

MANUFACTURING MATTERS NEWSLETTER



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

OCTOBER MANUFACTURING MONTH IS GEARED UP TO INSPIRE, EDUCATE, AND EMPOWER

October is New York State's official celebration of Manufacturing Month, which annually kicks off on the first Friday of the month with National Manufacturing Day, also known as MFG Day. This is our industry's greatest opportunity to inspire the workforce of tomorrow and create a positive impact by shifting the perception of manufacturing and engaging underrepresented communities.

To kick off this momentous month, the MACNY and Partners for Education & Business, Inc. (PEB) teams have been working with our manufacturing members to showcase their facilities to educators and students. This year, MFG Day will be celebrated nationally on October 6th, but for PEB, every day is a celebration of manufacturing! PEB is committed year-round to closing the gap between education and industry, because workforce development begins well before high school graduation.

Due to an overwhelming response in interest by educators and employers, MACNY has set up tours on both Thursday, October 5th and Friday, October 6th with companies from across Central New York and the Mohawk Valley. Over 200 local educators and students are estimated to participate in visiting locations from Seneca Falls to Rome, and Fulton to Syracuse to New Berlin.

Companies who will be opening their doors include Bartell Machinery, Byrne,

Eagle Metalcraft, ICM Controls, Indium Corporation, ITT Goulds Pumps, Golden Artist Colors, N.E.T. & Die, PaperWorks, Schneider Packaging, and United Radio. These forward-thinking manufacturers will showcase their innovative technology, demonstrate how local products are made, educate students about the diverse opportunities available to them, and empower this next generation to pursue careers in an ever-evolving industry.



Be on the lookout throughout the entire month as we continue to offer opportunities to engage students, teachers, business leaders, career coaches, and community leaders in promising careers with our industry. Manufacturing Month sponsors include ITT Goulds Pumps, Bank of America, Byrne, TDO, Bartell, PaperWorks, SRC, Le Moyne College's Keenan Center, The MOST, AmeriCU, and TACNY. These sponsors join thousands of manufacturers across the U.S. in supporting education around the realities of modern manufacturing to inspire the next generation of creators.

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MFG DAY **Manufacturers Institute**

4 Million
MANUFACTURING JOBS TO FILL BETWEEN NOW AND 2030.
Source: Deloitte and the Manufacturing Institute

\$95,990
THE AVERAGE ANNUAL INCOME OF U.S. MANUFACTURING EMPLOYEES IN 2021.
Source: Bureau of Economic Analysis and Bureau of Labor Statistics, includes pay and benefits

MANUFACTURING REPORTED
694,000
JOB OPENINGS *
*As of February 2023.



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PRESIDENT'S MESSAGE

Randy Wolken, President & CEO

CAUTIOUS OPTIMISM ABOUT THE ECONOMY



So far, the recession has failed to materialize, and inflation shows signs of weakening. With this, manufacturers and businesses grow less wary about the economy. Recent data suggests that the bright spots may win the day despite continuing risks; GDP grew¹ at a 2.4% annual rate in the second quarter of 2023.² This number is notably higher than the 2.0% growth that analysts had expected for the quarter.

Additionally, the overall employment rate sits at a meager 3.6%. This has defied expectations that the Fed's inflation-reduction moves might create a surge in unemployment. Inflation has been a significant pain point for manufacturers, but it now seems to be moderating. According to the latest Consumer Price Index data, inflation rose 3%³ in June from a year earlier—a significant drop from the 9.1% annual inflation rate in June 2022.

The phrase “historically low unemployment” often describes our current job market. It has become almost a cliché, losing its oomph through overuse. Still, with joblessness at 3.6%, it's worth recognizing how unusually low the numbers have been. This spring, 12 states were at their lowest unemployment levels since 1976, and all but Nevada were below the 5% rate that economists say represents “full employment.” These lows have fueled strong consumer spending and pay increases driving inflation. But recent history may explain why they don't translate into greater optimism. Barely three years ago, 45 states hit record highs in unemployment due to pandemic-induced shutdowns whose disruptions still haunt us. So, think of this divergent understanding as an illustration of economic whiplash.

