

MANUFACTURING MATTERS NEWSLETTER



THE MONTHLY NEWSLETTER OF MACNY, THE MANUFACTURERS ASSOCIATION | MARCH 2024

WOMEN'S HISTORY MONTH: AMPLIFYING THE VOICES OF YOUNG WOMEN IN STEM



Workforce
Development
Specialist, PEB

NIRA IRBY

In celebration of Women's History Month, we embark on a journey to amplify the voices of young women in STEM. Throughout history, women have encountered numerous hurdles in pursuing careers in science, technology, engineering, and mathematics, facing discrimination and unequal opportunities for advancement. Despite these challenges, trailblazing figures such as Marie Curie and Ada Lovelace have paved the way for future generations. Today, we witness women in STEM breaking new ground, with visionaries like Dr. Mae Jemison and Dr. Jennifer Doudna leading the charge.

The future of STEM shines brightly, with a growing commitment to effect change happening in our communities every day. In our own backyard, the Institute of Technology at Syracuse Central (ITC) High School is tirelessly working to bridge the gender gap and expand opportunities for young women in STEM. With only approximately 12.5% of young women engaged in these fields, ITC is dedicated to amplifying the student voice to drive change and foster growth within its program.

As we focus on the future, we had the privilege to sit down with former and current young women of ITC to listen to their experiences and aspirations in STEM. Here are some of their insights:

Q: Why are you interested in learning and exploring STEM as a career opportunity?

Madison W: "All the opportunities and how much you can do by knowing and understanding STEM. Since things have

become more expensive the ability to get a better career that pays more is ideal and more appealing."

Samira A: "Because it is not just one thing, it is a group of things coming together to build a community network."

Q: When you think about women in the STEM field (past or current), who comes to mind? If no one, why do you think that is?

Kaimesha C: "I can really only think of myself, unfortunately majority of my professors, bosses, teachers, and coworkers were male and none of the women made a permanent mark on me."

Leigh S: "I believe that for a while and still today it discouraged/frowned upon for women to join the field for various reasons. Only most recently has there been people trying to encourage more women to go into the field."

Q: As you are early in or exploring STEM careers, do you feel you have to work harder than young men in the field?

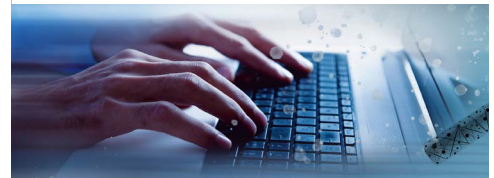
Alif C: "You must be able to balance it. You cannot be bad; you do not want to look bad at what you are doing so you overachieve BUT then you are seen as the smart girl, and you cannot ever be just a person doing this because you want to."

Q: Do you feel enough is being done to attract more females into the STEM field? What more could be done?

Kaimesha C: "No, I don't think enough is being done to attract women in this career field. For future female STEM inquires I feel like numbers should be involved. I was always told this would be a good career for me because of my gender and skin color.

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PRESIDENT'S MESSAGE

Randy Wolken, President & CEO

ARE YOU READY TO BE A TOP CYBERSECURITY TARGET?



Manufacturers and their employees are a top cybersecurity target today! Are you prepared to protect your company's vital information?

On April 5th, MACNY will hold its annual Cybersecurity Summit, presented by Secure Network Technologies, at the DoubleTree Hotel in East Syracuse. Members and experts will discuss the current threats, evolving attacks, and successful strategies needed to keep individuals and companies safe and operating.

Cybersecurity breaches are incredibly costly. According to IBM, the average data breach cost in 2023 was \$4.45M. Manufacturing is one of the most targeted sectors for ransomware cyber attacks and was a highly extorted industry in 2023, according to IBM Security's 2023 X-Force Threat Intelligence Index. IBM says manufacturing organizations are an attractive target for ransomware and extortion because of their extremely low tolerance for downtime.

Manufacturers often face more significant losses in operations and revenue due to cyber attacks that force the closure of one or more plants while the damage is undone. In addition to these closures, a cyberattack on manufacturers can also expose sensitive data and result in a failure to meet customer orders.

