

MANUFACTURING MATTERS NEWSLETTER



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

CARL BYRNE, PRESIDENT & CEO OF BYRNE DAIRY, INC. ANNOUNCED AS THE 2024 MANUFACTURERS WALL OF FAME INDUCTEE



We're very excited to announce Carl Byrne, President & CEO of Byrne Dairy, Inc., as the 2024 Manufacturers Wall of Fame inductee. With his induction into the Manufacturers Wall of Fame, Carl Byrne will be joining a prestigious group of manufacturing leaders who have been honored since the Wall of Fame's inception in 2001. The Manufacturers Wall of Fame celebrates individuals who have demonstrated long-term dedication to manufacturing in Central and Upstate New York. He will be honored by MACNY members and community leaders at MACNY's 111th Annual Celebration of Manufacturing on May 23, 2024, at the SRC Arena & Events Center in Syracuse, NY.

Byrne Dairy celebrated its 90th anniversary in 2023. Over the years, Carl Byrne has transformed the company from a small local milk company to a major dairy supplier throughout the United States and beyond. As a member of the third generation of the Byrne family to operate the dairy, Carl began his career developing a customer base and managing a convenience store in the Rochester, NY area. Later, as Vice President of Sales, Carl's vision of moving into extended shelf life (ESL) dairy and non-dairy products resulted in the construction of the Byrne Dewitt facility in 2004. Since becoming President & CEO in 2008, Carl has overseen five expansions at the plant, which now includes over 200,000 square feet of processing, production, packaging, and warehouse space, and employs over 250 Central New Yorkers. Additionally, Carl has directed the growth of a sister ESL

facility in Cortlandville, NY and Byrne's Ice Cream Center in Syracuse.

In 2021, at the height of the COVID-19 pandemic, when other manufacturers were cutting back on employees and facilities, Carl saw the opportunity to further expand Byrne's footprint by entering the aseptic dairy market. Using the most technologically advanced equipment available, Byrne is now producing shelf stable (no refrigeration needed) dairy products that can be shipped around the world. This bold move has positioned Byrne to be at the forefront of dairy manufacturing by giving customers in the United States and beyond the ability to buy ESL and aseptic dairy products.

Carl's focus on his employees is never-ending. He has strengthened Byrne's safety, HR, and training teams, brought compensation up to meet/exceed local markets, supported his teams to help offset rising fuel and food costs, maintained an annual and semi-annual bonus program, and has provided channels for employees to bring their ideas for improvement to the forefront. His commitment to the community and customers has never wavered. Byrne donates to schools and community groups throughout the year.

With a dedicated workforce of over 550 employees and Carl Byrne's leadership, Byrne is positioned to continue to grow into the future.

We hope you'll join us to celebrate at this year's event!

Scan the QR code to view the agenda and purchase your tickets.



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MACNY'S 2024 SIGNATURE EVENTS

ANNUAL CELEBRATION OF MANUFACTURING DINNER & AWARDS CEREMONY

May 23, 2024 | SRC Arena & Events Center

WORKFORCE DEVELOPMENT AWARDS

June 12, 2024 | Le Moyne College

GOLF TOURNAMENT

July 22, 2024 | Bellevue Country Club, Syracuse

CLAMBAKE

August 8, 2024 | The Spinning Wheel, North Syracuse

FALL KICK-OFF

September 18, 2024 | The Metropolitan Club at NBT Bank Stadium

MANUFACTURING MONTH

October 2024 | Central New York

LEGISLATIVE BREAKFAST

October 2024 | Central New York

LIVE2LEAD

November 1, 2024 | The Lodge, Skaneateles

MARK YOUR CALENDAR!

Sponsorship opportunities available.
For more information, email info@macny.org

PRESIDENT'S MESSAGE

Randy Wolken, President & CEO

WORK HAS CHANGED



In many ways, today's labor market appears similar to what we experienced before the pandemic. The unemployment rate remains low, the share of adults in the labor market is high, and wages are growing. However, in some significant ways, the view of work has changed since the COVID-19 pandemic disrupted so much of our lives.

The nature of how people view work has been altered in ways that I couldn't have imagined. Preferences for careers and work have changed for a meaningful portion of the workforce, including manufacturing. People want more time with their families and for themselves. They now want more flexibility regarding when, how, and where they work.

This change in the view of work has led to even more significant shortages of individuals in situations that require in-person work and fixed schedule hours. Employers are being forced to react to this new view of work. We have an exceptionally tight labor market right now. If unemployment rises, this could change how people view work. But, for now, work has been altered by the pandemic.