At the same time that overall economic strength is growing, the United States is also seeing positive signs in closing the gap in wage inequality, with average income for the lowest-earning 50% of Americans increasing faster⁴ than all other population groups except for the ultra-wealthy.

A particularly encouraging development has been an increase in women in manufacturing. According to NAM Chief Economist, Chad Moutray, manufacturing had about 3,786,000 female

employees in June, meaning that women made up 29.1% of the industry's workforce.⁵ That number is slightly lower than the 3,788,000 found in May, the highest number of female workers in manufacturing since September 2009.

Last quarter, business investment accelerated after almost stalling in the January-March period as spending on equipment rebounded after two straight quarterly declines. There were increased outlays on equipment like aircraft, trucks, buses, and truck trailers. Efforts by the Biden Administration to bring semiconductor manufacturing back to the United States are boosting factory construction. Investment in nonresidential structures like factories remained robust last quarter.

We are hearing similar sentiments from MACNY members. Please get in touch with us and let us know how you are doing and what you are experiencing. We are always here to help you. Finally, thanks for all you do to spur our local economy.

Connect With Your MACNY Team!



Visit our website to discover how we can continue to help you grow and serve you better.

www.macny.org

1 https://www.cnbc.com/2023/07/27/gdp-q2-2023.html?utm_source=443592&utm_medium=email

2 <https://www.reuters.com/markets/us/us-economic-growth-accelerates-second-quarter-weekly-jobless-claims-fall-2023-07-27/>

3 https://www.wsj.com/articles/consumer-price-index-report-june-inflation-ede7f4b1?utm_source=443592&utm_medium=email

4 https://time.com/6267552/falling-american-inequality/?utm_source=443592&utm_medium=email

5 <https://www.nam.org/manufacturers-should-be-cautiously-optimistic-about-the-economy-27869/?stream=policy-legal>

GOVERNMENT RELATIONS

Matt Geitner, Director of Government Relations

LEGISLATIVE EDUCATION AND ADVOCACY IS A YEAR-ROUND PURSUIT



Manufacturing is recognized and celebrated nationally on the first Friday in October – Manufacturing Day, and in New York State during the month of October – Manufacturing Month.

MACNY and you – our members – live, breathe, and promote manufacturing year-round.

Manufacturing supports families, harnesses innovation and technology while respecting our natural resources and environment, and contributes to the stability and growth of our local, state, and national economies.

Education and advocacy of the legislative and regulatory issues impacting manufacturing is also a year-round pursuit. The issues of importance are often complex and nuanced; issues like tax, workforce, energy, and the environment – that require study, surveys, scenario planning, and conversations with multiple interests to determine the best path forward. MACNY's Annual Legislative Breakfast on October 10 offers an opportunity for manufacturers and elected officials to come together to share insights, ideas, and concerns about proposed legislation and pending regulations along with economic and market conditions. This one day is part of that year-round pursuit.

Manufacturing Advocacy Day is a day in March when manufacturers travel to the State Capital to meet with elected officials and discuss how government can assist manufacturing, as well as share the legislative priorities of MACNY and the Manufacturers Alliance of New York. This one day is also part of that year-round pursuit.

Two policy issue areas central to our manufacturing advocacy efforts are energy and workforce. Energy must be available, affordable, and reliable. A workforce must be available

through pre-apprenticeship and registered apprenticeship programs, along with other recruitment outreach efforts.

The Energy Panel at the Annual Legislative Breakfast will provide an overview of the ongoing regulatory process known as New York Cap-and-Invest (NYCI) initiated by passage of the Climate Leadership and Community Protection Act of 2019 (CLCPA). NYCI seeks to establish a cap on total emissions of greenhouse gases (GHGs) and require entities to obtain and retire emissions allowances in an amount equal to their GHG emissions.

A specially formed MACNY energy group is engaged with NYS DEC and NYSERDA. MACNY, along with several statewide business associations and groups, are working with manufacturers to help them transition their energy usage to comply with NYS regulatory requirements. As you already know, manufacturing is crucial to the economic vitality of New York. Manufacturing contributes less than 10 percent of the GHG emissions in NYS while contributing to the State's economy by employing 419,000 at an average annual salary of nearly \$90,000. Additional growth is all but certain due to historic US and NYS investments in manufacturing.

