

MANUFACTURING MATTERS NEWSLETTER



THE MONTHLY NEWSLETTER OF MACNY, THE MANUFACTURERS ASSOCIATION | FEBRUARY 2023

DEB TILTON JOINS MACNY AS MARKETING & COMMUNICATIONS MANAGER



DEB TILTON

We are proud to announce that Deb Tilton has joined our team as Marketing & Communications Manager. In this role, she will support strategic marketing and communications initiatives for both MACNY and Partners for Education & Business, Inc. (PEB). She will also work closely with MACNY's workforce development team on their growing suite of offerings.

Deb is an accomplished marketing professional with over 15 years of experience in graphic design, marketing management, and brand strategy. Prior to joining MACNY, she was the Lead Brand Strategist at LAUNCH where she focused on brand strategy, project management, client relations, creative writing, and art direction. Deb also spent 10 years at CGS, Inc. supplying design input during all stages of the development process for enriched media and electronic learning solutions. Earlier in her career, Deb worked as Marketing Manager for Morrisville

Auxiliary Corp at Morrisville State College of New York, and as Manager of Creative Services for WYNIT Distribution, Inc.

MACNY's President & CEO Randy Wolken states, "We are thrilled to welcome Deb to MACNY's growing team. Deb's extensive experience in marketing management and design makes her a great addition to our organization. Her role will add notable value to MACNY's growing portfolio of offerings and initiatives."

Deb received her Bachelor of Fine Arts degree in Graphic Design from The State University of New York at Oswego. She is an active member of the community as a volunteer with the Women's Fund of Central New York, and with the American Heart Association's Go Red For Women event and Women of Impact initiative.

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

NEW MEMBER SPOTLIGHT

BANK OF AMERICA

Bank of America works side-by-side with manufacturers to develop strategic solutions to help them grow, improve cash flow, manage U.S. and international payments, and invest for the future. Bank of America brings the power of hometown experience backed by world-class expertise, services, and technology to support the growth of the local manufacturing community here in Central New York. [bankofamerica.com](https://www.bankofamerica.com)

SPORTSFIELD SPECIALTIES & CLARK COMPANIES

Sportsfield Specialties, Inc. manufactures outdoor sports equipment and is the parent company of Clark Companies. Clark Companies provides construction of high-end sports athletic fields. [sportsfield.com](https://www.sportsfield.com) | [clarkcompanies.com](https://www.clarkcompanies.com)

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PRESIDENT'S MESSAGE

Randy Wolken, President & CEO

BUILDING THE MANUFACTURING WORKFORCE OF THE FUTURE



A significant skills gap presently exists in many industries, including manufacturing. The future will only bring even more need, along with inevitable change.

In 2022, Ernst and Young (EY) and The Manufacturing Institute collaborated with manufacturing industry leaders to identify and develop ways to address this gap now and into the future. The study identified that leaders strongly agreed on the following:

- 74% said that the skills needed for manufacturing jobs are rapidly changing.
- 65% indicated that the skills needed for manufacturing jobs are changing faster than the skill level of the workforce.
- 65% said their organization struggles to fill job openings due to the quickly changing skills required for industry.
- 82% indicated that their organizations are seeking new and innovative ways to invest in the careers of their employees.

Furthermore, this same study identified five primary and three additional manufacturing skills required for individuals and organizations to succeed in preparing for the upcoming transformation. The five primary skills are:

- Analytical Acumen – The ability to understand current efforts and apply data-driven and lean decision-making to improve efficiency and solve problems.
- Business Acumen – Having a firm understanding of business goals and operations.
- Creative Reasoning – Being able to solve problems with creative solutions.
- Learning Agility – The ability to understand and learn effectively.
- Resilience – The ability to recover quickly from setbacks

The three additional adaptive skills relevant to manufacturing include:

- Root Cause Analysis – The ability to identify underlying conditions creating issues with a machine, process, or system.
- Social and Emotional Intelligence – The ability to effectively manage interpersonal relations and connect with others to achieve positive outcomes.
- Systems Thinking – The ability to break complexity down into the interrelationships between the parts that allow for the isolation and identification of challenges and opportunities.

