

# MANUFACTURING MATTERS

## Emily Langan Joins MACNY as Workforce Development Specialist

We are pleased to welcome Emily Langan, MPA to the team as a Workforce Development Specialist. In her role, Emily will represent MACNY and Partners for Education and Business, Inc. (PEB) programs to employers and educators, as well as heighten awareness within the region about both organizations. She will play an integral role in maintaining relationships with new and existing companies participating in CNY STEM, P-TECH, and career readiness activities, while also supporting MACNY's apprenticeship and pre-apprenticeship programs.



Most recently, Emily was the Community Engagement Coordinator at Syracuse University. Prior to that, she was with United Way of Central New York. Emily holds a Bachelor of Arts Degree in Political Science from Nazareth College and a Master of Public Administration degree from Syracuse University's Maxwell School.

MACNY's President & CEO Randy Wolken states, "We are so excited to welcome Emily to MACNY and PEB's growing workforce development team. Emily's background, experience, and passion for the community make her a great addition. Please join us in welcoming her."

Emily is excited to get to know MACNY's member companies and help them develop their future workforce. If you would like to connect with Emily, please email her directly at [elangan@macny.org](mailto:elangan@macny.org).

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Randy Wolken  
President & CEO

## China Must Be Held Accountable and Comply With Its Trade Commitments

On October 4th, U.S. Trade Representative Katherine Tai indicated that the United States would reopen talks with China. She said that China has failed to comply with the trade deal signed during the Trump administration in 2020. She also indicated that the Administration would restart a process for U.S. companies to win exemptions from tariffs on Chinese products. In a recent speech, U.S. Trade Representative Tai laid out the Biden administration's trade approach to the world's second-largest economy.

President Biden's top trade negotiator said China was failing to meet its commitments under an agreement signed last year and was ignoring U.S. objections to its use of state power to dominate global markets at the expense of American workers. "For too long, China's lack of adherence to global trading norms has undercut the prosperity of Americans and others around the world. In recent years, Beijing has doubled down on its state-centered economic system," Tai said. "It is increasingly clear that China's plans do not include meaningful reforms to address the concerns that the U.S. and many other countries have shared."

Appearing at the Center for Strategic and International Studies, Tai said China's growth was coming "at the expense of workers and economic opportunity here in the U.S. and other market-based, democratic economies." She outlined a pattern of market-distorting behavior, beginning with China's 2001 entry into the World Trade Organization (WTO). Its behaviors have enabled it to gain dominance in multiple global markets, including steel and solar panels, and threatens to do the same in advanced technology industries such as semiconductors.

China continues its abusive behaviors—from intellectual property theft to market-distorting industrial subsidies—that harm manufacturers and their employees in the United States and worldwide. MACNY agrees with Ambassador Tai that we need a pragmatic approach to our relationship with China that works for our manufacturers. We are pleased that the Biden administration emphasized holding China accountable on the 'Phase One' deal, stepping up direct U.S. engagement with Chinese officials, and working to ensure that the U.S. and its Allies shape the global rules for trade. We encourage robust measures to ensure quick action to hold China accountable.

As a nation, we also need to invest in making ourselves more competitive. We need to implement a robust infrastructure investment. MACNY calls upon Congress to pass the over \$1 trillion bill that now remains ready to be passed into law. In a global market, we need vital investments to strengthen our ability to compete. On top of the infrastructure bill, we will need investments in critical technologies such as semiconductors so we can remain at the forefront of the next generation of manufacturing opportunities. Along with an increased emphasis on securing the talent for our industries, we can and will be successful.

I remain convinced that New York State and U.S. manufacturers can grow and produce the world-class products needed here and abroad. Join us in advocating for these timely actions by our elected officials at every level of government.

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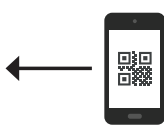
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## Maximize Your Membership

Do you want to...

- Learn more about MACNY's services and how to better utilize your membership?
- Meet our staff and, more importantly, have an opportunity to meet other MACNY members and learn more about what they do in our community?

We are excited to be holding in-person and virtual **Maximize Your Membership** sessions on the second Thursday of each month from 9 - 10 AM.

Mark your calendars for our next three meetings...

**November 11   December 9   January 13**

Register online at [macny.org/events](http://macny.org/events) or contact Stephanie Adams at [sadams@macny.org](mailto:sadams@macny.org).