The Workforce Panel at the Annual Legislative Breakfast will provide an overview of ongoing pre-apprenticeship and registered apprenticeship programs offered to manufacturers by MACNY including those funded in partnership with U.S. Department of Labor, NYS Department of Labor, NYS Empire State Development, the State University of New York and NYS Senate Majority.

MACNY workforce development efforts are widely recognized and roundly applauded by the federal and state funding agencies as was evident at last month's "Real Life Rosies" graduation ceremony at Mohawk Valley Community College. MACNY is fully committed to attracting new, young, and diverse workers to manufacturing.

Thank you for all you do on behalf of the legislative and regulatory interests of manufacturing every day and year around.

WORKFORCE DEVELOPMENT

Eileen Donovan, Senior Workforce Development Specialist

JUST KEEP LEARNING



Anything is possible.

Don't believe me? Talk to Josean Batista-Estremera, Registered Electro-Mechanical Technician Apprentice supported by Jobs for the Future's Increasing Diversity and Equity for Apprenticeship in Manufacturing (IDEA-M) project under MACNY sponsorship at Bush Industries in Jamestown, NY. He will make a believer out of you.

Batista, originally from Puerto Rico, was in his third year of post-secondary education as a Bio-Medical Science major with dreams of becoming a doctor. Hurricane Maria upended those plans, as he was in the States when she trashed the island, making his return impossible. He flunked out.

He survived by doing odd jobs, things that he says he learned growing up in a culture that prizes being good at fixing things and "reveres manufacturing." Learning from his elders, including his father, an electrician who worked in the Maintenance Department at Roche-Diagnostics, Batista became skilled at construction work, time management, and safety protocols.

His is not a straight-line career trajectory. In high school, he studied Accounting. After graduation, he earned a certificate in Graphic Design. He applied his talent in pursuit of a medical degree, which he correctly surmised would result in a lucrative career. Now he's in his first year of a four-year Registered Apprenticeship, putting the skills he acquired (alertness, respect for safety, checking the wiring first) along the way to use as a trouble-shooter, the crux of the Electro-Mechanical Technician's job. In many ways, these are skills he has transferred from his bio-medical training. States Batista, "I must be alert because



it's dangerous and things can go wrong. You might not see it. Instead of curing people, I'm fixing machines and getting them running." Just like a doctor.

His pathway to apprenticeship came about through a supervisor on second shift at Bush Industries on the packing crew. Recognizing potential in him that Batista didn't know he had, he told him about the apprenticeship program, and recommended that he pursue it. Batista now says that he is learning from incumbent workers sharing many years of experience with him and emphasizing safety as the priority in a friendly atmosphere. "It feels like family," he states.

When asked what he might advise a current high school student to do today to prepare for a Registered Apprenticeship later, Batista becomes poetic: "Each individual is a whole world. You don't know how many other things you could be good at. Keep learning. The more you know, the more valuable you are to the country and to humanity in general." He also advises, "Follow your dreams and if you lose your motivation, be open to explore other areas. You'll get there eventually. Listen to others who know about life and the world." This describes a good apprentice-mentor relationship.

Batista appreciates the free college credits he'll gain as he pursues his related instruction utilizing SUNY NYCAN funding at Jamestown Community College. He feels this is a valuable opportunity that is helping him to grow and expand his skills and knowledge. "To have people who believe in you the way you believe in you - I am lucky," says Batista. He would encourage others to take advantage of this type of prospect, should they get the chance.

In retrospect, he wouldn't change a thing. He says, "Sometimes we find we have other passions." We applaud Josean and the Bush Industries team for their vision and commitment to training and learning.

Visit www.nysapprenticeship.org to learn more about NYS Registered Apprenticeship.



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PARTNERS FOR EDUCATION & BUSINESS, INC.

Emily Langan, Manager, Partners for Education & Business, Inc.

SHAPE THE WORKFORCE OF TOMORROW



Have you thought about how to recruit future employees? Or, have you ever wished you could connect with students while they are still in high school so they take the right classes to prepare for jobs at your company? If you answered “yes” to either question, then you should consider becoming a career coach with Partners for Education & Business (PEB).

