

MANUFACTURING MATTERS

Marissa Beck Joins MACNY as Marketing & Communications Manager

We are so excited to welcome Marissa Beck to the team! Marissa has joined the organization as the Marketing & Communications Manager. In her role, she will support various marketing and communications initiatives for both MACNY and Partners for Education & Business, Inc. (PEB). She will also work directly with MACNY's training and events teams to deliver content and offerings to MACNY members.

Most recently, Marissa was the Marketing & PR Manager for The Travel Corporation in Dublin, Ireland. Her career also includes experience as a Communications Associate and Marketing Consultant. Marissa holds a Bachelor of Honors Communication Degree from Wilfrid Laurier University and a Corporate Communications and Public Relations Post-Graduate Diploma from Fanshawe College.



MACNY's President & CEO Randy Wolken states, "We are so excited to welcome Marissa to MACNY's growing team. Marissa's education, experience, and extensive skills will make her a great addition."

Marissa is excited to get to know MACNY's member companies. If you would like to connect with Marissa, please email her directly at mbeck@macny.org.

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Randy Wolken
President & CEO

Manufacturers Faced With Supply Chain Challenges

Manufacturing supply chains are stressed. It is a challenge we must address as a nation. Critical shortages and slowed deliveries have hampered manufacturing growth and dampened consumer demand that has recovered quickly from the COVID-induced economic downturn. We must turn our attention to this issue to facilitate the increase in manufacturing in the U.S.

Numerous issues have tangled the global supply chain. The COVID crisis caused a rapid drop in demand due to restrictions on consumers and employers. Demand dropped quickly, which halted the production of many critical components, including needed semiconductor chips used in so much of our technology today. Automobile production was gravely impacted, as were much needed technology and equipment used in manufacturing. Although significant, many experts expect the supply chain to recover from the rapid slowing and recovery due to COVID.

A more persistent challenge is also responsible for the stress on our supply chain—the shortage of labor in the logistics and transportation industries. Especially hard hit were the trucking and warehousing industries, where we can expect a long-term challenge in staffing. A rash of retirements, increasing demand, and a shift to online purchasing have put a real strain on these industries. Similar problems have emerged in the global shipping sector as a whole.

One of the most surprising consequences of the supply chain shortage has been how American consumers live their lives. Recent supply chain delays and disruptions have left many feeling frustrated, angry, and scared. Also, many feel that the disruptions will never end, according to a new study by Oracle¹. Furthermore, the supply chain speed of delivery has become critical to people's purchasing decisions. Organizations that don't prioritize their supply chains risk declines in customer loyalty and revenue. Over 80 percent of people are willing to pay a premium for their items' smooth and timely delivery.

The most significant trend to benefit U.S. manufacturing is the desire for re-shoring and near-shoring. Manufacturers are following a trend that has long been used in retail and e-commerce where the companies closest to their end customers are tomorrow's winners. For example, Amazon has traded its mega-warehouse strategy for an approach that involves smaller, localized warehouses, as we have seen in Central New York most recently. The universal aim is to achieve the goal of near-instant delivery.

These supply challenges require a more dedicated effort to invest in a higher-skilled workforce for the transportation and manufacturing industries. We also need to modernize our roads, bridges, rails, ports, and broadband infrastructure. MACNY will continue to advocate for members and our communities to accomplish these critical outcomes. Please join us in reaching out to your elected representatives and let them know how crucial these investments are to our continued success.

¹ <https://blogs.oracle.com/scm/post/how-supply-chain-disruptions-are-ruining-our-lives-and-what-you-can-do-about-it>

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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...

December 9 January 13 February 10

Register online at macny.org/events or contact Stephanie Adams at sadams@macny.org.

WELCOME OUR NEW MEMBERS...

LHCM Solutions

LHCM Solutions is a talent optimization consulting firm with over 25 years experience helping business leaders design and implement business process improvements.

Visit them at: <https://www.lhcmsco.net/>

PNJ Technology Partners, Inc.