## **inFUZEd** MARKETING MEETUPS

Join us for an hour every month on a Monday morning to get infused with marketing knowledge and wisdom. These virtual sessions are the perfect place to ask questions, get answers, and discuss your marketing challenges.

### **PR and Media for Manufacturers**

Monday, November 22<sup>nd</sup>, 2021

### **Video Marketing**

Monday, December 13<sup>th</sup>, 2021



Learn More About our Monthly events and register for them here: [FuzeHub.com/infused-marketing-meetups/](http://FuzeHub.com/infused-marketing-meetups/)



David Freund  
Chief Leadership Officer

## Gratitude

Over the last few weeks, the leaves have gently fallen, and the smell of fresh-baked apple pies are starting to fill our homes. That must mean that we are in the month of November and approaching Thanksgiving. Over the years, I have seen a trend to reduce the meaning of Thanksgiving in favor of a greater focus on Black Friday sales, football, and a reference to “Turkey Day.” So, where did Thanksgiving come from? Yes, we can reference back to the handful of pilgrims who survived their first winter in the new world and celebrated with the Native Americans who taught them how to survive in North America. But when did it become something official?

George Washington issued a proclamation designating November 26, 1789, as a day of public Thanksgiving. Seventy-four years later to the day, Abraham Lincoln issued a proclamation designating November 16, 1863, as a national day of Thanksgiving. On December 16, 1941, Thanksgiving became a national holiday designating the fourth Thursday in November as Thanksgiving Day. Why did they do it? Was there a reason behind the reason?

Yes, it is a day to express gratitude to God for those who are people of faith. But what is the reason behind the reason? In Washington’s time, he expressed thanks for the newly written Constitution, but he also knew that the next few years would be a challenge. Would the country hold together? Would they find ways to settle the nation’s debts from the war? Lincoln saw a nation deep in a civil war. A divided country with thousands of deaths each month. Roosevelt was leading a nation out of the Great Depression and facing World War II. All three realized that they needed something special to help them lead through challenging times, and gratitude was the key.

A November 2014 *Forbes* article<sup>1</sup> listed these seven benefits of Gratitude:

1. Gratitude opens the door to more relationships.
2. Gratitude improves physical health.
3. Gratitude improves psychological health.
4. Gratitude enhances empathy and reduces aggression.
5. Grateful people sleep better.
6. Gratitude improves self-esteem.
7. Gratitude increases mental strength.

A recent *Positive Psychology* article<sup>2</sup> shared 28 benefits of Gratitude. It looks like our three presidents knew that focusing on gratitude changes us. Our thought life shifts when we are intentional about gratitude, and an entirely new world opens up. Here are my favorites from their list.

Gratitude...

- **Makes Us Happier & Enhances Positive Emotions** – Who wouldn’t want to be happier? It makes everything in your life more enjoyable. You begin to see the glass half full rather than half empty. You give people the benefit of the doubt rather than assume the worst.
- **Strengthens Family Relationships in Times of Stress** – When kids see gratitude at home, it is much easier for them to handle difficult situations such as illness or loss. Managing our thought life changes our reactions.
- **Makes us More Giving** – When we spend time being thankful for what we have, it opens up our hearts and minds to the needs of others. We develop an abundance mindset rather than a scarcity mindset. We view our lives as rivers to share resources with others rather than reservoirs to store things we may never need.
- **Makes People Like Us** – Grateful people are more likable, and let’s face it, who doesn’t want to be liked.
- **Makes us a Better Leader** – Practicing gratitude enhances our praise giving, makes us a better motivator, and makes us more likely to engage in mentoring.

I’m sure you will agree that we all could use a healthy dose of gratitude. Why not start today. Between today and Thanksgiving, find something each day that you are grateful for. Why not make it a family exercise.

May you and your families have a blessed Thanksgiving.

<sup>1</sup> <https://www.forbes.com/sites/amymorin/2014/11/23/7-scientifically-proven-benefits-of-gratitude-that-will-motivate-you-to-give-thanks-year-round/?sh=4a4237c7183c>

<sup>2</sup> <https://positivepsychology.com/benefits-gratitude-research-questions/>





Tiffany Latino-Gerlock

Director of Government Relations & Communications

## MACNY's Annual Legislative Breakfast Recap

*Thank You to All Who Attended*

MACNY held its Annual Legislative Breakfast on October 19, 2021, at the DoubleTree Hotel in East Syracuse with about 100 MACNY members and legislative leaders in attendance. Since the event was held virtual last year, it was great to be back in person with proper safety measures in place.

