

# MANUFACTURING MATTERS NEWSLETTER



THE MONTHLY NEWSLETTER OF MACNY, THE MANUFACTURERS ASSOCIATION | MAY 2022

## JOIN US IN WELCOMING AMY STAGE AND AMANDA RICE TO THE MACNY TEAM



**AMY STAGE**



**AMANDA RICE**

We're pleased to welcome two new staff members to the MACNY team!

Amy Stage has joined us as the Manager of Apprenticeship & Workforce Development. In this role, Amy will provide state-wide support for MACNY's New York State Manufacturers Intermediary Apprenticeship Program (NYSMIAP) and other national workforce initiatives.

With over 13 years of experience, Amy specializes in a wide range of job seeker services including individual employment planning, career pathway development, job search strategies, and career coaching. Amy currently serves as a subject-matter expert for registered apprenticeships focused on equity and access for Jobs for the Future IDEA-M grant.

Prior to joining MACNY, Amy was the Workforce Manager at CNY Works where she led and managed the adult, dislocated worker and youth workforce services cross functional teams, in accordance with WIOA federal, state, and local requirements.

Amy holds a Master's Degree from SUNY Oswego in Human Service/Community Counseling. She also holds a Bachelor of Science Degree in Psychology from the University of Mary Washington.

MACNY's President & CEO Randy Wolken states, "We are so excited to welcome Amy to MACNY's growing team. Amy's background and extensive experience in workforce development make her a

wonderful addition to our organization. Her role will add so much value to MACNY's members, the manufacturing community, and all of MACNY's workforce development initiatives."

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

Amanda Rice, MPA has also joined our team as the Finance & Contract Administration Specialist. In this role, Amanda will oversee, coordinate, and manage MACNY's state and federal grants. Additionally, she will source and administer various funding opportunities that align with MACNY's mission.

Previously, Amanda was the Economic Development Specialist at the Fulton Community Development Agency. Prior to that, Amanda interned with the New York State Energy Research and Development Authority's Market Characterization & Evaluation Team.

Amanda is a recent graduate of the Rockefeller College of Public Affairs & Policy at State University of New York (SUNY) at Albany with a Master of Public Administration and a dual concentration in Public Economics & Finance and Environmental Politics & Policy. She also holds a Bachelor's degree in Economics and Political Science from SUNY College at Geneseo.

MACNY's President & CEO Randy Wolken states, "We are so excited to welcome Amanda to MACNY. Amanda is incredibly

talented and will bring a new set of skills to the team. Her role will be critical in the continued success and growth of MACNY's workforce development initiatives."

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

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# PRESIDENT'S MESSAGE

Randy Wolken, President & CEO

## CHANGE AND LABOR SHORTAGES WILL CONTINUE



As hard as it is to hear, labor shortages in manufacturing and tech will persist. Labor shortages in all industries will be evident for the foreseeable future. Every business and industry sector needs to prepare for an extended period of looking for qualified workers, training new and existing workers, and changing operations to account for a shortage of key staff. Every indicator says that the loss of workers in the market and a lack of skilled labor will be an ongoing challenge.

The labor market is exceedingly tight. There are a record number of job openings compared to the number of individuals seeking jobs. As of the end of February, there was a near-record 1.8 jobs available for every one person looking for a job. This ratio is projected to remain.



Every company will need to develop a strategy to meet its needs in a very tough job market. We see this need at MACNY and want to help you. Most employers will need to hire and train or upskill their teams. Finding people with the necessary skills to start without further training will only get more complex. This is why our nation-leading apprenticeship programs are so valuable. We can help you set up key apprenticeship trades for your business where you hire and then provide on-the-job training and learning

with our assistance. In 18-24 months, these individuals will be certified journeymen that will assist you in training future apprentices. Everyone wins when apprenticeships and upskilling are fully supported.

Other strategies will also be needed. Investments in automation and other smart factory additions are a must. Companies are using capital investments to take advantage of efficiencies, reduce the impact of worker shortages, and leverage existing staff and their advanced skills. Industry 4.0 offers many new ways to create the factory of the future now. MACNY can help determine what you are likely to need as you invest in more technology and advanced skills training for your current staff.

Our workplaces have changed dramatically after two years of rapid change due to the pandemic. The Great Resignation of staff has impacted all industries. Workers have more choices, and significant say in the workplaces they work within. Markets demand greater flexibility and higher levels of delivery. Demand has returned, offering tremendous growth opportunities for those businesses that can respond. It indeed has been a time of rapid and lasting change. MACNY will be here to help you navigate into the future. Please don't hesitate to tell us how we can help and what you need. We look forward to supporting you.