These skills make up the basis for creating a workforce of the future. The study concludes with four key strategies for all companies and manufacturers. The first strategy is to infuse the critical skills above into the organization's overall talent strategy. Second, companies need to create necessary new career pathways important to future opportunities and challenges identified. Third, the study says to create an adaptive organizational culture anchored in a common purpose and to leverage leaders and influencers to bring about identified changes. And finally, invest heavily in development opportunities for each employee that focuses on collaborative learning and trades skills acquisition.

Much can be learned by a review of this study by EY and The Manufacturing Institute as companies prepare to build their workforce strategy for the skills needed for future success. I am convinced every company needs to place an increased effort on skills acquisition and development among their existing and future workforce. At MACNY, we help members create customized strategies to fill workforce skills gaps and build apprenticeship and certification approaches. Please let us know how we can help you be successful in your ongoing efforts by contacting info@macny.org.

GOVERNMENT RELATIONS

Tiffany Latino-Gerlock, Director of Government Relations & Communications

2023 STATE OF THE STATE ADDRESS RECAP



On January 10, Governor Kathy Hochul delivered her annual message to the State Legislature. Many of her priorities focused on housing, public safety, and mental health. She also highlighted workforce development initiatives, energy issues, and childcare affordability proposals she would like to tackle.

Below is an overview of some of the State of the State (SOTS) proposals that would have an impact on manufacturers and businesses across New York.

Workforce

In her SOTS address, Governor Hochul highlighted a proposal to establish a new, \$20 million grant program to support the establishment of new, early college high school and P-TECH curriculums. This new funding would be targeted at school districts and institutions of higher education, working with industry partners on certain programs, such as computer science and computer and software engineering pathways. She also would like to invest \$10 million in competitive funding for school districts, Boards of Cooperative Educational Services (BOCES), and community colleges to develop strategic workforce plans in their local economies. For a full list of MACNY's workforce development initiatives, please visit macny.org.

Childcare

Governor Hochul has pledged to make childcare affordability a priority in New York by streamlining the childcare application process, expanding access for the most vulnerable families, and by increasing income eligibility for subsidized care. Proposed initiatives include using certain federal funds to establish a new Workforce Retention Grant Program with such initiatives to include providing payments to existing staff and bonuses for new childcare employees. Another proposal would establish a pilot program to facilitate splitting the costs of care for eligible employees between the State, employers, and employees.

GO SEMI

Governor Hochul has announced the Office of Semiconductor Expansion, Management, and Integration to oversee Micron's historic \$100 billion investment in the creation of a new memory

chip fabrication facility in Clay, NY. She says GO SEMI would be led by Empire State Development and supported by numerous state agencies working in collaboration with federal and local partners.

Economic Development

Governor Hochul has announced her plans for a new Made in New York initiative to help proactively secure supply chains for critical commodities and products by attracting those industries to manufacture in New York. Another proposal is a Technology Innovation Matching Program to provide matching grants for New York companies that apply for the Small Business Innovation Research and Small Business Technology Transfer programs.

Energy – “Cap and Invest”

Governor Hochul announced a “cap and invest” program to begin reducing greenhouse gas emissions in New York to meet and fund the state's climate targets laid out by the Climate Action Council's final scoping plan recommendations. The purpose of the proposal would be to mitigate higher costs for gasoline and fossil fuels for home heating. Hochul will ask the Legislature to authorize \$1 billion of the funds raised to be distributed as “climate action rebates” to New York households.

Minimum Wage

The Governor is proposing a measure that would make annual increases to the state's minimum wage tied to the rate of inflation. She also is proposing “guardrails” to increase predictability for employers in the state. The current minimum wage in the Upstate/Central New York Community is \$14.20 an hour. Rates have differed based on region and industry.