The labor market has displayed an increased interest in fewer hours, more benefits, and safer and more pleasant work conditions. The pandemic has significantly impacted how we see work. COVID-19 threatened the well-being of millions of individuals and their work. It threatened to make them sick and, to avoid the virus, it caused workers to have to care for their children. It shifted millions, in some cases temporarily, from physical to virtual work. Some still have virtual work as their way of working, and others long for the ability to work virtually. The pandemic weakened the hold physical jobs had on workers.

People still want to work and overall job satisfaction remains high. However, other areas of people's lives have grown in importance. Workers are now more willing to take vacation days, sick days, and all the parental leave that they're offered. The result is that certain groups are working less. The largest group affected has been men. Now, men annually work 30 hours less than in 2019, with the drop being most significant among upper-income college

graduates. The trends are worth noting when it comes to hours that men versus women are working from 2019 to 2023.



What has happened is that in-person jobs with fixed shifts have become more challenging to fill. It's critical to monitor what's happening with job hours worked and see what is needed to hire and retain all workers in this post-pandemic environment.

MACNY is here to help you adjust to the new work environment, which has and will continue to be challenging. Manufacturing jobs are plentiful now and will only grow in the future, which we're happy about. However, it does require our members to understand the new post-pandemic work environment.

NEW MEMBER SPOTLIGHT



ALDER CREEK BEVERAGES, LLC

Alder Creek Beverages (Nirvana Water) is a premier spring water and beverage manufacturer.

nirvanawater.com



POWER MANAGEMENT

Power Management provides energy management and sustainability services to a diversified customer base.

powermgt.com



**Government
of Canada**

CANADIAN CONSULATE - TRADE COMMISSIONER SERVICE

The Canadian Consulate creates connections between the U.S. and Canada for supply chain, and assists with Canadian-American border negotiations and customs questions.

tradecommissioner.gc.ca



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Are You Making the Most of Your MACNY Membership?

Join our monthly *Maximize Your Membership* sessions, led by our Member Engagement Manager, Justyna Valencia.

Virtual and in-person options available.

Register at macny.org/events



THE MANUFACTURERS ASSOCIATION'S

111TH ANNUAL CELEBRATION OF MANUFACTURING

MAY 23, 2024 • 5 - 8:30 PM

• SRC ARENA & EVENTS CENTER



innovation • collaboration • transformation

Experience the Transformation of Manufacturing!

Join us as we gather to network over drinks and then, over dinner, recognize this year's Innovator of the Year and induct another member into the Manufacturer's Wall of Fame. This is YOUR night to acknowledge the dedication and hard work of both your team and the local manufacturing community. Grab your tickets now!

Scan the QR code or email info@macny.org



WORKFORCE DEVELOPMENT

Amy Stage, Director of Apprenticeship & Workforce Development

MAY THE YOUTH WORKFORCE BE WITH YOU



In 2023, 172,502 students graduated from New York State high schools. If the numbers for 2024 follow the trend, 67% (down 4% after the COVID-19 pandemic began in 2019) of those graduating went to college right away (44% to four-year institutions and 23% to two-year schools). A percentage of those graduates joined the military, but that still left many with no post-secondary plans.

What happened to those individuals?

We can surmise that some of those graduates gained employment and addressed the worker shortage in manufacturing. Even with those new workers, the National Association of Manufacturers (NAM) states that in January 2024, there were 622,000 open positions. The need for high school students to familiarize themselves with these opportunities has never been more critical. As part of MACNY and our Alliance Partner's mission to support the sustainability of manufacturing in New York State, we continue to advocate for Youth Apprenticeship as a key strategy. Recent discussions with administrators from Alden High School in Western New York resulted in ideas about how they could expand their "Bulldog Manufacturing" program to be a pipeline to Registered Apprenticeship. The program already provides a pathway for students who are looking to enter the skilled trades. It combines classroom experience with meaningful work that helps prepare them to be successful after high school and join the workforce. Building the program into an opportunity for Registered Apprenticeship addresses both challenges:

1. Employers need trained workers.
2. Students need viable post-secondary options that might not involve obtaining a four-year degree.

The Bulldog Manufacturing program starts in ninth grade and is offered each year throughout high school. As students advance through the program, they expand on the skills and experiences they learned from the previous year. As part of the program, junior-year students are eligible to work part-time at local



manufacturing companies. Area employers understand that they need to seek alternative ways to attract and train future talent by hosting these students for their on-the-job training. We're connecting with these companies about exploring Registered Apprenticeship and emphasizing the value of the Journeyworker certification.

In May of 2024, the U.S. Department of Labor plans to recognize these efforts at the inaugural Youth Apprenticeship Week (YAW) from May 5th - May 11th. YAW is a nationwide celebration that highlights the benefits and value of Registered Apprenticeship Programs for youth, ages 16 - 24.