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## NEW MEMBER SPOTLIGHT

### VICKS, INC

Vicks serves as a niche publisher by manufacturing soft cover books largely in education.

Find out more: [www.vicks.biz](http://www.vicks.biz)

### PRINT SOLUTIONS PLUS, INC.

Print Solutions Plus, Inc is a print procurement and marketing company. They are truly a one source supplier for all things print related.

Find out more: [www.pspinc247.com](http://www.pspinc247.com)

### OPTIPRO SYSTEMS

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### RFP ADVISORS CORP.

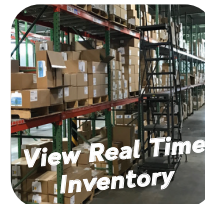
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# GOVERNMENT RELATIONS

Tiffany Latino-Gerlock, Director of Government Relations & Communications

## NEW YORK'S FINAL STATE BUDGET - WHAT DOES IT INCLUDE FOR NEW YORK BUSINESSES?



The FY 2023 State Budget stands as an historic investment in New York. The approximately \$220 billion agreement between the State Legislature and Governor Hochul, boosted by federal funds and a tax surplus, includes several business-related measures to provide aid to small businesses, enhance workforce development and education initiatives, and expand childcare eligibility.

MACNY is thrilled to report that the final New York State Budget includes continued funding for the Manufacturers Intermediary Apprenticeship Program (MIAP) to sustain the program and additional funding to expand and enhance the program statewide. MACNY, the Alliance Partners, and our partners at Ostroff Associates are thankful to the State Legislature and Governor Hochul for including this critical funding in the final budget. Other measures that will impact New York businesses include:

Small Business Tax Relief - This bill will expand the small business tax relief subtraction modification under the personal income tax. It also will expand the definition of a small business to include a limited liability company, partnership, or S corporation that is not a farm business and has a New York gross business income less than \$1.5 million.

Tax Credit for Small Business Covid-19 Related Expenses - This bill will create the COVID-19 capital costs tax credit program to aid small businesses that incurred expenses related to the pandemic or for infectious disease mitigation. The refundable credit will be available to small businesses with \$2.5 million or less of gross receipts that incurred qualifying COVID-19 capital costs from January 1st, 2021, through December 31st, 2022.

Acceleration of the Middle-Class Tax Cut - This bill will accelerate the middle-class tax cuts to begin in Tax Year 2023 rather than Tax Year 2025.

Use of College Savings (529) Accounts for Apprenticeship Programs - This bill will make qualified apprenticeship expenses

eligible for spending out of college savings (529) accounts. As an initiative to expand access to apprenticeship programs, this bill would make apprenticeships a qualified use of college (529) savings accounts under New York State law.

Gas Tax Holiday - This measure will suspend the state's tax on gasoline starting June 1st through the end of the year. Local governments could also opt to suspend their gas tax.

Extension of the Empire State Apprenticeship Tax Credit - This bill will extend the Empire State Apprenticeship Tax Credit program for an additional five years, through 2027. The budget also extends the Hire-A-Vet tax credit and extends the New York Youth Jobs Program Tax Credit.

Extension of the Workers with Disabilities Tax Credit - This bill will extend the workers with disabilities tax credit for three years through tax years beginning before January 1st, 2026, to provide tax incentives to employers of qualified full-time employees with disabilities.

Expanded Income Eligibility for Child Care Subsidies - This bill will expand access to childcare subsidies for families by raising the maximum income for eligibility from 200 percent to 300 percent of the Federal Poverty Level (FPL), statewide.

MACNY and our Alliance Partners are also pleased to announce that certain proposals were not in the final budget, though they will likely come up for discussion during the rest of legislative session.

All-Electric Buildings - The FY 2023 State Budget did not include a proposal to ban the use of natural gas in most new construction buildings. MACNY remains concerned about this proposal and will continue to oppose and track any new developments.

Extended Producer Responsibility - A plan for an extended producer responsibility program for packaging was not included in New York's final budget. The plan would require certain producers to cover the cost of recycling.

Though tax parity for New York "pass-through" manufacturers was not included in the final FY 2023 State Budget, we made significant progress as the legislation was included in the Assembly-one house budget proposal, helping lay the groundwork for more momentum the next budget cycle. We thank the bill sponsors, Assemblyman Al Stirpe, Chair of the Committee on Small Business, and Senator Anna Kaplan, Chair of the Commerce and Economic Development Committee, for their efforts. We will continue to build support and advocate for our small-to-medium sized manufacturers as the year progresses.