Several members of the New York State Legislature along with legislative representatives from city and county government and the U.S. Congress were there to chat with our members and provide thoughtful and valuable feedback on various key manufacturing issues.

In addition, a representative from Governor Kathy Hochul's Office presented MACNY with a New York State Proclamation to recognize October as Manufacturing Month. Previously, we received a Resolution from the NYS Legislature and recognition from Congressman John Katko.

MACNY holds this event each year to provide members with our legislative agenda, highlight key state and federal issues, discuss current matters facing manufacturing, and to gather feedback from our members on what is most important to them. The event also provides direct access to local elected officials.



This year's event panelists, all experts in their field, focused on issues "top of mind" to include tax parity for all manufacturers, workforce development, COVID-19 workplace safety, legal cannabis and workplace testing, NY HERO Act rules and deadlines, and the proposed New York Health Act. Thank you to panelists: Paul Henry, CPA/ Partner, The Bonadio Group; Fred Matt, President, Saranac/ F.X. Matt Brewing Co., Inc.; Sean Doolan, President, Hinman Straub; Emily Arthur, Human Resources Manager, Riverhawk Companies; and Andy Bobrek, Member, Bond, Schoeneck & King.

# GOVERNMENT RELATIONS



## Representatives in attendance included:

### NYS

Assemblyman Al Stirpe  
Assemblywoman Marianne Buttenschon  
Assemblyman John Lemondes  
Assemblyman Mark Walczyk  
Senator Pam Helming  
Senator Rachel May

### City/County

Oswego Mayor Billy Barlow  
Onondaga County Executive Ryan McMahon

## Legislative office representatives:

Lisa Sacco – Assemblywoman Pam Hunter  
Craig Swiecki – Assemblyman Bill Magnarelli  
Deanna Schneider – Senator John Mannion  
Dan Kolinski – Empire State Development  
Tracy DiGenova – Office of Governor Kathy Hochul  
Chris Burtis – Congressman John Katko  
Joe Nehme and Emily Cole – U.S. Senator Chuck Schumer

The event was made possible with the help of our sponsors. I would like to thank Bond, Schoeneck & King; The Bonadio Group; C&S Companies, Fust Charles Chambers; Gear Motions; Morse Manufacturing; and WestRock for supporting this year's event.

MACNY will continue to host government relations events in virtual, in-person, and hybrid formats. We also still plan to hold a manufacturing advocacy event next year in Albany but will continue to monitor the pandemic and any new mandates and laws. Please feel free to reach out to me anytime to share your legislative or policy priorities with me, so we can best serve you! I can be reached any time at [tiffanylatinog@macny.org](mailto:tiffanylatinog@macny.org).





Taylor Hodge  
Workforce Development Specialist

## Thanking Marianne Ferris for Her Continued Commitment to PEB

It is with mixed emotions we announce that Marianne Ferris has transitioned into a part-time role with Partners for Education & Business, Inc. (PEB) and MACNY. Marianne joined PEB as an employee over three years ago. Prior to joining PEB as an employee Marianne served as a PEB board member, volunteer, and trusted advisor for many years.

Marianne has been instrumental in the growth and development of the CNY STEM Scholarship Program. Her keen attention to detail and expertise have allowed the program to flourish to where it is today, having distributed over \$700,000 in scholarships. Marianne has built and maintained relationships with sponsoring companies and the 65 plus student recipients over the years.



With a background in vocational education, Marianne always found it most rewarding to help students prepare their resumes and polish their interviewing skills. She worked closely with students in the Spartan Academy at ESM, Solvay High School, and the Syracuse City School District and engaged employers through these efforts. Marianne is the consummate professional, a tremendous leader, and has always represented PEB as a value-add to each organization we serve.

Please join us in congratulating Marianne as she begins her move into retirement. We are incredibly thankful to still have her as a part of our team!





Eileen Donovan  
Workforce Development Specialist

## Apprenticeship Addresses the Skilled Worker Shortage

The question stands: *where are the workers?*

Recruiting was a major challenge for advanced manufacturing before COVID-19 landed. Since then, it has only become more difficult. Experts now warn that **2.1 million** manufacturing jobs could go unfilled by 2030, suggesting that we need to rethink everything, especially our hiring strategies.

As CNY manufacturing's advocate, MACNY is hard at work to tackle this issue, to come up with workable solutions, and to help our members get ahead of the trend. We believe that expanding diversity, equity, and inclusion (DEI) in recruiting, hiring, and training is the way to widen the population of workers. Registered apprenticeship is an effective way to do it.