Additionally, many attacks in the manufacturing sector include theft of intellectual property. Should a competitor use that data to launch a competing product, it could lead to a loss of market share, or the eventual demise of the manufacturer victimized in the attack. In extreme circumstances, the most severe attacks can permanently damage a manufacturer's plant and equipment.

In its 2023 edition of the Data Breach Investigations Report,² Verizon noted that the manufacturing industry is beset by social engineering attacks, system intrusion, and web application attacks, representing over 83% of breaches. Additionally, 96% of attacks launched against the manufacturing sector were motivated by financial reasons.

Manufacturing members realize how extensive the risk of getting

attacked is – and it's growing. As manufacturers continue to embrace digitization, cybercriminals will certainly continue to consider our sector a high-value target.



... **THE MANUFACTURING INDUSTRY IS BESET BY SOCIAL ENGINEERING ATTACKS, SYSTEM INTRUSION, AND WEB APPLICATION ATTACKS, REPRESENTING OVER 83% OF BREACHES.**²



MACNY can help. Don't miss your opportunity to learn, protect, and secure your organization from cyber theft. The Cybersecurity Summit on April 5th has been designed as a practical event, rather than a technical one. With industry insights, best practices, workshops, and more, attendees will leave with best practices for protecting their companies' critical infrastructures.

I am looking forward to the opportunity to connect with you during this insightful event!



Cybersecurity Summit
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Scan the QR code to register.

¹ www.ibm.com/reports/data-breach

² www.verizon.com/business/resources/reports/dbir/



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LEADERSHIP DEVELOPMENT

David Freund, Chief Leadership Officer

DATING, MARRIED, OR BOTH?



I know the title of this article sounds like it should have been for February, but I am a month too late for that one. Thankfully I did remember Valentine's Day, but I digress. I was listening to a podcast and heard this quote from Dan Cathy, CEO of Chick-fil-A, "You need to date the method but marry the message." Today, more than any time in history Dan's quote is applicable. Let me give you an example of what Dan meant.

Written in 1787, the Constitution of our amazing country begins with "We the People of the United States, in order to form a more perfect Union..." what an incredibly difficult document to write. The delegates to the Constitutional Convention were challenged with balancing states' rights with federalism. With George Washington persuaded to act as the president of the convention, they kept the focus on the message to form a more perfect Union. The individual states had been bickering back and forth, and all the gains they had fought for, and many died to achieve, were at great risk of slipping away.

They were married to the idea that the message needed to be held sacred. They also knew that the method may need to be altered at times. By 1791 the first 10 amendments also known as the Bill of Rights were ratified. The 11th in 1795, the 12th in 1804, and the 13th and 14th in 1865 and 1868 respectively. Thankfully, the 14th would finally outlaw slavery. A major step toward a more perfect Union. Since its creation, there have been over 11,000 proposed amendments, and yet only 27 have been ratified. Interestingly enough the 27th was proposed by Congress in 1789 and only ratified in 1992. Over two centuries the strength of the message still rings true, to form a more perfect Union. Had they not been married to the message, our nation would have ceased to exist and each state would have eventually been conquered by a foreign entity.

So, what does this have to do with Dan Cathy's comment and our organizations today? We often are married to our methods. We believe our way is THE only way things need to be done. We get into conflicts with people over the process or path we are taking and forget that we are pursuing the same goal. Relationships are fractured because of conflicts that arise over strategies and we forget that we have agreement on purpose. Even in Washington today we seem to be allowing differing methods to blind us from the message.

With four and sometimes five generations in the workplace at the same time, leaders need to lead each team member differently. The methods we used in the past may not work any longer. The days of leading everyone the same are long gone. Leaders today need to understand that they are playing chess and not checkers. Each person is "moved" differently. With some, time off is more valuable than the mighty dollar. To others, the ability to engage in meaningful community events and activities drives their engagement. Recently I had a young HR professional tell me that her supervisor helped her find her purpose in life. The key is to know each team member's hopes, dreams, and beliefs. That's where real motivation occurs.

2024 will bring change at an unprecedented pace. AI will change all of our jobs and we need to not only be aware but become more resilient as we work to embrace and welcome the change. People will have more information than ever before and distractions will abound. Knowing the message, and being able to communicate it effectively will be the key. Now we need to move away from dating or marriage to doing both. Date the methods but remember all the while that we are married to the message. We actually can do both.