# LEADERSHIP DEVELOPMENT

David Freund, Chief Leadership Officer

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## THE GROWING SEASON



I just love the month of May. The days are getting warmer, the fields have dried out, and the farmers are busy planting their crops.

Gardeners are finally able to begin planting seeds for their victory gardens. It's the beginning of the 'Growing Season.' How about you? Is it a growing season for you? I sure hope so.

When we think of things growing around us, we feel good. We see renewal everywhere and it's exciting. The same thing can happen in our personal and professional lives. When we see ourselves growing, we become energized and happier. We feel empowered to take on greater challenges and responsibilities. We become more productive, leading us to greater success. Our goals and dreams become more attainable. We are more resilient to the ever-changing world and our stress level is reduced. Have I convinced you yet? Okay, let's get growing. Below are four questions that you need to answer to make the most of this Growing Season.

**When Are You Growing?** Change is inevitable but growth is optional, so you need to be intentional about it. Determine when you will grow. This may seem obvious, but it's not. You need to schedule when you will spend time in growth activities. Please don't say that you don't have time. Everyone gets 24 hours per day and some people find the time. The key is to make growth time a habit. This might help. How much time do you spend in the car each day? Most days, I spend at least an hour in my car. This means I can spend one hour per day on a growth-related activity by listening to audiobooks or podcasts. You can also do this while exercising or working around the house.

**Which Areas Are You Growing?** Just as you need to be intentional about when you grow, you need to be intentional about where you grow. Spend some time reflecting on two areas - your greatest strengths and your greatest weaknesses. If you aren't sure, ask two people who know you the best. I call this our "closest friend assessment." Make sure they know that you really want the information and value their input into your growth process. The next step is to spend 70% of your time growing in your strength zone and 20% in the area where you struggle. You want to know what to do with the other 10%, don't you? You need to spend

10% of your time growing in something new. Something that you have very little knowledge of. This helps you expand your mind. One key point - if your greatest weakness is a character issue, you need to correct that first. Character is a choice, not an aptitude or giftedness. It is also the foundation leadership is built on, so you need to correct it right away.

**Who is Helping You Grow?** It is very important to choose wisely when selecting mentors. You don't need to know them personally, but you need to know enough about them to know if it's a good fit. In-person is always best, but people can also mentor us through books, podcasts, and YouTube videos. Try to find out what they value and if they're focused on helping others or just selling something. John Maxwell mentored me for a couple of years before I met him personally. I have never met others, like Patrick Lencioni, and yet his teachings speak to me often. At MACNY, we focus on only offering trainers who share our values and truly want to help people grow and succeed.

**How Are You Applying What You Learn?** This last question might sound obvious, but it is the hardest part of your Growing Season. I have attended conferences and classes where I sat and took so many notes, got home, filed them in a folder, and never looked at them again. Here are four steps to help you apply your new learnings:

1. Start with being intentional about what you hope to learn. Just take a few minutes to think about what you are looking for in this topic.
2. When you hear something that speaks to you, make a note, and then ask these three questions: Where can I use this? When can I use this? Who needs to know this?
3. Revisit the learning during your reflection time. This step will help you think into the learning at a deeper level.
4. Share what you learned with others. As you share the learning, it becomes another step on your ladder of growth, and lifts others to a higher level.

I wish you all a very productive Growing Season and a plentiful harvest. If you have any questions about your growth plan, please let me know. I would love to hear from you.



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# PARTNERS FOR EDUCATION & BUSINESS

Amy Stewart, Workforce Development Specialist

## OVER 70 LOCAL COMPANIES PARTICIPATE IN CAREER FAIR



Companies are encountering labor shortages, as well as unprecedented competition to find and retain the best talent. At the same time, many high school students and teachers may not be aware of the number and type of job openings here in Central New York.

Keenly aware of these two facts, the Syracuse City School District (SCSD) approached Partners for Education & Business (PEB) to assist in developing a Career Fair, aimed specifically at those jobs that would only require a high school diploma or an Associate Degree. The district currently offers 27 Career and Technical Education (CTE) Programs, where high school students prepare for a specific career through hands-on learning and work-based experiences. The district also offers five P-TECH (Pathways in Technology Early College High School) programs, in partnership with PEB who provides career exploration and job readiness programming while these students simultaneously attend high school and college classes.

SCSD and PEB Staff joined forces to recruit local companies and Onondaga Community College (OCC) generously offered the SRC Arena on their campus for the event. CTE teachers and the PEB team helped students prepare for the big event, sharing advice with students about elevator pitches, the importance of researching companies and how to make the most of the experience.