Legislative Session Calendar

The 2023 Legislative Session began January 4 and will conclude on June 8, 2023. MACNY will be joining efforts with our Alliance Partners, members, and other statewide business groups to advocate for and/or against certain proposed policies and pieces of legislation throughout the course of session. We will also be hosting our annual Manufacturing Advocacy Day in Albany on March 1. To learn more or register for Manufacturing Advocacy Day, visit macny.org/events. We will continue to keep you updated on any new developments that come out of Albany, as well as on the local and federal levels.

Lastly, as you may know, my final day at MACNY was January 17, 2023. It has been my great pleasure and honor to work with all of you on important issues affecting the manufacturing and business community. I would like to thank you for your support and efforts, and wish you continued success.



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LEADERSHIP DEVELOPMENT

David Freund, Chief Leadership Officer

DO YOU WISH THINGS WOULD CHANGE?



Have you ever heard someone say, “I wish things would change?” Let’s get a bit closer to home; how many times have you said, “I sure wish things would change?” That question might sting a little, but I know I have said that countless times. Lately, I have been thinking a lot about change.

The simple truth is that you are the way you are because it is the way you want to be. Similarly, things are the way they are because that is how we want them to be. Now I know that sounds very harsh, but it’s true. If we really wanted things to change, we would change. The first step in bringing about change is realizing that I am the only person I have control of. If I am unhappy with my relationship with my wife, I need to change. If I am unhappy with my relationship with my boss, I need to change. If I am unhappy with my health, you guessed it; I need to change. Wishing for things to be different won’t help. Even whining about the need for change won’t help, which makes me wonder why we still whine about it so much.

Change isn’t as hard as we think, we just need to become intentional about it. Max De Pree, the son of D.J. De Pree, founder of Herman Miller office furniture, said, “We cannot become the person we need to be by remaining where we are.” It’s like trying to steal second base while keeping our feet on first base. It just won’t happen. We need to move out of our comfort zone and into the direction of our goals. This might mean engaging in relationship-building, having difficult conversations, or clarifying expectations. It might mean waking up earlier, to have time to

exercise or eat a proper breakfast. Remember, anything worthwhile is uphill.

Time to touch a nerve again. Ken Coleman, host of the Ken Coleman Show, shared that the number one thing holding most of us back from our goals, hopes, and dreams is people. That’s right, people. And, according to motivational speaker Jim Rohm, we are the product of the five people we spend the most time with. We just might need to alter who we are hanging around.

Some years ago, a young man approached me at a MACNY event and shared his disappointment that all his friends wanted to do was go out and party. He wanted to grow in other areas of his life and asked me for some advice. Now I know what you’re thinking; Dave told him to dump his friends. No, that’s not what I did, but I did suggest that he come up with alternative activities for his friends. Events and activities that would be moving in the direction he wanted to go. If his friends weren’t interested in that, they would be self-selecting and staying in their old ways. I really admired this young man’s desire to evolve and grow.

Recently, I wrote about the two beautiful daughters of hope, which are anger and courage. If you allow your anger and frustration to engage the courage to act, positive change is right around the corner. Remember, you are the way you are because that’s the way you want to be. If you want to see transformation, then take action to create change.



“THE FIRST STEP IN BRINGING ABOUT CHANGE IS REALIZING THAT I AM THE ONLY PERSON I HAVE CONTROL OF.”

MANUFACTURING ADVOCACY DAY

MARCH 1, 2023 | ALBANY, NY



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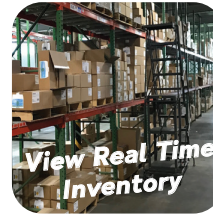
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MARK YOUR CALENDAR FOR MACNY'S 2023 SIGNATURE EVENTS