We work with high schools from across Central New York to provide career awareness and career readiness programming, focused on careers in STEM (science, technology, engineering, and math). Career coaches join us in the classroom to support these interests and other specific activities like resume feedback and mock interviews. Our volunteers also help students complete work-based learning challenges, in which students practice their problem-solving skills by working in a team to address issues based on real-life scenarios. For example, students might be given materials to not only create a widget, but also with the challenge to assemble as many widgets as possible in a given time. Career coaches may then help students form an assembly line and work through obstacles together. One of the benefits of this exercise is that it allows students to ask questions directly to you as the coach, about your company, how you got to where you are, and what advice you would have for your younger self.

These opportunities also provide context to students and educators about the importance of certain work readiness skills or subjects. For example, students often ask their teachers when they will ever use geometry after they graduate. An understanding of geometry is critical to working in advanced manufacturing, so you can demonstrate to these students how they may use something like the Pythagorean theorem on the factory floor.

When students are in high school, they are bombarded with

choices about their future. Are they going to college? If so, what will they study? If not, what will they do? What are they good at? Providing students a glimpse into advanced manufacturing opportunities is critical to recruiting them after they graduate. By that time, if they aren’t aware they can get paid to build things with their hands or make something out of raw materials, they may never know.

If you are interested in connecting with the workforce of tomorrow, we can help! Contact PEB at pebteam@macny.org.



Partners for Education & Business (PEB) is an affiliate of MACNY. We collaborate with schools, industry partners, and community members to create career pathways by coordinating career exploration and preparation programming in the Central New York area.

LEADERSHIP DEVELOPMENT

David Freund, Chief Leadership Officer

HOW'S YOUR EDGE?



A few years back, I needed to check if the connecting rod for my boat engine was bent, so I pulled my height gauge out of the cupboard. I then mounted a dial indicator on the height gauge and began to check the flatness of the connecting rod, but as soon as I started to use my tool, I realized it wasn't sitting flat. To my amazement, there was corrosion on the bottom of my height gauge; corrosion on the bottom of a tool that is ground and assembled to be perfectly flat. How could this be? I pride myself on the quality of the tools I own. Truth be told, I don't know when I used my height gauge last. It had been years for sure, and over a period without use, it



CHANGE IS INEVITABLE, BUT GROWTH IS OPTIONAL ... THE GOOD NEWS IS THAT GROWTH PLANS AREN'T HARD TO CREATE.



became corroded by the moisture in my workshop. Before I could use it, I needed to clean the corrosion off and lightly stone the bottom of the tool. Then, and only then, was I able to check the flatness of the connecting rod. Lack of use and attention caused this tool to become unusable.

Similarly, lack of attention to our leadership edge causes us to become unusable and ineffective as leaders. In *The 7 Habits of Highly Effective People*, Stephen Covey reminds us that we need to "sharpen the saw." How is your Leadership Edge? Is it sharp? Is it up to date with the work that needs to be done?

If Covey would say that your saw has become rusty and dull, what is your plan for sharpening? If you don't have a plan, your leadership edge won't stay sharp, and just like my height gauge, you won't be very effective. Change is inevitable, but growth is optional, and if you aren't intentional about your growth, you will soon become obsolete. That's the bad news.

The good news is that growth plans aren't that hard to create. It only requires thoughtful intentionality. Be deliberate about what you choose and how you think into an experience before, during, and after. For example, if you want to stay sharp and grow your leadership skills, listen to leadership podcasts. Choose podcasts that you enjoy and then share your reflections with others. It's the same with books. Choose books you connect with and then share the key topics and reflections. Attending events are a great way to grow professionally because they offer us a special experience; an experience that is often shared with like-minded people who are passionate about the same topic.

For this reason, of all the events MACNY hosts, the Live2Lead rebroadcast is my favorite. This year's Live2Lead will be held on Friday, November 3rd, at The Lodge in Skaneateles. The speakers that day will include John Maxwell, Kendra Scott, Ryan Leak, and Marcus Buckingham. I love being in the room with other attendees who are hungry to grow in their leadership. We listen to great speakers, discuss our takeaways, and enjoy great food. We even start the morning with warm chocolate chip cookies. It just doesn't get any better.

So, how's *your* edge? I invite you to sharpen your saw and join me at Live2Lead next month.