In the Finger Lakes region, the Finger Lakes Youth Apprenticeship Program (FLYAP) works to bridge the gap between high school students and current manufacturing openings. FLYAP has facilitated job shadows and paid co-ops since 2019. Programs like Youth Apprenticeship and FLYAP work to alleviate the worker shortage and prepare our emerging workforce for solid career opportunities that exist in advanced manufacturing.

For more information about FLYAP from Rochester Technology and Manufacturing Association (RTMA) on behalf of the Manufacturers Intermediary Apprenticeship Program (MIAP), plan to join the **FREE 411 on the Finger Lakes Youth Apprenticeship Program (FLYAP) webinar on May 8 from 9 - 10 AM.**

RTMA partners will share the ways in which they have teamed up with educators and manufacturing businesses to grow the program from a handful of participants to hundreds of students and over 100 businesses.



SCAN THE QR CODE TO REGISTER FOR THE 411 ON THE FINGER LAKES YOUTH APPRENTICESHIP PROGRAM (FLYAP) WEBINAR.

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MACNY STAFF ANNOUNCEMENTS

AMANDA WILSON JOINS MACNY AS WORKFORCE DEVELOPMENT SPECIALIST



We're pleased to welcome Amanda Wilson to the team as a Workforce Development Specialist. In this role, Amanda will support MACNY's New York State Manufacturers Intermediary Apprenticeship Program (NYSMIAP). She will play an integral role in maintaining relationships with new and existing companies participating in NYSMIAP, while also coordinating related technical instruction and on-the-job training for apprentices. Amanda will also be actively engaged in other workforce development initiatives, such as supporting the expansion of current apprenticeship programs and advancing opportunities for women in manufacturing through the Real Life Rosies™ pre-apprenticeship program.

Prior to joining MACNY, Amanda was employed at ProLiteracy Worldwide as the Annual Fund Manager where she planned and implemented various donor communication and solicitation campaigns and led initiatives such as the annual Day of Giving fundraiser. Prior to working at ProLiteracy, Amanda spent 5 years at Cazenovia College as the Assistant Director of the Cazenovia Fund and Interim Director of the

Cazenovia Fund. While at Cazenovia College, Amanda cultivated relationships with alumni, parents, faculty, and trustees to increase support and financial aid opportunities for students. In this role, working cooperatively with the Executive Director and Director of Alumni Relations, Amanda expanded and oversaw the student giving program. Amanda holds a Bachelor of Fine Arts Degree in Interior Design from Cazenovia College.

MACNY President & CEO, Randy Wolken, states, "We are excited to welcome Amanda to our growing workforce development team. As our members' needs for skilled workers continue to expand, Amanda's expertise will be incredibly valuable to our apprenticeship and pre-apprenticeship program initiatives that are bringing opportunities to both employers and community members throughout New York State."

Amanda is looking forward to getting to know MACNY's member companies. If you would like to connect with Amanda, please email her directly at awilson@macny.org.

UPDATES IN ENERGY

Cindy Oehmigen, Energy & Corporate Services Consultant

NEW YORK ENERGY BUYERS ARE RISK OFF



Compared to peers in other retail energy markets, commercial customers and their brokers in NYISO are a conservative group. ENGIE Resources tracks pricing requests for The New York Independent System Operator (NYISO), ISO New England, PJM, and Electric Reliability Council of Texas (ERCOT). Data for 2023 indicates that New York electricity buyers prefer to fix it and forget it. When pricing requests are grouped as either fixed price with no market-based risk, or index and flexible solutions with some price risk, the preference in NYISO is a fixed price and budget certainty.

NYISO ended 2023 with an average monthly interest in market-based risk pricing requests of 3.92% of total requests. In other words, 96.08% of pricing requests were for fixed price. ISO New England market participants followed close behind at 4.7%. Greater risk tolerance is found in PJM and ERCOT at 15% and 18.6% respectively.

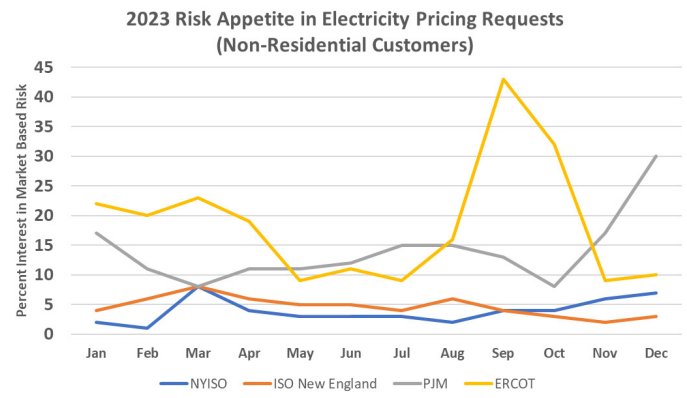
Navigating Markets: Balancing Price Risk

The key role of a retailer like ENGIE Resources is purchasing electricity on the wholesale market and reselling it to end users on the retail market. The retailer bears all the volume and price risk due to uncertainties in both markets and charges a risk premium as a result. The main drivers of those uncertainties are the electricity spot price, the consumer's electricity demand and wholesale forward-price volatility.