MANUFACTURING ADVOCACY DAY

March 1st, 2023 | Albany, NY

CYBERSECURITY SUMMIT

March 2023

ANNUAL CELEBRATION OF MANUFACTURING DINNER & AWARDS CEREMONY

May 11th, 2023 | SRC Arena & Events Center

WORKFORCE DEVELOPMENT AWARDS

June 2023 | Syracuse, NY

GOLF TOURNAMENT

July 24th, 2023 | Bellevue Country Club

CLAMBAKE

August 2023 | The Spinning Wheel

FALL KICK-OFF

September 2023 | Central New York

MANUFACTURING MONTH

October 2023 | Central New York

LEGISLATIVE BREAKFAST

October 2023 | Central New York

LIVE2LEAD

November 3rd, 2023 | The Lodge, Skaneateles

PARTNERS FOR EDUCATION & BUSINESS, INC.

Amy Stewart, Workforce Development Specialist

STUDENTS' CAREERS ARE TAKING FLIGHT



The Central New York region is quickly becoming a hub for the Uncrewed Aircraft Systems (UAS) industry, and the Syracuse City School District is fostering the next generation of drone professionals.

CNY has made significant progress in becoming a hub for the UAS industry in recent years through the state's focus on industry development, as well as the area's valuable resources in military, non-profits, and institutions that are collaborating in the process. The FAA approved the 50-mile UAS corridor between the Griffiss International Airport in Rome and Hancock International Airport in Syracuse, and recently approved flying UAS beyond visual line of site across the corridor in 2022. The state has also invested \$21 million through the CNY Rising Upstate Revitalization Initiative to fund the industry. Yet it does not stop there. The Governor announced in 2022 that the Northeast UAS Airspace Integration Research Alliance, Inc. (NUAIR), is partnering with VPorts in Quebec to create the first-in-the-nation international Advanced Air mobility Corridor between Syracuse International Airport and Quebec, Canada.¹

With the state's long-term investment in the UAS industry, there are growing opportunities for the emerging workforce. The Public Service Leadership Academy (PSLA) at Fowler High School became part of this movement when they launched the Remotely Piloted Aircraft Systems (RPAS) P-TECH program five years ago. The Pathways in Technology Early College High School (P-TECH) initiative is a state-funded grant that gives students the opportunity to earn a free associate degree. The RPAS program is offered in partnership with Mohawk Valley Community College. MACNY and Partners for Education & Business, Inc help facilitate the connection to industry through work-based learning.

Quindell Williams, the RPAS teacher, was originally a photojournalist and drone pilot for the Sinclair Broadcast Group. He seized the chance to be the RPAS instructor when an opening became available four years ago. He has helped 13 students pass their Part 107 Remote Pilot Certificate through the FAA. This allows students to become drone pilots for commercial use and puts them first in line for these in-demand careers. However,

the RPAS program is more than just learning to fly drones. Students develop skills in programming, engineering, 3-D printing, photography, and design, which are all necessary for the broad applications of UAS. Additionally, they integrate common subjects such as earth science and biology, as weather systems impact drone operations. The combination of all these elements helps students apply traditional high school curriculum with the exciting professions emerging in our area – without college debt.



One of the most exciting things about teaching this program is seeing the students begin to take initiative in expanding their knowledge and interests beyond my instruction. These students will have a head start on opportunities that have not even been created yet.

— Quindell Williams, RPAS teacher



As students progress through the program, they connect to industry through career coaching sessions with local professionals and site visits to potential employers. For example, students have visited the Syracuse International Airport, as well as The Tech Garden, where winners of the GENIUS NY business accelerator competition develop their startups – including within UAS.

With all this taking place, Syracuse is becoming a vibrant ecosystem for supporting upcoming drone careers. This has been a collaborative effort, and we are grateful to our employer and educational partners who provide students with these exciting opportunities. Ultimately, it changes our economic and social landscape for the better, which is truly revitalizing CNY.

If you are interested in getting involved with the RPAS program or learning about volunteering opportunities with students, contact us at pebteam@macny.org.