WORKFORCE DEVELOPMENT

Yawa Zewou,
Workforce Development Specialist

EMPOWERING WOMEN IN MANUFACTURING: REAL LIFE ROSIES™



In May of 2023, MACNY launched the Diversifying Advanced Manufacturing, Women in the Workforce program, informally known as Real Life Rosies™ via funding through Empire State Development's (ESD) Office of Strategic Workforce Development (OSWD). With three cohorts already finished, and more underway, the program will impact over 120 women in the Mohawk Valley region. In partnership with Mohawk Valley Community College (MVCC) and Working Solutions, Real Life Rosies™ includes in-person technical training, online interpersonal skills training, and company tours to allow participants to view first-hand potential jobs and career pathways. The pilot program has received approval from the New York State Department of Labor as an Apprenticeship Direct Entry Program, the first of its kind in the state for advanced manufacturing. This designation means that once an individual completes a pre-apprenticeship program like Real Life Rosies™, participants are guaranteed an interview with a hiring employer. Last year's graduates had the opportunity to interview with Indium Corporation, Semikron Danfoss, Wolfspeed, and Giotto Enterprises.



Real Life Rosies™ had its first graduation ceremony on August 30th where participants from the first two cohorts received their Certificates of Completion from MACNY, as well as work boots and a Certificate of Recognition from the New York State Department of Labor. A noteworthy event with more than 100 attendees, the ceremony showcased the hard work and dedication of all individuals involved. The graduation event

also drew much attention to the existing Registered Apprenticeship programs in New York State where graduates, like Toni Aho, can now take full advantage. Toni is a mother of three who currently works at Semikron Danfoss as a Production Operator making power modules. Toni stated she "wanted to learn more about the operation of the machines to eventually become a Process

Technician or an Engineer." However, she had limited knowledge and felt too embarrassed to inquire about the necessary skills she would need due to her age and gender. When Toni did eventually express interest in going further with her career, her HR department recommended she enroll in the Real Life Rosies™ program.

Toni also said that on her first day of the course, she was nervous until she realized the class was full of "women of all walks of life." She was able to ask questions that most of the other participants had as well. Toni was able to now speak up and ask what she would not have felt comfortable asking if she were in a class full of men. Toni also stated, "I learned everything, starting with what a hammer was all the way to robotics. We took tours of different facilities and saw the various types of manufacturing. It was just the thing I needed to boost my self-confidence to apply for an apprenticeship (that I was accepted into) to further my career. The program helped with daycare and transportation to the tours, gave me confidence that I never had." Toni started her apprenticeship program a month after graduating from Real Life Rosies™.

Toni's story is one of just many women who are now on the path to reach their career goals in manufacturing. The primary goal of the program is to help participants enter manufacturing jobs and eventually enroll them in Registered Apprenticeship programs. Key elements to the success of this goal are equipping each participant with the necessary tools and strategies they need to succeed. In a male-dominated industry that offers high wages, good benefits, and long-term career growth., Real Life Rosies™ is inclusive of education, work experience, and professional training. Fifty percent of the program participants are English Language Learners or New Americans. They range in age from 18 years old to 68. Many of them had never considered manufacturing as a career but are now well on their way!

MACNY does not discriminate against any applicant to the program because of race, creed, color, national origin, sex, age, disability, or marital status.

FINANCIAL PERFORMANCE

Victor W. Vaccaro, Jr., CPA/ABV, CFF, CDA
Dannible & McKee, LLP

IS YOUR CPA AN EXPERT IN MANUFACTURING?



Manufacturing has long been the backbone of our economy. As a result, nearly every CPA firm works with at least some manufacturing clients. However, many CPA firms fail to treat manufacturing as a specialty area where they truly gain the knowledge and expertise to provide the best possible service to their clients.

Could your business benefit from working with a CPA who has a deep understanding of the manufacturing industry? At Dannible & McKee, our manufacturing industry specialists provide an unmatched level of expertise in delivering a multitude of services to manufacturers. These include traditional annual services, including tax return preparation and financial statement audits, review and compilations.