After months of logistical planning, the career fair finally came together on March 22nd with more than 600 students being able to connect with 71 companies. Each high school group was shuttled to the event in rotating shifts, so there was a continuous flow of students. Employers represented a wide array of sectors: healthcare, media, advanced manufacturing, public service, environmental services, technology, and even barbering! There were opportunities for job shadowing, internships, apprenticeships, part-time and full-time employment.

The preparation and planning paid off. Many employers provided positive feedback:

"A well-orchestrated event full of well prepared, engaged, and inspired students. We will be back!" -St. Joseph's Health

"We wanted to give our compliments to all the young adults that attended, as well as their instructors. We've done a handful of these types of events and never have we seen so many interested, excited, professional, prepared, and POLITE individuals stop by our booth. We were so impressed with their willingness to learn and ask questions, as well as their preparedness with resumes, portfolios, and business cards!" -Haun Welding Supply

"It was exciting for Anoplate to participate in the Syracuse City School District's Career and Technical Education Career Fair. We hope to have more opportunities of such events to support the Syracuse City School District and career opportunities of these young adults entering the workforce." -Anoplate

"It is so important that we invest in our youth and their future. We are grateful for the Syracuse City School District's Career Fair for giving us the opportunity to connect with such talented students. The sky is the limit for each and every one of them!" -Matthews Auto Group

We are grateful to Onondaga Community College and our industry partners for their support. An event of this scale would not be possible without them. We look forward to hearing about the various connections that students and employers make in the coming months as a result of the CTE Career Fair.

If your company has openings requiring only a high school diploma, please let us know and we will put you in contact with the appropriate program at the district.



# WORKFORCE DEVELOPMENT

Eileen Donovan, Workforce Development Specialist

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## THE MISSING LINK



You may have seen MACNY's Workforce Development Team at any of the high school job fairs and career exploration events in Central New York over the past few months. We

love these opportunities to get out and talk about Registered Apprenticeship and to extoll the benefits of alternative pathways to careers.

It's gratifying to see a parent light up when they begin to grasp the possibilities for their teenager facing post-secondary decisions, such as whether to pursue a 4-year degree, to take a gap year, to attend community college, to go straight to work from graduation, or explore other avenues that might make more sense. The idea that Registered Apprenticeship might be a fantastic way to a college degree, for example, is new and useful information for any student's parent.

These are exciting conversations. Here at MACNY, we appreciate the chance to walk through the math with parents and students to compare the cost of a four-year degree against the investment in four years as an apprentice emerging with a nationally recognized credential. There's really no comparison between \$100K+ at a SUNY school and \$0 for an apprenticeship for the same amount of time.

Then the talk turns to: where can I find more information? How does my child know where to go to express their interest in Registered Apprenticeship? Who in Central New York has a Registered Apprenticeship program as part of their employee training and development? More than one school counselor has told us that we need to make it easy for kids to take the next steps. There's a ton of valuable information on the NYS Department of Labor website, but it's overwhelming for a high school junior or senior already trying to navigate a sea of information.

In response to these questions, we have added new features to MACNY's **Career & Talent Platform** to assist us in linking

up these soon-to-be-high school graduates with Registered Apprenticeship programs (internships and summer jobs too) across the state. Now, a student can create their profile in the Talent Community by **texting Careers4Me to 97211** to be alerted when an opportunity pops up in their fields of interest or by scanning the QR code below.



Perhaps you're already an employer who offers Registered Apprenticeship to existing and potential employees. You know the value of this time-tested method for ensuring the sustainability of your talent pipeline. If you don't have a Registered Apprenticeship program on site, what are you waiting for? Now is the perfect time to begin offering Registered Apprenticeship as an attractive career pathway to the talent that's out there, looking for you!

We talk to a lot of students. Let us help you connect with them. Contact [edonovan@macny.org](mailto:edonovan@macny.org) to get this conversation started.

# FOOD FOR THOUGHT

Cindy Oehmigen, Director of Energy & Corporate Services

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## FOUNDATIONS OF HEROISM



There has been much written and said about Volodymyr Zelenskyy and the leadership he has demonstrated during these trying times for the Ukrainian people. He has been compared to Winston Churchill, considered a hero because of how he led during a crisis. Apparently, it takes a crisis to spawn a hero. Even our local heroes have been recognized for the actions they've taken when faced with difficulty. At least one common characteristic is tenacity. "Never, never, never give up," credited to Winston Churchill and repeated by Volodymyr Zelenskyy.

