

# MANUFACTURING MATTERS NEWSLETTER



## MACNY WELCOMES JUSTYNA VALENCIA AS WORKFORCE DEVELOPMENT SPECIALIST



We are so excited to welcome Justyna Valencia to the MACNY team. Justyna has joined the organization as a Workforce Development Specialist. In her role, Justyna will support MACNY's New York State Manufacturers Intermediary Apprenticeship Program (NYSMIAP). She will play an integral role in maintaining relationships with new and existing companies participating in NYSMIAP, while also coordinating related instruction and on-the-job training for apprentices. Justyna will also be actively engaged in workforce development initiatives supporting the expansion of the current apprenticeship program as well as new initiatives that support critical industry sectors such as the semiconductor and green energy supply chains statewide.

Most recently, Justyna was the Customer Success Agent and Onboarding Specialist for StorySlab. Prior to that, she spent 13 years at JADAK, A Novanta Company as a Manufacturing Operator, Documentation Technician/Quality Assurance Assistant, Engineering Document Specialist, Sr. Marketing Communications

Specialist, and Regional Sales Support Specialist. Justyna holds an Associate Degree in Applied Science with a concentration in Early Childhood Education from SUNY Cobleskill.

MACNY's President & CEO Randy Wolken states, "We are so excited to welcome Justyna to MACNY's growing workforce development team. Justyna's robust experience within the manufacturing industry and extensive skillset will make her a great addition. Please join us in welcoming her!"

Justyna is excited to get to know MACNY's member companies. If you would like to connect with Justyna, please email her directly at [jvalencia@macny.org](mailto:jvalencia@macny.org).

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*New Year's*



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# PRESIDENT'S MESSAGE

Randy Wolken, President & CEO

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## HAPPY NEW YEAR!



Happy New Year to you from MACNY! 2022 promises challenge and change. The COVID-19 pandemic will continue, but our economic recovery is strong and will persist. Our COVID-19 response will continue to evolve. As leaders, we must find ways to navigate through it. So much fear and suffering has been with us for many months now. However, hope is on the way. Vaccines for individuals as young as five years old began arriving late last year and continue to arrive daily in our community. There is light at the end of the tunnel as we emerge this year from a very difficult 2021.

As we look ahead, I see we are building a better future. At MACNY, we continue to transform our service offerings to serve you better. We will continue this in 2022 and beyond. As we gather again in-person in 2022, we will be offering high quality virtual, hybrid, and in-person events. Before the pandemic, we served you with in-person events. We have exciting plans for what they will look like in 2022, given our expanded capabilities.

Virtual options for our events are now a standard approach. Since July of this past year, we have served over 2,000 individuals through our various events, webinars, and trainings. This gives 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 2022 virtually and in-person (however you choose).

Our training and development offerings continue to be virtual, in-person, and hybrid. In addition to our enjoyed traditional offerings, we are planning for exciting new offerings that 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 2022. We offer MACNY Growth Services led by our Chief Growth Officer, James Shomar. James brings a wealth of experience to our team and offers state-of-the-art growth training, coaching, sales channel growth, and fractional growth services to members. To view Growth Service Offerings, visit [macny.org/growth-services/](https://macny.org/growth-services/).

We will be announcing additional service offerings in the coming months to help you grow and thrive during 2022. We are excited to focus on growth again after a challenging 2021. Please let us know how we can help you be more successful in 2022.

Finally, I want to thank you for all you have done for MACNY and our community during 2021. 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 2022. Happy New Year, and we look forward to seeing and working with you in the months to come!

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**For More Information Contact**  
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 (315) 427.1469  
 Email: [ckeevil@duplionline.com](mailto:ckeevil@duplionline.com)



# NEW MEMBER SPOTLIGHT

## JUMO PROCESS CONTROL, INC.

JUMO is one of the leading manufacturers in the field of industrial sensor and automation technology. Learn more at [jumousa.com](http://jumousa.com).

## WYNN AUTOMATION

Wynn Automation offers training and engineering services in robotics, machine safety, and controls. Learn more at [wynnautomation.com](http://wynnautomation.com).

## ONGWEOWEH CORP.

Ongweoweh provides customers with proven optimization programs in pallet and supply chain management, strategic sourcing, and recycling services. Learn more at [ongweoweh.com](http://ongweoweh.com).

