do the job. Maybe they are just in the wrong seat on the right bus.
4. Are they on the right bus? Well, we knew that we would get here sooner or later. If they don't care, and if they aren't on the right bus, we need to set them free.

When we get to the point that we know it's time for them to move on, we set them free. Having an employee in a job where they aren't succeeding is cruel. We aren't doing them or our organization any favors by keeping them. Often, coaching them to leave is a viable option that can serve the employee and the organization well. The individual feels valued, and the organization is free to replace them with a better fit. Making the "tough" call is never easy, but it can work out for the best when done well.



Tiffany Latino-Gerlock

Director of Government Relations & Communications

MACNY'S Annual Legislative Breakfast

After several months of Zooming, FaceTiming, and holding events and webinars online, MACNY is planning to once again meet in person to present our legislative agenda and discuss important manufacturing issues with our elected officials – all under one roof. Hopefully you will be able to join us for MACNY's 2021 Legislative Breakfast on October 19th at the DoubleTree Hotel in East Syracuse, NY. Health and safety measures will be in place to ensure it is a productive event.

The event will begin with a meet and greet reception with local, state, and federal representatives from the CNY delegation, followed by a plated sit-down breakfast and program with a keynote speaker and panel discussion. MACNY also will present its legislative agenda for the 2022 Legislative Session with topics to include tax parity for all NYS manufactures, workforce development, the proposed New York Health Act, the NY HERO Act, and certain climate and energy issues – plus other state and federal issues pertinent to the manufacturing industry.

As you know, a lot has changed in Albany with a new administration at the helm. Governor Kathy Hochul is now the 57th and first female Governor of the State of New York. She previously served as Lieutenant Governor from 2015 to 2021, working on various economic development issues and chairing the statewide Regional Economic Development Councils. In September, she appointed Brian Benjamin as her lieutenant governor. Benjamin is a former State Senator with a business background, who represented Harlem and the Upper West Side and served as Chair of the Budget and Revenue Committee. We look forward to continuing to work with Governor Hochul and her team, and all our state representatives, as the year progresses.

Please feel free to contact me with any questions or if you would like to become further engaged in advocacy as we continue to track these legislative issues and prepare for the start of a new year. I hope to see you at our annual legislative breakfast. For more information, e-mail me at tiffanylatinog@macny.org or register online at www.macny.org/events.



**GOVERNMENT
RELATIONS**

ANNUAL LEGISLATIVE BREAKFAST

Tuesday, October 19, 2021

8 - 10 AM

DoubleTree Hotel, E. Syracuse, NY



EVENT SUMMARY

Each year, this event serves as a regional opportunity for manufacturers and business leaders to meet with their local, state, and federal representatives to discuss issues that are pertinent to the manufacturing community.

The event begins with a meet and greet with elected officials, followed by a plated breakfast, a legislative update, and a program with speakers.

DATE & LOCATION

October 19, 2021 | 8 - 10 AM

DoubleTree Hotel

6301 NY-298

East Syracuse, NY 13057

COST

\$80 per MACNY Member | \$85 per non-MACNY Member

Sponsorship opportunities available.

REGISTRATION

Space is limited and registration is required.

To register, visit macny.org/events

AT A GLANCE

- 8:00-8:30 AM: Meet & Greet with Elected Officials and Staff
- 8:30-9:00 AM: Plated Breakfast, Welcome Remarks, and Legislative Introductions
- 9:00 - 10:00 AM: Event Program - Legislative Updates and Panel Discussion on topics to include COVID-19, workforce development, taxes, NY HERO Act, and the proposed New York Health Act and Climate and Community Investment Act (CCIA).

Questions?