PNJ Technology Partners works with clients as a trusted IT advisor to help them make smart technology investments that promote growth and success.

Visit them at: <https://www.pnjtechpartners.com/>

WELCOME



Tiffany Latino-Gerlock

Director of Government Relations & Communications

2022 Legislative Session and Election Look Ahead

What to watch for in Albany

The general election is over and the holidays are upon us. That means the start of the 2022 Legislative Session is just a few weeks away.

The MACNY Government Relations team has already been holding productive meetings with state legislators and Governor Kathy Hochul's executive staff to advocate for some main priorities. Once again, we are requesting continued state funding to support and grow the Manufacturers Intermediary Apprenticeship Program (MIAP). We also continue to lobby for the extension of a zero percent tax rate to smaller manufacturers that are organized as S corporations, proprietorships, LLCs, and partnerships (pass-through entities) in order to provide tax equality to all manufacturing companies in New York. With the help of The Bonadio Group, we were able to update the Beacon Hill Study to demonstrate how CNY manufacturers could benefit from this tax measure and re-invest in their communities. For more information on the bill A.3734 (Stirpe)/S.27(Kaplan), visit macny.org.

In addition, we continue to have conversations with our state legislators regarding certain proposals we have flagged as important to our industry. One proposal is the Climate and Community Investment Act (CCIA), which would seek to transition New York to 100 percent renewable energy and place a fee on carbon emissions. Another is the New York Health Act, which would create a single payer healthcare system in New York. Advocates for the New York Health Act say it would help correct a crisis of underinsurance in the state, while opponents worry it would increase costs for employers and possibly lead to job losses. We know there are strong opinions on both sides of these issues with MACNY members and business organizations weighing in throughout the state.

The new year also looks to bring a highly anticipated election for Governor of New York State as more candidates throw their hat in the race and New Yorkers prepare to head to the polls to select a leader.

To help ensure we are advocating on behalf of all our members on different issues, I will be sending out an online legislative survey that I hope you will complete and return to me by the beginning of the new year. We also will be holding monthly government relations webinars to provide you with the latest developments out of Albany and Washington, gather your input and feedback, and strengthen our advocacy efforts. Furthermore, we will be continuing to use our electronic tool i360 to connect members with their elected officials on important state and federal issues. I look forward to your participation.



David Freund
Chief Leadership Officer

Next Year

I can't believe it's already December. Didn't we just enter 2021 with high hopes that life would finally get back under control? It was a good year and next year is right around the corner. What will next year be like? The truth is that you have the opportunity to determine what next year will be like. It's not Albany, Washington, or the fears of a worldwide illness. It's you. But, you need to take action NOW if you want to create an amazing 2022. Let's get started.

To start, review 2021. This will take some time to do correctly. I use the last week of December as my annual reflection time. I review my daily planner from the entire year. I review each day and look for key takeaways and list them in five specific areas:

1. What went well? With this question, I am looking for events or experiences that were outstanding. Not average or run of the mill, but outstanding experiences.
2. What didn't go well? With this question, I want to determine things that I should stop doing.
3. What did I learn? This question is a critical one. Often, we learn things and then forget them because we haven't used the new knowledge or shared it with anyone else.
4. What will I change? We have all heard the phrase, "Insanity is doing the same thing over and over again and expecting different results." So, let's face it, we need to make changes for things to improve.
5. What was the highlight of my day? This is one of my favorite questions, but often very hard to answer because you need to think deeply into what adds the most to your life.

Once this review is complete, I have the foundation to build plans for the upcoming year. The next question I ask is how

all of this information matches with my values and goals. Was there alignment between my expenditures of time and treasure with who I am as a person? Did my actions fall in line with my life purpose? This review allows me to establish a gap assessment of sorts, and then I am ready to build a plan for the best year ever.

How about you? Are you ready to get started? Take a look at 2021 and determine how well it measured up with your purpose, vision, values, and goals. Ask yourself the five questions.