# JANUARY EVENTS AND TRAINING AT A GLANCE

## GOVERNMENT RELATIONS UPDATE WEBINAR

Jan 10 | 3 – 3:30 PM

## EXTREME ACCOUNTABILITY

Jan 11 | 9 – 11 AM

## TOUR OF FELDMEIER EQUIPMENT, INC.

Jan 11 | 4 – 6:30 PM

## COVID-19 EXPERT UPDATE

Jan 12 | 10 – 11 AM

## PROJECT MANAGEMENT WORKSHOP

Jan 13 & 14 | 9 AM – 12 PM

## MAXIMIZE YOUR MEMBERSHIP

Jan 13 | 9 – 10 AM

## YOUTH APPRENTICESHIP ROUNDTABLE

Jan 13 | 9 – 10 AM

## ISO 9001: 2015 INTERNAL AUDITOR

Jan 18 & 19 | 8 AM – 4 PM

## GENDER IDENTITY IN THE WORKPLACE

Jan 18 | 8:30 – 10 AM

## MEMBER SPOTLIGHT: HEALTHWAY

Jan 18 | 12 – 12:30 PM

## NEW YEAR CELEBRATION AT THE EVERSON

Jan 26 | 5 – 7 PM

## MICROSOFT EXCEL OFFICE 365 – PART 1

Jan 27 | 9 AM – 5 PM

## STRATEGIC SOURCING

Jan 27 | 9 AM – 12 PM

To register or for more information, visit [macny.org/events](http://macny.org/events).

# GOVERNMENT RELATIONS

Tiffany Latino-Gerlock, Director of Government Relations & Communications

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## FEDERAL VACCINE OR TEST MANDATE: WHERE DOES IT STAND?



Would you like to weigh in on OSHA's ETS regarding Vaccination and Testing? Those interested in sharing their input can still do so – now through January 19, 2022 - as the public comment period was extended. Written comments

on any aspect of the ETS should be submitted to [www.regulations.gov](http://www.regulations.gov) in Docket number OSHA-2021-0007. Several fast-moving developments have occurred over the past weeks regarding this issue. Here is a brief timeline and breakdown of the ETS:

On November 5, 2021, the Occupational Safety and Health Administration (OSHA) published its COVID-19 Vaccination and Testing Emergency Temporary Standard (ETS) in the Federal Register. The standard states that businesses with at least 100 employees are covered by the ETS and would be required to prepare their COVID-19 vaccination policies. Under the standard, employers, firm or company-wide, would have to develop, implement, and enforce a mandatory COVID-19 vaccination policy, unless they allow employees to be either fully vaccinated OR undergo weekly COVID-19 testing and wear a face covering. The ETS would also require employers to provide paid time off to workers to get vaccinated. We are told companies would not be required to pay for the testing unless required by local or state laws, and remote workers would not have to comply. The ETS can only remain in place for six months. After that time, it would have to be replaced by a permanent OSHA standard. A legal challenge is presently making its way through the courts.

On November 12, 2021, the U.S. Court of Appeals for the fifth Circuit granted a motion to stay OSHA's COVID-19 Vaccination and Testing ETS and ordered that OSHA "take no steps to implement or enforce" the ETS "until further court order." OSHA subsequently suspended activities related to the implementation and enforcement of the ETS pending developments in the litigation. OSHA is part of the U.S. Department of Labor (DOL), and DOL leaders responded quickly to the fifth Circuit's action. Furthermore, the U.S. Judicial Panel on Multidistrict Litigation consolidated all challenges to the ETS in the Sixth Circuit Court of Appeals.

On December 17th, the U.S. Court of Appeals for the Sixth Circuit dissolved the Fifth Circuit's stay of the Vaccination and Testing Emergency Temporary Standard. Thus, OSHA can once again implement the workplace health standard. According to OSHA's website, it will be providing employers with sufficient time to comply with the ETS and will not issue citations for noncompliance before February 9, so long as an employer is "exercising reasonable, good faith efforts to come into compliance with the standard."

We urge members to start putting a plan in place. We will continue to track any new developments and advocate in the best interest of our manufacturers here in Central New York and across the state.

The new year is upon us, and MACNY and our team also will be tracking and weighing in on several state issues. The 2022 Legislative Session is scheduled to begin in Albany on January 5th. New York Governor Kathy Hochul will announce her Executive Budget and hold her State of the State. Please stay tuned for additional Government Relations webinars and meetings in 2022!

# LEADERSHIP DEVELOPMENT

David Freund, Chief Leadership Officer

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## A NEW BEGINNING



I have family members who are educators, and I spent some time on a School Board. What I love about our education system is that it starts in late summer/early fall and ends in May/June.