Tiffany Latino-Gerlock

Director of Government
Relations & Communications

tiffanylatinog@macny.org



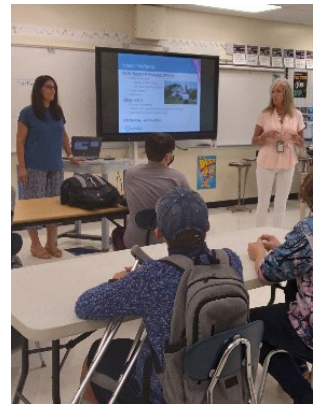
Amy Stewart
Workforce Development Specialist

Employers Participate in Spartan Academy Summer Bridge

On July 27th and 29th, East Syracuse Minoa (ESM) High School students enrolled in their early college high school program, known as the Spartan Academy, learned about in-demand careers as a part of their Summer Bridge program. Our involvement in the program assures incoming Spartan Academy students majoring in Science, Technology, Engineering, and Math (STEM) are given exposure to local companies and the employment opportunities in those fields. We also assist upper classes in networking, resume and interview preparation.

This career exploration event used a “speed dating” format. Three groups of 10 students rotated between classrooms to learn about each company’s services and career opportunities in 20-minute presentations. Our employer partners engaged students in discussions about architecture, healthcare, engineering, information technology, and more.

- **ICS New York** demonstrated how IT management services operate through backend computer networking programs.
- **King + King** showed students how they redesigned several ESM school buildings and explained the remodeling process.
- **Loretto** presented the many opportunities available at their organization beyond just healthcare and how they tailor positions to students’ interests.
- **SRC, Inc.** showed videos about the cutting-edge radar they develop to protect U.S. troops.
- **TTM Technologies** brought manufacturing equipment to the classroom with an epoxy-dispensing robot.
- **United Radio** educated students about how they support sustainability through their remanufacturing solutions, which even included repairing Nintendo systems!



These events are critical to helping the upcoming workforce see that Central New York offers a wide breadth of exciting industries. Students were able to see a variety of career opportunities that they may not have considered and how they can take many pathways to a professional position.

We are grateful for our employer partners and would not be successful without them.



Eileen Donovan
Workforce Development Specialist

How About NOW?

You know “timing is everything,” right? Well, your timing is impeccable if you’re looking to upskill your workforce. NOW is the time to get in the game if you’re not already, or if your current strategies aren’t producing the best outcomes.

At this moment, we (manufacturers, government, non-profit, and workforce development professionals) are all focused on one thing: filling millions of good jobs with skilled workers. We know that Registered Apprenticeship (RA) is the best way to ensure that your workforce is fully trained and to demonstrate your investment in development to your new hires. They can anticipate attaining the prized, nationally recognized journey worker card. What makes your timing so good is that right now, there is funding available to offset the costs of education and training of Registered Apprentices.

As a group sponsor, MACNY is the contractor and subcontractor on several funding sources that support RA programs; we continue to explore every opportunity to bring these dollars to our advanced manufacturing partners as they try to eliminate skills gaps and fortify their talent pools. As you evaluate your workforce needs, just look at what’s out there. There’s the OJT (on-the-job training) reimbursement program through **SUNY/New York College Apprenticeship Network (NYCAN)**. For advanced manufacturers who employ 50 or fewer people and add Registered Apprentices, this program reimburses 50% of the salary for the RA’s OJT, up to \$25/hour for up to six months! Do the math on a newly hired, full-time RA making \$16/hour for a 40-hour work week over an eight-week training period. Your company would be reimbursed **\$2,560** to defray training costs, all with minimal paperwork.

For manufacturers looking to expand their RA programs, we recently learned that the [**Apprenticeship Expansion Grant**](#) (lovingly called AEG) has been extended through December 2022. Employers who place qualifying apprentices into RA programs are potentially eligible for additional funds through AEG. This federal program means **up to \$10K** per qualifying RA to employers who understand the urgency of acting NOW, by getting their workers trained and ready for tomorrow via RA.