Start to build the best year ever by planning your time off. If you don't start with time off, you will fill your year with work and busyness. When will you take a vacation? How will you spend your vacation time? Take time to plan date nights, family dinners, and other meaningful events. Get this on your calendar.

Next, identify training and learning opportunities that you will attend. Think about who you may want to meet next year and who could make the introduction for you. MACNY can be a great source for these experiences. A MACNY Individual Membership might be the ticket you are looking for to accelerate your growth. Audiobooks from the library, podcasts, and YouTube are resources that don't cost you a penny and provide priceless content. It just takes some intentional planning. Once you have this part of your plan finished, you are on your way to the best year ever. You have scheduled things that are important to your success both at home and at work.

As you read through this short article, did you notice that all the actions I mentioned are within your control? You are in complete control of the most important aspects of your new year. Everything else is operating outside of your plan. Yes, it will have an effect on the plan, but it won't control the plan; you will. If you would like to chat about your plan, reach out to me at dfreund@macny.org. I hope you have a happy and intentional New Year.

PARTNERSHIP ANNOUNCEMENT

Announcing Our New Partnership with Laura Thorne Consulting

We are excited to announce a new partnership with Laura Thorne of Laura Thorne Consulting. Laura has joined the organization as an official partner consultant. In her role, Laura will help with MACNY's expansion of workshops and coaching, consulting directly with MACNY members, and supporting the creation of on-demand online courses. Laura will deliver high-quality actionable training, coaching, and strategy services to help members perform better, improve culture, and make more impactful decisions.



Laura has been managing and leading programs in various industries for over 25 years. She has a background in environmental science, programming, and business excellence. Her services include workshops, coaching, strategic facilitation, and organizational performance evaluations. She uses a framework and approach to leadership she created, called The Role Model Way™, as the basis of her consulting. She also has a passion for mentorship and designing mentor programs. That said, she enjoys coaching people from all levels about career navigation and leadership development. Clients of Laura's accomplish goals that have been eluding them, improve their relationships, devise creative solutions to problems, and become role models in their respective positions.

MACNY's President & CEO Randy Wolken states, "We are very excited to be working more closely with Laura Thorne to bring MACNY members high-quality workshops, training, coaching, and consultative services. Laura brings a wealth of experience and knowledge to our team and will be able to serve MACNY members in new value-adding ways."

Laura is eager to get to know MACNY's members and to help them with problem-solving and improving their businesses. If you would like to connect with Laura, please email her directly at laura@laurathorneconsulting.com. She will also be writing in upcoming MACNY newsletters and starting a new weekly blog series. To subscribe to Laura's blog through MACNY visit macny.org/subscribe-laura-thorne/.

A sampling of upcoming courses and workshops include:

- Set Up for Success in 2022
- Extreme Accountability
- Conflict Resolution
- Strategy Design Lab
- DIY Business Performance Evaluation
- Designing a Corporate Mentor Program
- How to Modernize Your Website

For more information about upcoming events and workshops, visit macny.org/events or email info@macny.org.





Marianne Ferris
Consultant, PEB

Connecting Career Opportunities with Students

In all of PEB's work with schools and students, we have come to realize the difficulty in getting information to students. We can clearly connect with students in the P-TECH programs that we serve in the Syracuse and Auburn School Districts as well as the Early College High School Programs we work with in the East Syracuse Minoa and Solvay School Districts. But that's only a small percentage of high school students in Central New York.

The local counselors' group is chaired by Dave Mancini, School Counselor at C.W. Baker High School in Baldwinsville who has offered the following comment,

"We value our connection with MACNY, as it has allowed us to better advise our students on apprenticeships and career opportunities available to them. It is so important to inform our students as early as possible about all the options that are available to them in Central New York. We hope to continue this relationship so we are able to connect our students with the career opportunities that exist."

We connected with Dave and have managed to get on the counselor's group calendar. By the time you read this, they will have attended a luncheon and trades panel presentation at MACNY in late November.