The summer is used as a reset of sorts. You have a definite end and a purposeful planned-out beginning. In manufacturing, we have a fiscal year, but the switch from one year to the next occurs from one day to the next. The actual preparation and reflection needs to be done during the year. It's just messy. You don't get to focus on one thing and then move on. I love January because it offers us a new beginning. We get to say goodbye to the old year and welcome a new year filled with optimism, opportunities, and hope. We get to make a fresh start. Fresh starts are critical. They bring a boost of energy and enthusiasm to our life. New motivation is found that can propel us to great achievement. New success habits can be formed, which almost guarantees success in a given area. Let's take a look at a few tips for making the most of a fresh start.

Let go of the past... well, almost. It's important for us to remember that yesterday ended last night, and our past doesn't determine our future. The past was neither as good nor as bad as we thought it was. However, we need to reflect on the past year, learn from it, and then move forward. These four reflection questions work well:

1. What went well?
2. What didn't go well?
3. What did I learn?
4. What will I change?

Once you have these answered, you are ready to move on to your fresh start.

Check-in with your values. To live a purposeful and happy life, you need to make sure your goals and activities are in line with your core values. Frustration builds when we realize that our daily activities do not align with who we want to be and where we want to go. Imagine the disappointment you will feel spending an entire year climbing a ladder to find out that it's leaning up against the wrong wall.

Build the plan for your new year. An amazing year won't just happen. You need to be highly intentional about it. Set goals for what you would like to achieve in the new year. Not too many, just a few key goals that move you in the direction of your values. Write them out and be specific. Write out what it would look like to achieve these goals. These steps bring clarity and allow you to visualize success. Identify daily activities that will bring you closer to achieving the goals. By performing these activities daily, they become daily success habits. 2022 can be an amazing year. There will be setbacks and challenges. Things will go wrong, and you will need to learn, adjust, and re-enter the process. The beauty of January is that it's a natural point for a fresh start. Don't miss the opportunity.

You can find more information on making the most in 2022 by listening to the *Making Meaningful Change* series of The Next Page podcast (episodes 184, 185, 186 & 187). The Next Page podcast can be found on Apple Podcasts, Google Podcasts, and PodBean.

# SUCCESS STRATEGIES

Laura Thorne, Official MACNY Consultant

## AMPLIFY 2022 WITH THE GENIUS OF THE AND



Ready to realize your full potential in 2022? Some will suggest saying yes to everything! Others will argue that it's what you say no to that matters.

How about saying "and" instead? The phrase "Genius of the And" was coined by Jim Collins in the popular book, *Built to Last: Successful Habits of Visionary Companies*. The Genius of the And is one of my favorite business concepts for a few reasons.

The first is that it opens the door for mutual benefits; leaving room for grey area in a society that is accustomed to drawing lines. In many cases, however, two conflicting pieces of advice are right in their own ways. If we'd stop being so set on being the only ones who are right and find a way to incorporate both things, we'd accomplish so much more.

The second is that it just makes sense. Compared to the less successful companies that were studied in *Built to Last*, the visionary companies didn't focus on just one silver bullet. They had to do all the things that it takes for a company to succeed over several decades. Their studies found that companies that focus solely on profit are less likely to be visionary than those that focus on both profit and purpose.

The third is its simplicity. I've witnessed individuals and businesses holding themselves back by stubbornly focusing on only one side of an issue, but a coin needs both sides to be a coin. Breaking the "Tyranny of the Or," as Collins calls it, is an easy to implement habit that can open possibilities and strengthen existing initiatives.

Here are some other examples of conflicting options

where you can look to replace OR with AND:

- Look forward or Look back
- Say yes more or Say no more
- Vacation now or Save for later
- Process or People
- Long term goals or Short term goals

Another area where And is utilized to achieve greater results is in improv. In this case, "and" replaces "but" instead of "or." In improv, the phrase "yes, and" is used to give an actor who would otherwise be at a loss or painted into a corner an avenue to keep the dialogue going. Consider this improv technique the next time your team is having a debate about the direction a project should go or when brainstorming ideas. One person says, "We have to apply for funding and if we get it, we'll take the next step." Instead of replying, "That will take too long, we need to move forward and try to raise the funds instead," consider the "Yes, and" option. "Yes, we will apply for the funds, and we will seek ways to raise funds in the meantime." It seems simple, but in practice it's not.