Sharpen Your Leadership Edge at

Live2Lead

Friday, Nov 3, 2023
The Lodge in Skaneateles

Simply scan the QR code.

UPDATES IN ENERGY

Cindy Oehmigen, Director of Energy & Corporate Services

CONSTELLATION'S TOP TAKEAWAYS IN MANAGING SUSTAINABLE ENERGY PLANS



Last year, Constellation worked with Smart Energy Decisions (SED) to field a sustainability survey of more than 100 energy buyers and decision-makers from the institutional, industrial, commercial, and government sectors. These forward-thinking energy managers shared beneficial insight into how they proactively manage their sustainability strategies to meet carbon-free targets, while managing their budgets and unique objectives. The survey findings offer valuable insight into sustainable energy plans.

1. Energy efficiency upgrades are vital. Nearly 95% of survey respondents planned to tap energy efficiency upgrades to meet their sustainable energy goals. Upgrades to lighting and HVAC can meaningfully reduce greenhouse gas (GHG) emissions by reducing usage, resulting in potential energy savings. Unsurprisingly, it's common for large and small organizations alike to begin their journey toward greater energy sustainability and resiliency by completing such system and technology upgrades.

2. Take control of your energy data. Once you can confidently assess where you've been, you can determine the best way forward; arriving at improved operational energy efficiency is no different. Nearly 77% of those energy decision-makers surveyed depend on a Utility Expense Management Platform to deliver energy usage data that helps them better understand their use trends across their entire operational footprint. With this real-time insight, sustainability decision-making becomes more specific, and tracking progress toward sustainability goals is much easier.

3. Track and report Green House Gas (GHG) baseline, targets, and goals. Over 80% of energy leaders polled understand where their GHG emissions originate and report them using benchmarks they have established or those determined by using science-based targets. This substantial participation indicates that

successful energy managers comprehend the importance of complying with the federal and state requirements for GHG reporting while realizing their customers appreciate clarity regarding decarbonization efforts.

4. Acknowledge potential energy sustainability budget barriers and meet them head-on. We should remember that even those who have made progress on transitioning from conventional to clean were not without challenges. Every business, government entity, or organization has to assess operational budgets to realize sustainable energy goals. Nearly 80% of those surveyed mentioned expense as a critical consideration in implementing plans. And nearly a third of those respondents noted that having a vehicle to finance component of their sustainability plan was a barrier to implementing their carbon-free goals.

5. Achieving greater energy sustainability is about lowering emissions. Perhaps not surprisingly, survey participants clearly stated that energy savings weren't the most important factor driving their sustainable energy programs. Nearly 85% said that a desire to reduce emissions related to GHG stemmed from a commitment to a more sustainable future. Almost 75% also shared that embarking on and maintaining a plan to achieve greater sustainability was "ethically the right thing to do."

Thank you to our preferred electricity partner, Constellation, for providing their insight and these timely survey results. As MACNY leads the endeavor to shape the future of energy with our members, we urge manufacturers to engage and get involved. Most important is that we work together to become familiar with all elements in the sustainable energy discussion. Together, we can make an impact.

Sourced from Constellation, June 2, 2023: <https://blogs.constellation.com/sustainability/survey-results-top-five-takeaways-from-proactive-energy-leaders-in-managing-their-sustainable-energy-plans/>

MACNY TEAM NEWS

CELEBRATING THE FIRST REAL-LIFE ROSIES GRADUATES



On August 31, the first two cohorts of the Real-life Rosie program celebrated their graduation at Mohawk Valley Community College (MVCC). The Manufacturers Association of Central New York (MACNY) is thrilled to facilitate groundbreaking programs like “Real Life Rosies,” which is New York’s first-ever workforce training program creating a direct pipeline to apprenticeships in advanced manufacturing. The 12-week pre-apprenticeship program helps women gain the skills needed to fill apprenticeship positions in the advanced manufacturing sector and better diversify the workforce.

SUNY Chancellor John King was at MVCC to honor the 23 women and celebrate with their families as well as key members of the MACNY team. The program was launched last year as part of a partnership between the college and MACNY, utilizing a significant grant from Empire State Development’s Office of Strategic Workforce Development. SUNY also gives the college a stipend for every student participant.