¹<https://nuair.org/2022/10/21/nuair-50-miles-of-bvlos-intl-aam-corridor-esd-funding/>

WORKFORCE DEVELOPMENT

Eileen Donovan, Workforce Development Specialist

REGISTERED APPRENTICESHIP AS A CAREER DEVELOPMENT PATHWAY



Jason Davenport's story exemplifies the power of Registered Apprenticeship to upskill workers and create sustainability for a manufacturing enterprise. Plant Manager,

Gerry Craig, knows that as he congratulates Jason for his achievement, attaining Journey Worker status as a Plant Maintenance Electrician, he is celebrating Jason's role in WestRock's continued viability at their Solvay, NY plant.

The photo doesn't tell the whole story; this is Jason's second Journey Worker certification. He had already achieved his Electronics Technician credential under MACNY sponsorship in May of 2021. Recognizing his skill and ambition, WestRock offered him the opportunity to further develop his career in the Plant Maintenance Electrician apprenticeship.

A word here about WestRock – this employer was an early adopter of Registered Apprenticeship for Advanced Manufacturing in 2017, when MACNY became the first association of its kind in New York State to obtain DOL approval to become a Group Sponsor of apprenticeship. As a valued partner in the project, WestRock's input helped to

shape the program for other employers and continues to train and upskill its workforce this way. We expect another two Journey Worker certifications in the next six months.

Jason's successful track from Production Worker to Electronics Technician to Plant Maintenance Electrician is a lesson for anyone considering the various pathways to career success. His resume includes several college credits, at zero cost to either WestRock or himself (thanks to SUNY support of Registered Apprenticeship), and hands-on training that has placed him at the upper end of salary ranges for Central New York. He is now a subject matter expert in position to mentor future Registered Apprentices for his employer.

We salute Jason's hard work and WestRock's dedication to employee training and development. This story of achievement through Registered Apprenticeship affirms our commitment to this time-tested workforce development model.

Pictured at left is Jason Davenport (left), WestRock Plant Maintenance Electrician, receiving his second Journey Worker certification from Plant Manager Gerry Craig (right).



Is Registered Apprenticeship right for your new and incumbent workers?

Visit us at macny.org or use this QR code to get the conversation started today!



**Learn more about
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FOOD FOR THOUGHT

Cindy Oehmigen, Director of Energy & Corporate Services

KEEP CALM AND CORAL ON



It is quite likely that you've never given much thought to the unique characteristics of coral. For decades the scientists have struggled with how to classify them, let alone understand their behavior, vulnerability, and life cycles. More recently the scientific community has

determined corals are in fact an animal, but a very unusual animal.

Corals are sessile, that is they permanently attach themselves to the ocean floor, similar to plants taking root. The processes that facilitate this are part of their bodily functions. Each individual coral is technically a polyp, and as they mature, they secrete a hard skeleton of limestone that attaches to rocks or the skeletons of polyps that have died and left a skeleton behind. They literally build on each other into the large structures we see on the ocean floor. Rumor has it you can see these structures from outer space.

Unlike plants, they do not make their own food. Instead, they have a symbiotic relationship with algae that lives within the tissue structure of the polyps. The algae is well protected and makes use of the metabolic waste products for photosynthesis, similar to how plants make their own food. "The corals benefit, in turn, as the algae produce oxygen, remove wastes, and supply the organic products of photosynthesis that corals need to grow, thrive, and build up the reef."

In addition to being strikingly beautiful with hundreds of species that are different colors, shapes, and sizes, why should the average person care about these seemingly silly little polyps? Because they provide much more than entertainment value for scuba divers.

I am certain you have noticed the onslaught of hurricanes, tsunamis, and mega storms that have reached our shorelines recently. What you may not have thought about is how coral formations have protected our shorelines from even greater

damage from waves and flooding. The benefits that coral reefs provide us is estimated to be worth \$10 trillion per year. Much better than sandbags!

And then there is the housing these coral structures provide for an abundance of sea life. Not only shelter, but a place to breed and produce delicious seafood - shrimp, scallops, octopus, squid. I happen to like all of them. They serve as refuge for a huge, biodiverse community of ocean life.