While performing annual tax and accounting services, our specialized knowledge helps us identify issues and areas for improvement. We perform comprehensive year-end tax planning for most of our manufacturing clients, which allows our tax experts to identify and implement opportunities for tax savings and incentive programs for manufacturers. In addition, our manufacturing expertise helps us perform attestation services most efficiently and effectively while also identifying areas to improve operations and profitability.

One of the most essential specialty areas for manufacturers is cost accounting, as it plays a crucial role in determining the profitability of manufacturing operations. Our specialists have detailed knowledge of cost accounting, including standard cost accounting, activity-based costing, full absorption costing and variance analysis. We assist our manufacturing clients with special projects to ensure their cost accounting system provides management with the necessary information to make informed decisions for running the business and achieving the desired level of profitability.

Our manufacturing clients also benefit from our expertise in many other specialized services, such as:

- Product cost structures and margin analysis
- Overhead cost reduction programs
- Budgeting and forecasting
- Customer profitability analysis
- Inventory management and control systems
- Capital expenditure budgeting
- Cash management and collection programs
- Internal audit, internal control and fraud detection programs
- Financial analysis and industry benchmarking

While other CPAs provide services to manufacturers, only a few have the industry knowledge and commitment to client service that allows Dannible & McKee to assist manufacturers in achieving their goals.

And don't just take our word for it! We can provide references from the many manufacturing clients we've served across New York State and beyond, who will attest to our expertise and exceptional level of service!

Intrigued? Reach out to me, and we can schedule a phone call to discuss how Dannible & McKee can help your manufacturing business. I would also be delighted to provide additional information about Dannible & McKee, including those client references we are always proud to share!

Victor W. Vaccaro, Jr., CPA/ABV, CFF, CDA, is the partner-in-charge of assurance services at Dannible & McKee, LLP. He has over 34 years of experience providing auditing, accounting and consulting services to manufacturers. Feel free to contact Vic at 315-472-9127 ext. 220 or vvaccaro@dmcpas.com.

UPDATES IN ENERGY

Cindy Oehmigen, Director of Energy & Corporate Services

UPDATES FROM NYSERDA



NYSERDA Industrial Technical Assistance Updates, with Federal Funding Opportunity

One of the many perks in my role as MACNY's Director of Energy and Corporate Services is helping connect our members to resources that can assist in finding opportunities to reduce energy expenses, including efficiency. In November, NYSERDA announced exciting changes to two technical assistance offerings impacting Industrial participants:

The On-site Energy Manager (OsEM) Program offers a cost-share for facilities to hire a dedicated full-time or part-time on-site energy manager. They can be new staff, a contractor, or a hybrid thereof. The November update offers Industrial manufacturing sites located in Disadvantaged Communities the opportunity for 100% cost share up to the program cap, while funds allow. Program caps are either \$100,000 or \$200,000, based on total annual energy spend. (nyserdera.ny.gov/ny/Disadvantaged-Communities)

The FlexTech Program offers a cost-share toward technical services to help businesses make more informed energy decisions. The November update offers Industrial manufacturing sites increased cost share for studies (up to 75%) that either have an electrification measure or for sites that are in a DAC while funds allow. In addition, Industrial FlexTech also has limited funding that is not tied to the electric Systems Benefits Charge (SBC), opening eligibility to non-SBC manufacturers while funds allow. Examples of non-SBC customers include municipal electric customers, 100% NYPA allocation customers, and LIPA service territory customers.

If you'd like to get more information on either the OsEM or FlexTech Programs, including success stories, please reach out to me at coehmigen@macny.org.

NYSERDA's FlexTech Program has also been qualified by DOE as **Industrial Assessment Center (IAC) Equivalent**. This means small and medium-sized manufacturing firms that have had recent studies performed through FlexTech (or studies performed by IACs) can apply for IAC Implementation Grants funding. The funding is for installing recommended measures that improve site energy efficiency, material efficiency, or productivity or that reduce site waste production, greenhouse gas emissions, and/or non-greenhouse gas pollution.

Small and medium-sized manufacturers are defined as a firm with gross annual sales of less than \$100M, fewer than 500 employees at the plant site, and annual energy bills of \$100,000 - \$3,500,000. It is important to note that NYS has an IAC located at Syracuse University that is funded by DOE and offers no cost industrial assessments to manufacturers. For eligibility and to contact IAC to request an assessment visit https://iac.syr.edu/html/contact_us.html.