Here are some suggestions to embrace the Genius of the And in 2022:

- Start by just trying to avoid using the words "but" and "or"
- Write the words "Yes, and" on the meeting room whiteboard or agenda
- Hire an improv trainer to join your next team building event
- Get an accountability partner to point out when you could be saying "and"

You won't likely be able to ingrain this habit overnight so give yourself some time and space to try it. Give it a try and let me know how it goes.

# PARTNERS FOR EDUCATION & BUSINESS

Marianne Ferris, Consultant, PEB

## ANNOUNCING THE 2022 CNY STEM SCHOLARSHIPS



Partners for Education & Business, Inc. (PEB), an affiliate of MACNY, has announced a record year for employer-sponsored [CNY STEM scholarships](#). Regional high school students can now apply for four-year college scholarships in various STEM majors. 2022 will be the largest offering of scholarships since the program began. This year, companies are sponsoring a record 14 scholarships with a value of \$128,000.

- **SRC** is offering 3 scholarships valued at \$20,000 per scholarship over 4 years.
- **NOVELIS** and **TTM TECHNOLOGIES** are both offering 2 scholarships valued at \$8,000 per scholarship over 4 years.
- **INFICON** and **COOPER LIGHTING SOLUTIONS** are both offering 2 scholarships of \$4,000 per scholarship over 4 years.
- **KING + KING ARCHITECTS** is offering 1 scholarship is valued at \$8,000 over 4 years.
- **LORETTO** is offering 1 scholarship valued at \$4,000 over 4 years.
- **MARQUARDT** is offering 1 scholarship valued at \$8,000 over 4 years.

The deadline to apply for these scholarships is 3/1/22. Online scholarship applications are available at [cnystem.com](#). We are grateful to these local companies and eager to help them keep CNY's best and brightest students employed locally.

### STUDENTS INTENDING TO STUDY IN THE FOLLOWING PROGRAMS WILL BE CONSIDERED:

- Architecture
- Computer Science
- Software Engineering
- Nursing
- Chemical Engineering
- Electrical or Mechanical Engineering
- Automation or Process Engineering

### WANT TO LEARN MORE?

#### JOIN OUR INFORMATION SESSION:

Join company representatives and former scholarship recipients to hear about the program, this year's offerings, and the application process on **Wednesday, January 19th** from 5:30 - 6:30 pm.

Registration is required for this event. This free session is open to counselors, teachers, parents, and students. Register today at [tiny.cc/p2omuz](#).



# WORKFORCE DEVELOPMENT

Eileen Donovan, Workforce Development Specialist

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## IT'S PAST THE TIME FOR YOUTH APPRENTICESHIP



The ongoing pandemic has exposed many challenges for workforce development teams, not the least of which is the urgent need for successful training strategies, especially in certain

demographic categories like “opportunity youth.” In a recent article posted on the JFF (Jobs for the Future) website, researchers noted: The number of opportunity youth—young people ages 16 to 24 who are neither working nor in school—more than doubled to over 10 million during the pandemic-driven economic downturn of 2020. And while the employment rate for this population did increase amid the stirrings of an economic recovery in 2021, it was still lower than it had been prior to the pandemic in 2019. Moreover, many of those workers are in low-paying jobs with little opportunity for advancement.

We know that apprenticeship is a proven method of turning aspirations into rewarding careers and now we must turn our attention to “opportunity youth” here in Central New York.

Serving this group comes with its own special hurdles, but we know that it works. There are examples of innovative programs from all over the country, and closer to home in New York State. Take the experience of FLYAP, the Finger Lakes Youth Apprenticeship Program, founded and managed by The Rochester Manufacturing and Technology Association (RTMA) and Monroe Community College, in the Fall of 2019.

During the first year of the program, they matched over 20 Finger Lakes employers with more than 50 students for job shadows and paid co-ops. In year two, 65 students were placed with 35 Finger Lakes employers. The increased awareness – from employers, education partners and students – has led to further expansion for FLYAP’s third cohort. Bob Coyne, RTMA Executive Director, states, “They’re calling us now, and the requests are coming in from outer-lying counties, asking, how can we get involved?”

This brings us to Central New York. We need everyone at the table on this as we make plans to launch our own CNY version of FLYAP. Please join us on [January 13 from 9 - 10 am, for a virtual roundtable event](#), featuring Bob Coyne, FLYAP founder, and Rich Turner, Apprenticeship Program Manager, both from RTMA. Our speakers will present their best practices, share their passion for the program, and answer your questions about youth apprenticeship. To register for the roundtable event, please visit [macny.org/events](https://macny.org/events).