Now more than ever, New York needs skilled workers to fill high-paying jobs created by the resurgence of domestic production, with new companies in our region and our legacy manufacturers. Working with outstanding partners like Mohawk Valley Community College, Working Solutions, The State University of New York (SUNY), and New York State Department of Labor, MACNY is creating a win-win for everyone — more women pursuing careers in



high-demand occupations and employers strengthening the talent necessary to thrive.

The third cohort is currently training through December at the MVCC Rome Campus. More cohorts are planned to resume in the new year. To learn more about the program visit macny.org/rosies or contact Yawa Zewou, Workforce Development Specialist, at yzewou@macny.org, or 315-474-4201 ext. 55.

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Chief Operations Officer
MIKE FRAME | Ext 59



Chief Member
Engagement Officer
CINDY NAVE | Ext 11



Chief Leadership Officer
DAVID FREUND
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MARY ROWLAND
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Officer
MARISA NORCROSS
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Corporate Services
CINDY OEHMIGEN
Ext 14



Director of Government
Relations
MATT GEITNER
Ext 13



Member Engagement
Manager
JUSTYNA VALENCIA
Ext 54



Training Manager
KELLY HYLAND
Ext 51



Accounting & Benefits
Manager
PATTY CLARK
Ext 10



Marketing &
Communications Manager
MARISSA BECK
Ext 53



Marketing &
Communications Manager
DEB TILTON
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Senior
Accountant
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AMANDA RICE
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AMY STAGE
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Specialist
SAMANTHA WESSING
Ext 18



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OCTOBER

TRAINING AND EVENTS



BUSINESS ANALYTICS CERTIFICATION PREP COURSE

Classes start Oct 2 | 9 AM – 12 PM

MICROSOFT POWERPOINT FOR OFFICE 365 - PART 1

Oct 3 | 9 AM - 5 PM

MAXIMIZE YOUR MEMBERSHIP

Oct 3 | 9 AM - 10 AM

ELECTRICAL SAFETY IN THE WORKPLACE: NFPA 70E® TRAINING

Oct 4 | 8 AM – 12 PM

MASTERING EMOTIONAL INTELLIGENCE LEVEL 1

Oct 5 | 9 AM – 4 PM

SUPPLY CHAIN MANAGEMENT WORKSHOP

Oct 5 & 6 | 1 PM - 4 PM

ANNUAL LEGISLATIVE BREAKFAST

Oct 10 | 7:30 AM – 11:30 AM

MICROSOFT OUTLOOK FOR OFFICE 365 (DESKTOP OR ONLINE) - PART 1

Oct 10 | 9 AM – 5 PM

DEVELOPING AND IMPLEMENTING AN EFFECTIVE TRAINING AND COMPETENCY SYSTEM

Oct 11 | 8 AM – 12 PM

MAXIMIZE YOUR MEMBERSHIP

Oct 12 | 9 AM - 10 AM

STRATEGIC SOURCING WORKSHOP

Oct 12 & 13 | 1 PM - 4 PM

HR BRIEFING: ADA COMPLIANCE & BEST PRACTICES

Oct 17 | 8:30 AM – 9:30 AM

BUILDING AN EFFECTIVE SUPPLIER QUALITY SYSTEM

Oct 18 | 8 AM – 12 PM

SAFETY COUNCIL: YOU GET WHAT YOU MEASURE

Oct 18 | 09:00 AM – 10:30 AM

NEW YORK LABOR & EMPLOYMENT LAW TRAINING

Oct 19 | 8:30 AM – 12 PM

PROJECT MANAGEMENT WORKSHOP

Oct 19 & 20 | 1 PM - 4 PM

FACTORY MANAGER & PLANT ENGINEER TOUR OF INNOVARE

Oct 19 | 3:00 PM – 6:30 PM

INTRODUCTION TO DIGITAL MARKETING

Oct 23 & 25 | 9 AM – 12 PM

HIGH IMPACT LEADERSHIP

Classes start Oct 24 | 8:30 AM –
12:30 PM

MEWP MOBILE ELEVATING WORK PLATFORM TRAIN THE TRAINER

Oct 25 | 8:30 AM – 2 PM

**To register for training or an event,
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QR code.**

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