Corals are an indicator species. That is they are very sensitive to environmental changes in their ecosystem. There is documentation that corals can live for thousands of years. That is until environmental conditions prevent that. As

the sea temperature waters warm, the coral become stressed. Their response to this stress is to expel the algae, leaving them stark white and vulnerable to starvation and disease (bleaching). Bleached coral is likely to die if the temperature does not go back down. If the added stress of pollution is piled on, the coral will die.

Over 500 million people depend on the coral reefs for their living (jewelry making, medicine, tourism, restaurants).

What can you do to help?

- If you are a diver, do it responsibly and avoid touching the coral.
- Wear reef-friendly sunscreen.
- Eat sustainable seafood.
- Make your lawncare green (even if you live nowhere near the oceans).
- Volunteer for cleanups or other ways of protecting your local watershed.
- Consider ways to support reducing your own personal carbon footprint.

Resources:

1. <https://www.nature.org/en-us/what-we-do/our-priorities/protect-water-and-land/land-and-water-stories/8-easy-ways-you-can-help-coral-reefs/>
2. <https://oceanservice.noaa.gov/facts/coral.html>
3. <https://www.sheddakquarium.org/stories/seven-surprising-facts-about-coral>



FEBRUARY TRAINING AND EVENTS

ACTIVE SHOOTER TRAINING

Feb 2 | 1 PM - 2:30 PM

ISO 9001: 2015 Internal Auditor Training

Feb 7 & 8 | 8 AM - 4 PM

MAXIMIZE YOUR MEMBERSHIP

Feb 7 | 9 - 10 AM

MS EXCEL DATA ANALYSIS WITH PIVOT TABLES

Feb 7 | 9 AM - 1 PM

MS EXCEL DATA ANALYSIS WITH POWER PIVOT

Feb 7 | 1:30 - 5 PM

BLUEPRINT READING: LEVEL 1 (BASIC)

Feb 8 & 9 | 8 AM - 12 PM

"GREEN ASSISTANCE" FOR GOING GREEN

Feb 8 | 9 - 10 AM

MAXIMIZE YOUR MEMBERSHIP

Feb 9 | 9 - 10 AM

TOUR OF CLINTON'S DITCH

Feb 9 | 2:45 - 6 PM

TOUR OF HOLLOWICK

Feb 14 | 3 - 6:30 PM

ROOT CAUSE ANALYSIS/ CORRECTIVE ACTION

Feb 16 | 8 AM - 12 PM

MS EXCEL: PART 1

Feb 16 | 9 AM - 5 PM

MASTERING EMOTIONAL INTELLIGENCE LEVEL 1

Feb 16 | 9 AM - 4 PM

FORKLIFT OPERATOR SAFETY TRAIN-THE-TRAINER

Feb 21 | 8:30 AM - 3:30 PM

FALL PROTECTION

Feb 21 | 8 AM - 12 PM

BLUEPRINT READING: LEVEL 2 (WITH GD&T)

Feb 22 & 23 | 8 AM - 12 PM

INTRO TO 5S AND VISUAL WORKPLACE

Feb 23 | 8 AM - 12 PM

MS EXCEL: PART 2

Feb 27 | 9 AM - 5 PM

MS EXCEL: PART 3

Feb 28 | 9 AM - 5 PM

DEVELOPING AND IMPLEMENTING AN EFFECTIVE TRAINING AND COMPETENCY SYSTEM

Feb 28 | 8 AM - 12 PM

SUPPLY CHAIN MANAGEMENT CERTIFICATION PREP COURSE

Starting Feb 28 | 1 PM - 4 PM

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visit macny.org/events or scan the
QR code.

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Ext 19



Finance & Contracts
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Ext 57



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Education & Business, Inc.
TANYA M. EASTMAN, Ed. D.
Ext 24



Director of Apprenticeship
& Workforce Development
AMY STAGE
Ext 58



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