IAC Implementation Grants Program will provide up to \$400 million in grants, capped at \$300,000 per manufacturer and 50% cost share, via a simple and straightforward application process. The IAC Implementation Grants Program operates on a rolling basis with reviews occurring after the following deadlines in 2024: March 31, June 30, and September 30. To learn more about the IAC Implementation Grant program and to apply, visit energywerx.org/opportunities/iacimplementationgrants.

Partnerships like NYSERDA and MACNY's make it possible for you to get started on your efficiency and energy reduction efforts with greater ease. Reach out to me at coehmigen@macny.org and I'll connect you with the right people and the right resources to get you started!

MACNY TEAM NEWS

MICHAEL FRAME PROMOTED TO EVP OF MACNY



MIKE FRAME

We are excited to announce that Michael Frame has been promoted to **Executive Vice President**. Mike started in this new role on January 4, 2024.

Reporting directly to the President & CEO, the Executive Vice President (“EVP”) serves as second-in-command and a key member of MACNY’s Executive Leadership Team responsible for all policy and strategic decision-making including operations, budget, programmatic offerings, talent development, and partnerships.

The EVP is a builder: developing, implementing, and leading all MACNY talent development initiatives. This includes workforce development programs, like the NYS Manufacturers Alliance Intermediary Apprenticeship Program, Partners for Education and Business, Inc. (PEB), and Real Life Rosies™ – New York’s first direct entry pre-apprenticeship program in advanced manufacturing.

The EVP also provides oversight to MACNY’s corporate and member services, including energy, grant writing, training and development, and the Career & Talent Platform. Leading the development of strategic partnerships and initiatives, the EVP engages in regional, statewide, and national collaborations in alignment with MACNY’s organizational strengths and competencies.

MACNY President & CEO Randy Wolken said, “Mike’s promotion is a true testament to his leadership in many key functional areas. We are excited to continue to leverage his skills and experience to further MACNY’s mission, develop our team, and support manufacturers and business in New York.”

Frame first joined MACNY in 2022 as Senior Vice President of Workforce Development and Chief Operations Officer. Mike has degrees from Syracuse University, Cornell University, and Cayuga Community College.

AMANDA RICE PROMOTED TO WORKFORCE MANAGER POSITION



AMANDA RICE

MACNY is pleased to announce the promotion of Amanda Rice, MPA, to **Manager of Workforce Operations and Advancement**. Amanda first joined MACNY in February 2022 as the Finance & Contract Administration Specialist. In this role, Amanda has managed MACNY’s state and federal grants in addition to sourcing and administering various funding opportunities. She has been an integral part of developing and implementing new processes that impact multiple departments as well as internal and external reporting activities.

Through her meticulous and diligent approach to the work, Amanda has demonstrated exceptional skill in managing essential elements to MACNY’s Workforce Development goals. In her new role, she will use these skills to spearhead efforts to research, develop, and apply for new grant opportunities while also collaborating closely with the Finance Team to optimize the utilization of grant awards. She will also oversee crucial initiatives including the development and maintenance of both data and time tracking systems and other relevant technologies.

MACNY Executive Vice President, Mike Frame, states, “Amanda has consistently demonstrated remarkable dedication to optimizing processes with a keen understanding of the intricacies involved in managing our workforce development portfolio. We are confident Amanda will continue to excel in her new role and significantly contribute to the success of our programs and the broader mission to serve the manufacturing community and the MACNY membership.”

Prior to joining MACNY, Amanda was the Economic Development Specialist at the Fulton Community Development Agency (FCDA), and interned with the New York State Energy Research and Development Authority’s (NYSERDA) Market Characterization & Evaluation Team. Amanda holds a Master of Public Administration and a dual concentration in Public Economics & Finance and Environmental Politics & Policy.