We’re excited to venture into this innovative workforce development initiative as it presents us another opportunity to collaborate with our community partners to address our collective challenges. Work-based learning through apprenticeship has proven its effectiveness for adult learners. Now is the time to formalize this method with our youth who can thrive in high-demand careers if we recruit and train them the most effective way.

For more information, please contact me via email at [edonovan@macny.org](mailto:edonovan@macny.org). See you on the 13th!

# FOOD FOR THOUGHT

Cindy Oehmigen, Director of Energy & Corporate Services

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## TO THE URBAN COWBOYS!



Before I knew much about carbon emissions (I still have so much to learn), I was immersed in Lean Manufacturing techniques. For those of you less familiar with that world, the foundation of the methodology is eliminating waste in processes (people, time, materials, etc.). One of the tools that I have taught has the practitioners walk through a process, identify waste, and find ways to eliminate it (not produce it), minimize it (make or have less of it), or find a productive use for it.

It is more complicated than that, but for the sake of this discussion, this provides a launch. As I have been researching about interesting approaches to carbon reduction, I find much of the discussion has been about reducing or eliminating carbon emissions. As committed as we are to making that happen (and I totally support those efforts), it is not an easy lift. In fact, some of the solutions may be more harmful in the long run. And the reality is there are some processes that we have not identified any reasonable technology to take the place of carbon emitting fuels. What speaks to my curiosity are the creative ideas that are not yet ready for prime time but show promise. These ideas fit under another category. If we can't figure out how to not make it, minimize it, or make use of it, how do we make it less harmful? Here are a couple of ideas that caught my attention. These concepts were presented at COP 26, the United Nations Climate Change Conference in Glasgow this past November. Skidmore, Owings & Merrill (SOM) unveiled the Urban Sequoia. It is a concept that looks at how buildings are designed and incorporates carbon capture into the building

design. It minimizes materials and integrates biomaterials, advanced biomass, and carbon capturing technologies. Their prototype design is a high-rise that can sequester as much as 1000 tons of carbon per year, equivalent to 48,500 trees. I don't recall where I first learned it, but concrete production is a significant contributor to carbon emissions. There are now companies working on processes to sequester CO<sub>2</sub> inside the concrete, basically locking it out of the atmosphere. The links below will give you a much better description of the approaches.

This next one got me excited! Green Beer. Before you put on your Leprechaun outfit, it is not that kind of green beer. This Australian brewery, Young Henry's, is looking to change the world one beer at a time. I would hazard a guess that someone who is reading this already knows that beer production releases CO<sub>2</sub>. This brewery figured out how to inject algae into the process to capture the CO<sub>2</sub>. Yuck, right? Not really. Two bioreactors operate alongside the fermenting process to capture the CO<sub>2</sub> and therefore, the algae and beer never touch. As CO<sub>2</sub> is produced, it is fed into the bioreactors where the algae 'eats it' converting it into oxygen. One of the comments on the YouTube video demonstrating this process wrote, "Dang. If we can link drinking our beer with carbon sequestration and make it a party...Now we're talking!" Additionally, the leftover grain from the process is sold for cattle feed. Early research shows that injecting the grain with the algae could reduce the methane emissions from cows by up to 20%.

So, Cowboys, have a beer and toast the Urban Sequoia.

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[weather.com/news/climate/video/skyscraper-designed-to-act-like-tree-absorb-co2](https://weather.com/news/climate/video/skyscraper-designed-to-act-like-tree-absorb-co2)

[som.com/news/at-cop26-som-unveils-urban-sequoia-a-proposal-to-transform-the-built-environment-into-a-network-for-absorbing-carbon/](https://som.com/news/at-cop26-som-unveils-urban-sequoia-a-proposal-to-transform-the-built-environment-into-a-network-for-absorbing-carbon/)

[youtube.com/watch?v=4fxWADZODEg](https://youtube.com/watch?v=4fxWADZODEg)

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**DAVID FREUND**  
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Chief Member  
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**CINDY NAVE**  
Ext 11



Chief Financial Officer  
**MARY ROWLAND**  
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Chief Growth Officer  
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Director of Government  
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**CINDY OEHMIGEN**  
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**MARISSA BECK**  
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WORKFORCE DEVELOPMENT



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**MARTHA PONGE**  
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