I remember as a kid watching cartoons, the heroes weren't just heroes, but Superheroes. Many more have come into existence since the birth of Superman and Batman. But what I have learned is crisis also spawned these superheroes. Two young Jewish boys, Jerry Seigel and Joe Shuster from Central Ohio, were concerned about the state of the world in the late 1930s. The Jewish population was being persecuted in Germany just as WWII began. Even in the U.S., there were challenges for the Jewish immigrants. The launch of Superman was a fantasy creation that gave two young boys a way to think about a brighter future where a hero would come to provide a safe haven. They captured their thoughts and optimism by creating comic books. Seigel and Shuster were able to strike a deal with DC Comics for publication. Superman comics first hit newsstands on April 18, 1938. It was less than a year later that DC Comics was looking for a new Superhero. Based on the success of Superman, they wanted to create another superhero. Bob Kane and Bill Finger were asked to set about finding one. The result of their efforts was Batman!

Both superheroes personify good vs. evil. I was caught completely off guard to learn that two of the most notable Superheroes had desperate beginnings. The parallels of the world that launched Batman and Superman and what we are seeing in Ukraine seems a lot like history repeating itself. There are so many good books/movies about courageous acts that saved hundreds of

lives by getting people out of harm's way during WWII. These times are bringing many documented acts of kindness from communities all across the world. The welcoming and support of Ukrainian immigrants is heartwarming.

Crises make us dig deep inside to bring out the best in us. Courage, creativity, empathy, compassion, and kindness. It is what keeps our civilized world together.

It is my sincerest hope that by the time you read this, the events that have prompted it's writing will be behind us. And we, most likely, will have new heroes to celebrate.

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<https://www.thedailybeast.com/superman-is-jewish-the-hebrew-roots-of-americas-greatest-superhero>



# TRAINING & EVENTS

# MAY

## **8 Actions You Can Start Right Now to Change Everything For The Better**

May 3 | 9 - 11 AM

## **Blueprint Reading: Level 1**

May 4 & 11 | 8 AM - 12 PM

## **Developing and Implementing an Effective Training and Competency System**

May 5 | 8 AM - 12 PM

## **Mental Health Awareness Webinar**

May 5 | 8:30 - 10 AM

## **Microsoft Word for Office 365: Part 1**

May 6 | 9 AM - 5 PM

## **ISO 9001: 2015 Internal Auditor Training**

May 10 & 11 | 8 AM - 4 PM

## **Maximize Your Membership**

May 12 | 9 - 10 AM

## **MACNY's Annual Celebration of Manufacturing**

May 12 | 5 - 8:30 PM

## **Microsoft Project 2019/2021: Part 1**

May 13 | 9 AM - 5 PM

## **Employment Litigation in the Wake of COVID-19**

May 17 | 8:30 - 9:30 AM

## **Tour of Stickley - Visual Factory with Continuous Improvement Council**

May 17 | 3:30 - 7 PM

## **Root Cause Analysis/ Corrective Action**

May 18 | 8 AM - 12 PM

## **Introduction to Data Analytics**

May 19 | 8:30 AM - 12:30 PM

## **Privacy Policies and What You Need To Know About Website Tracking Today**

May 19 | 9 - 10 AM

## **Member Spotlight: Hartman Enterprises, Inc.**

May 19 | 12 - 12:30 PM

## **The Metallurgy of Forming and Machining Processes**

Starting May 19 | 2 - 4 PM

## **Microsoft PowerPoint for Office 365: Part 1**

May 20 | 9 AM - 5 PM

## **Supply Chain Management Workshop**

May 23 & 25 | 9 AM - 12 PM

## **Project Management Certification Prep Course**

Starting May 24 | 9 AM - 12 PM

## **Forklift Operator Safety Train-the-Trainer**

May 26 | 8:30 AM - 3:30 PM

# JUNE

## **Business Analytics Certification Prep Course**

Starting June 1 | 9 AM - 12 PM

## **Supplier Quality Auditing Training**

June 2 | 8 AM - 12 PM

## **Finance 101 for HR Staff**

June 2 | 8:30 - 10 AM

## **Digital Transformation Workshop**

June 7 & 9 | 9 AM - 12 PM

## **How Manufacturers Can Take Advantage of Influencer Marketing**

June 7 | 9 - 10 AM

## **Maximize Your Membership**

June 9 | 9 - 10 AM

## **Microsoft Excel for Office 365 - Part 1**

June 13 | 9 AM - 5 PM

## **Microsoft Excel for Office 365 - Part 2**

June 14 | 9 AM - 5 PM

**TO REGISTER FOR TRAINING OR AN EVENT, VISIT [MACNY.ORG/EVENTS](https://macny.org/events) OR SCAN THE QR CODE.**





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