Currently, MACNY is at the table with manufacturing leaders and workforce experts to expand talent pipelines and to diversify workplaces. Our federal and state governments are focused on this by making funding available to employers who include underrepresented groups in their hiring promotions. For example, MACNY participates in the IDEA-M grant through Jobs for the Future (JFF) by ensuring that our signatories have access to reimbursement funding for the training of registered apprentices from different demographics (e.g., minorities, women, youth). Registered apprenticeship is a time-tested method of developing skilled workers who come away from their training with nationally recognized certifications. These are the workers who will do the work that will support our standing in the world economy.

On November 4, MACNY will join the Manufacturers Alliance, JFF, the Apprenticeship Programs at the State University of New York (SUNY), and manufacturers to share expert tips and insights about effective ways to place DEI at the forefront of hiring practices. It will be a robust discussion about an expanded, more diverse worker pipeline. If you are a manufacturing company executive, HR professional, an educator, or workforce development professional, this is the round table for you.

Additionally, check out [MACNY's registered apprenticeship program](#) and see if it's a fit for your goal of greater diversity, equity, and inclusion. Contact Laury Ferguson at [lferguson@macny.org](mailto:lferguson@macny.org) for more information.



Cindy Oehmigen

Director, Energy & Corporate Services

## **“It’s Not That Easy Bein’ Green”- Kermit the Frog**

Years ago, Kermit gave us a peek at what the future had to bring. Whatever side of the argument you are on (Is global warming real? Can mankind do anything about it?), the weather over the past few years has certainly made us think about the potential impacts of climate change (fires, draught, tropical storms, and the resulting flood damage).

“It’s not that easy being green,” but it is becoming more important...and easier. Electric vehicles are becoming much more mainstream as big auto starts moving away from combustion engines. We (my husband and I) use Amazon to shop for many things. Now the trucks show up and we don’t even hear them—all electric. The evidence of the electric slide is popping up in many places: EV stations in hotel parking lots, college campuses, airports, etc.

I will admit, I find the shift to electric a bit worrisome. I think about how stopping by the gas station is just routine. Sometimes I run in for milk or bread on my way home. But even if these same convenience stores install charging stations, doesn’t it take too long to recharge? Rumor has it that the convenience stores are concerned about the threat to their existence. That concern might have some validity.

And then I came across an article from BBC’s February 2021 Science Focus<sup>1</sup>: New Fast-charging battery promises a full ‘tank’ in five minutes. The secret is a new lithium battery. An Israeli based firm, StoreDot, unveiled its new battery in January. The article goes on to say that most EVs take 20-60 minutes to charge, and it takes a special charging station. Petrol (it is a British article) or diesel tank fills take 3-5 minutes. This new battery may just be the game changer we need.

What allows this battery to speed charge? The first iteration has substituted Germanium for the typical graphite components. Germanium has lower resistance to speed up the charge. It also does not heat up, so it does not degrade like graphite. But before you get too settled on that, they are about to introduce a second-generation design that uses silicon instead of Germanium. Silicon makes it more affordable.

Slow to charge is not the only barrier to all of us driving EVs, although this could be a big push forward. Back a few years ago I wrote about Range Anxiety: the fear of running out of juice when you are far from where you want to be. The hero in that newsletter article was a local start up, Spark Charge. Now headquartered in Massachusetts, they have exploded on the EV scene working hard to build an EV charging network. If you are not familiar with them, visit their website: <https://www.sparkcharge.io/about-us>. They design and produce a portable charging unit that fits in the trunk of your EV for when you find yourself stranded. They are also working with partners to provide emergency charges (like you might do with AAA) and an on-demand delivery service. With an app, you put in where and when you want your car recharged and you’re good to go.

I would be remiss if I did not give a shout out to my NYSEDA partners. They are in the process of rolling out programs to further encourage companies and individuals to join in the EV movement, including support for electrifying fleets and charging station installations in company parking lots. Learn more at <https://www.nyserda.ny.gov/Business-and-Industry/Commercial-Transportation>.

I will circle back to the idea that it isn’t easy being green, however, as Kermit sings:

But green’s the color of spring  
And green can be cool and friendlylike  
And green can be big like an ocean  
Or important like a mountain  
Or tall like a tree

<sup>1</sup> <https://www.sciencefocus.com/news/new-fast-charging-battery-promises-a-full-tank-in-five-minutes/>





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