MEMBER NEWS

NEW MEMBER SPOTLIGHT

CULAIN CAPITAL MANAGEMENT

Culain offers flexible, working capital solutions for manufacturers that are beyond typical bank lending. culaincapital.com

CRISPY MAID LLC (TERRELL'S CHIPS)

Crispy Maid produces Terrell's brands potato chips and is owned by Bite Brands, a private label manufacturer and co-packer of potato chips, extruded snacks, and more. bitebrands.com

FEDERATED INSURANCE

Federated Insurance provides industry-specific insurance products and risk management resources. federatedinsurance.com

ONEIDA WAREHOUSING

Oneida Warehousing is a full-service logistics company offering warehousing, trucking, brokerage, freight and real estate management, and development. oneidawarehousing.com

QUBICA AMF

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INTEGRATED BUSINESS VENTURES

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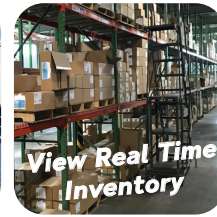
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YOUNG WOMEN IN STEM

continued from page 1

I feel more advocacy for higher pay rates can be addressed immediately to start, if me being a woman in STEM is "valuable" then that would be the best way to show it."

Q: Why do you think there is a focus on attaining more young women into the STEM/STEAM field?

Madison W: "More diverse perspectives and opinions, a lot of stuff in today's world is not made for women, rather designed after what men want/need."

Q: What advice would you share with future you or the young women who will come behind you into this field?

Leigh S: "Do not allow someone to tell you your worth or how important your voice is. Everyone has a voice that should be heard regardless of your background, it is important for society to have more perspectives."

As we celebrate Women's History Month, let us continue to champion the voices of young women in STEM and foster an environment that truly embraces diversity and equality. Together, we can work towards creating more inclusive opportunities and resources for the trailblazers of tomorrow.

MEET THE MACNY TEAM



President & CEO
RANDY WOLKEN
Ext 15



Executive Vice President
MIKE FRAME
Ext 59



Chief Operations Officer
MARISA NORCROSS
Ext 60



Chief Financial Officer
MARY ROWLAND
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Chief Member
Engagement Officer
CINDY NAVE | Ext 11



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DAVID FREUND
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CINDY OEHMIGEN
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Communications Manager
MARISSA BECK
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Communications Manager
DEB TILTON
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Senior
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CARRIE ARENS
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Director of Apprenticeship
& Workforce Development
AMY STAGE
Ext 58



Manager of Apprenticeship
& Workforce Development
COLLEEN BLAGG
Ext 61



Manager of Workforce
Operations & Advancement
AMANDA RICE
Ext 57



Senior Workforce
Development Specialist
EILEEN DONOVAN
Ext 22



Workforce Development
Specialist
SAMANTHA WESSING
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Specialist
YAWA ZEWOU
Ext 55



Workforce Development
Specialist
ALTHEA STRIFE
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Education & Business, Inc.
TAYLOR HODGE Ext 24



Manager, Partners for
Education & Business, Inc.
EMILY LANGAN
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MARCH TRAINING AND EVENTS

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Mar 6 | 8 AM - 12 PM

ROOT CAUSE ANALYSIS & CORRECTIVE ACTION

Mar 6 | 12:30 PM - 4:30 PM

EFFECTIVE PRESENTATIONS

Mar 8 | 9 AM - 5 PM

ISO 14001: 2015 INTERNAL AUDITOR TRAINING

Mar 11 & 13 | 8 AM - 4 PM

MAXIMIZE YOUR MEMBERSHIP

Mar 12 | 9 AM - 10 AM

FEDERAL LABOR & EMPLOYMENT LAW TRAINING

Mar 13 | 8:30 AM - 12 PM

SUPERVISORY LEADERSHIP

Classes start Mar 14 | 8:30 AM -
12:30 PM

MAXIMIZE YOUR MEMBERSHIP WEBINAR

Mar 14 | 9 AM - 10 AM

ELECTRICAL SAFETY IN THE WORKPLACE: NFPA 70E® TRAINING

Mar 18 | 8 AM - 12 PM

NYS LEGISLATIVE SESSION UPDATE

Mar 20 | 9 AM - 10 AM

TOUR OF MORSE MANUFACTURING

Mar 20 | 9:15 AM - 12 PM

MEWP MOBILE ELEVATING WORK PLATFORM TRAIN THE TRAINER

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

BLUEPRINT READING: LEVEL 1 (BASIC)

Mar 27 & 29 | 8 AM - 12 PM

To register for training or an event,
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