The same trades representatives held a "Trades Fair" at Solvay High School in October. At the Trades Fair they presented trades opportunities in a large forum and then met with students individually to provide them with the chance to speak with these representatives at their assigned tables (much like a college or job fair). This was

a huge hit with the students! Now, the counselors will be able to add the "trades" to their arsenal of career pathway information. We maintain and annually update contact information for counselors and technology teachers in over 80 school districts. This database is critical to communicating CNY STEM Scholarships, as it enables counselors and teachers to share scholarship information with students. We know that counselors are frequently visited by colleges and military recruiters. So, how do we get the information to them about job opportunities that exist in Manufacturing in Central New York (which includes direct from high school and apprentice programs in local companies and the trades)?

During Manufacturing Month this past October, we showcased several local manufacturers and highlighted their job opportunities. The Marquardt video (www.youtube.com/watch?v=cNb9ZfiBM_I&t=3s) was directly targeted at students and dispelled the Manufacturing Myth. We have forwarded this video to the counselors and to all technology teachers, encouraging them to show it in their classrooms.

What can you do to help this effort? If you have a video aimed at students that would showcase your job openings, please forward it and we will get it out to the counselors and technology teachers.

If you are able to host a student group, supply a virtual tour, provide a speaker or if you have job shadow, internship, part-time, or permanent positions, please contact Taylor Hodge at thodge@macny.org.

If you are interested in sponsoring a CNY STEM Scholarship, please contact Marianne Ferris at mferris@macny.org. We already have commitments and are awaiting confirmation from several other local companies. You can sponsor a two-year or four-year scholarship.

If your company has an apprentice program, please let us know and we will ensure that we get that information out to students via counselors and technology teachers as well. We firmly believe there is a path for every student and our mission this year is to inform educators and counselors about all those amazing pathways and opportunities. We need your help to get it done!



Eileen Donovan
Workforce Development Specialist

We Don't Do It Alone

When someone asks, “What do you do for a living?”, I tell them I am part of the Workforce Development team at MACNY. If the next question is, “What does MACNY do?”, I’m tempted to respond with, “How much time do you have?” I’ll start with the basics about how we’ve advocated for the success of local manufacturers for over 100 years. There’s always someone out there who is amazed to learn about all the work that MACNY does on behalf of our businesses and manufacturers.

I thought about this as I attended the recent *Pathways to Careers* event, presented by the Central New York School Board Association (CNYSBA), a MACNY affiliate. It occurred to me that our work is not done in isolation. CNYSBA’s event was successful because of collaboration. MACNY, CNYSBA, and Partners for Education and Business (PEB), a fellow MACNY affiliate, collectively put our heads together to present an information-packed evening for local students, parents, and guidance professionals about career possibilities in our region.

We were asked to consider who from our member companies and apprenticeship contacts might we invite to the panel to share their perspectives. Nick Gratch, Apprenticeship Training Representative from the New York State Department of Labor (NYSDOL), agreed to discuss the many prospects for journey workers across the state in advanced manufacturing, as well as the building trades. We were pleased to introduce two of our MACNY-group-sponsored apprentices to CNYSBA as possible panelists to talk about advanced manufacturing.

Greg Reals, now in year two of his Toolmaker apprenticeship at PPC Broadband, described how he learned of the

opportunity during his last month as an Onondaga Community College (OCC) student. Even though he was about to achieve his Associate Degree, Greg recognized apprenticeship as a solid next step in his career.

Also contributing insight from the registered apprentice perspective was Jack Stone, who became an Electro-Mechanical Technician apprentice at Anoplate in January of this year. Jack was recruited to the apprenticeship by his supervisor (himself a journey worker), who noticed his work ethic and advised him about the benefits of registered apprenticeship. He’s currently taking classes at OCC. An advantage of this pathway is that he will not have to consider the cost of this education, as it is covered by The SUNY Apprenticeship Program (SAP).