MACNY is here to help; we are the subcontractor on the Jobs for the Future Youth (ages 18-21) Apprenticeship Grant. This funding addresses the fact that the job market is tight and that the ways that we recruited and trained yesterday are obsolete today. **Jobs for the Future** (JFF) attempts to incentivize employers who hire RAs from under-represented groups (like youth). Today, you can be rewarded for thinking outside the box.

Speaking of expansion, you may want to revisit MACNY’s menu of NYSDOL-Registered Apprenticeship trades. After launching in 2017 with six advanced manufacturing apprenticeship trades, we have since added 13 more, including the versatile Industrial Manufacturing Technician (IMT), to the list. Possessing little or no previous manufacturing experience, an IMT RA can become a registered journey worker in this trade in only 16 months! This and other new trades resulted from our conversations with manufacturer members (and non-members too) who have entrusted us to work with them to resolve their workforce development challenges and to upskill their workers via Registered Apprenticeship.

These issues challenge every employer to reimagine current strategies. With over 108 years of experience, MACNY is here to help provide solutions to these concerns and many more. If you’d like more information on Registered Apprenticeship, recruiting, hiring, and training solutions, please reach out to Laury Ferguson, lferguson@macny.org.

What are you waiting for?



Cindy Oehmigen
Director, Energy & Corporate Services

What Good Can Come of This Nightmare?

There are some obvious new technologies that have come into the spotlight as a result of the COVID-19 pandemic. Not the least of which is a novel approach to vaccines. While the modality (mRNA) has been in development for over three decades, the urgency ramped up as the virus spread across the world. And I would hazard a guess, it will not be the last application for this type of effective vaccine. We also witnessed new designs of air quality purification equipment, new or expanded ways to order and receive almost everything; Restaurants learned to do curbside pickup, groceries ordered on-line for delivery or pickup. Amazon took over from brick-and-mortar storefronts. Schools had to get creative about delivering education. We (MACNY) started offering virtual services and events overnight with delivery of education, training, and even networking. I can't even guess what is happening now in the digital world. Clearly there is no going back to the 'good old days.' And given the advancements, I'm not sure I want to.


I am a music lover and am happiest outdoors convening with nature. My husband and I have traveled across the country for music festivals and outdoor concerts. While that has been curtailed over the past couple of years, it is beginning to open back up. Outdoors is simply more conducive for distancing and avoiding the challenge of closed in spaces. Having recently attended an outdoor concert that set up attendees in pods, I kind of hope they continue. It was enjoyable to not feel squished in. Which brings me to this story.

I happen to see a segment on *CBS This Morning* that really caught my attention. Hunter Noack is a native Oregonian, young, creative classical pianist who founded *IN A LANDSCAPE: Classical Music in the Wild* back in 2016, long before the pandemic closed in on us. His not-for-profit 501(c)(3) aims to bring classical music to unique settings, such as National Parks and urban greenspaces by trailering a 9-foot Steinway on a flatbed for "concerts that connect people with each landscape." This program was inspired by the *Works Progress Administration's* (WPA) Federal Music and Theatre Projects which presented free concerts and plays during the Depression.

The news story featured a concert where Noack performed on a cliff and the attendees wandered around the beautiful landscape wearing headsets so that they could enjoy the music and serenity as they wandered. Many had never been, nor had access to, a classical event. He works to match the music to the venue. The concert featured by *CBS This Morning* was held on land belonging to the Warm Springs Tribe. He had a member of that tribe, James Edmund Greeley join him, playing an American Flute. Really something special.

While *IN A LANDSCAPE* was not germinated by the Pandemic, I suspect there have been attendees to Noack concerts that are hungry for getting back to going to concerts and this is a pandemic-safe way to do it. Had it not been for the challenges of the recent past, I probably would not have learned about this program. Once I figure out how to get to Oregon without air travel, I will be happy to check this off my bucket list.

Sources: <https://www.cbsnews.com/video/classical-pianist-reimagines-concert-hall-by-taking-music-to-the-great-outdoors/>,
<https://www.inalandscape.org/>



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