We were thrilled that these MACNY-sponsored apprentices were so willing to share their experiences with this audience, comprised of attendees who were not much younger than them. It’s one thing to hear about the value of apprenticeship from their teachers or from us, but it’s quite another to listen to individuals who were sitting in their seats just a few years ago.

Our work with our affiliate associations, member companies, and school partners to showcase the great career paths in CNY offers us the comfort of knowing that these collaborations support the needs of our manufacturers and students who consider working for them. In that way, MACNY advocates for our region’s success and a thriving talent pool. For more information, contact Laury Ferguson at lferguson@macny.org.



Cindy Oehmigen
Director, Energy & Corporate Services

Bats: Interesting, Frightening, or Heroic?

I have known for a long time that bats are an important contributor to the health of the ecosystem. They eat up to 1,200 mosquitoes per hour. We have a bat house on our barn for that very reason. But, there's so much more to this special mammal that has recently garnered a lot of attention.

While researching, I found this list of 10 interesting facts about bats provided by Nature Conservancy:

1. Bats live to 30+ years and can fly up to 60 mph. According to Google, they are the only mammal that truly flies due to the hand-like structure of their wings
2. They find their food in complete darkness using echolocation
3. They eat mosquitoes
4. At least half of the species are in decline (and there are 1,400 different species)
5. They hibernate in winter, even encased in ice. While in hibernation, they can stop breathing for over an hour to conserve energy
6. Baby bats are called pups. Bats only have one pup per year, which is one reason they are vulnerable to extinction. They find each other among thousands of bats by unique voices and scents
7. Bat guano is an extremely rich fertilizer
8. The largest species is the Flying Fox, found in the South Pacific. The smallest is the Bumblebee bat that is about the size of a thumbnail
9. Pallid bats eat scorpions
10. The Bracken Bat Cave in Texas is home to the largest colony of bats in the world

These are just a few unique characteristics about bats. One that is not on the list is that bats have something in their genetic make-up that protects them from viruses. They carry many viruses and are not affected by them. This ability has the attention of scientists around the world. Some have hypothesized that it may be because of their flight mechanics. While in flight their heart beats as fast as 1,066 times/minute, raising the body temperature. The theory is that the rise in body temperature behaves as a protective mechanism like a fever. Fever is the body's own defense against viruses. We know that high temperature slows the replication of viruses and amps up the immune system. One study that was conducted to test this theory attached temperature sensors to four bats in strategic places on their wings. Then, they were turned loose to fly in a controlled environment. Apparently, the bat wing is designed to self-cool. All four bats registered the same temperatures, and it was not at the fever level. There is clearly some other mechanism at work for bats. It remains a mystery that scientists are still trying to crack.

In the meantime, we know that bats have been at least partially responsible for outbreaks of virus around the world:

- 1) 1967 Marburg Virus in Europe
- 2) 1976 and 2014: two Waves of Ebola in Africa
- 3) 1994 Hendra Virus in Australia
- 4) 1998 Nipah in Malaysia
- 5) 2003 SARS in China
- 6) 2013 Mers on the Arabian Peninsula
- 7) 2019 Covid-19 Pandemic

One thing we have learned from research is that the genes involved in a bat's immunity and inflammation are continually changing in response to viruses and subsequently, viruses are responding by changing as well. This dance will likely continue as we encroach on the bat habitat, as will the efforts by scientists to understand how it works. The hope is that by studying the bat we will be able to unravel this enigma and find a way to minimize the impact.

Sources:

- Nova Bat Superpowers, aired 9/15/2021: <https://www.pbs.org/wgbh/nova/video/bat-superpowers/>
- National Geographic-Oct 25, 2021 (Mary Bates): <https://www.nationalgeographic.com/animals/article/why-bats-are-the-real-superheroes-of-the-animal-world>
- Nature Conservancy, 8/12/2019: <https://www.nature.org/en-us/about-us/where-we-work/united-states/arizona/stories-in-arizona/top-10-bat-facts/> <https://www.pbs.org/video/unique-adaptations-may-explain-bats-resistance-viruses-zceys/?continuousplayautoplay=true>



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