There are alternatives for buyers who want some level of price certainty without incurring premiums associated with fixed-price contracts. A block-and-index plan, for example, provides the stability of a price lock for a portion of consumption, while the price for remaining usage floats at the market.

Another option is a solution that combines the freedom of index market pricing with the certainty of a price lock for up to 100%

of usage. Customers make multiple fixed-price percentage purchases using a “dollar-cost-average” approach to reach a price certainty target.



“No two organizations are alike when it comes to energy procurement, consumption, and increasingly, risk tolerance and sustainability,” said Lenny Tilton, ENGIE Resources’ Senior Business Development Manager based in Syracuse. “Discussions often include whether you can afford to float on the market or need a fixed rate with budget certainty. The goal is to actively manage commodity costs and help organizations align sustainability goals with those of their stakeholders.”



Thank you to Engie for sharing your insights.

LEADERSHIP DEVELOPMENT

David Freund, Chief Leadership Officer

GROWTH AND THE ENVIRONMENT



I just love the month of May. We have finally pushed through April when we can still get snow, and worse yet, very cold rain. Not that I mind the snow by any means, but when I can't ski on it well, it's time for another season. May is filled with the anticipation of new growth and opportunity.

Many years ago, my wife and I built our house, and I took the month of May off from work so I could get the house framed and under roof. We only had one day when it rained during the day. Thankfully, we had some rain at night, or the farmers and gardeners would have been in big trouble. The following year I planted grass in my yard. Wouldn't you know it, that June was one of the driest on record and my grass barely grew. I think I had more weeds than grass when things started to turn green. On one hand, builders would love the dry days to get more work done. On the other hand, the environment needed warmer days and rain for plant growth.

Since change is inevitable, but growth is optional, we need to be highly intentional in our personal and professional growth. For our growth journey to be successful, the environment needed for that growth is as critical as warm rain showers in May and June. The good news is that we can create an environment that will be ideal for our growth, and the growth of our fellow team members. So, let's jump right in with four questions that will help us create a Growth Environment.

- 1. Are others ahead of me?** Many years ago, I heard someone say, "If you're the smartest person in the room, you're in the wrong room." You need to make sure you're spending time with people who are further ahead on your leadership journey. For the last 10 years, I've made sure that I have leadership mentors who can speak into my life. Mentors can be in-person or virtually via books or podcasts.
- 2. Is my focus forward?** Are you often looking back with a yearning for the good old days? I don't mean reminiscing about great memories, but wishing things were back the way they used to be. We need to believe that as we grow and

develop, our future will be filled with opportunity, purpose, and significance. We have the opportunity to create the future of our choosing, but it requires that our focus be forward-looking.

- 3. Am I often out of my comfort zone?** We love to be comfortable, and we often forget that everything worthwhile is uphill. Most people have uphill goals and downhill habits and then wonder why they aren't growing and developing. John Maxwell often says, "Everything you want in life is just outside of your comfort zone." When was the last time you did something for the first time?
- 4. Is growth modeled and expected?** Many years ago, a young man shared with me that all his friends wanted to do was party. He asked for my advice, and I told him he needed to change friends. I know that sounds terrible, but his future was at risk. We talked about activities he could invite his friends to, and if they chose not to join him, then it was their choice and not his if they stopped being friends. A growth environment is one where others are modeling growth and expecting others to grow. Twice a month I log into a one-hour Zoom meeting with several Maxwell Leadership coaches. We share our wins, our challenges, and hold each other accountable. My every other Thursday 6 PM meeting is often a highlight of my week because it encourages me to climb higher.



Lastly, you need a coach. I'm not trying to drum up more business, but growth is accelerated in an accountability environment. I meet with my coach twice a month. Every two weeks I give him an update on my activities and plans. He helps me think at a level that reveals why I might be struggling, brings clarity to what I truly want, and helps me see resources that may be hidden from my view.

Your growth environment is critical and it's totally up to you. Will it be an environment that facilitates your growth or holds you back?

PARTNERS FOR EDUCATION & BUSINESS, INC.

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

EXPANDING ACCESS TO CAREER EXPLORATION



Students need to see what they can be. This is especially true for young people living in more rural areas. It's easy for students to receive suggestions about what they should do, but how can they know what it really entails? For instance, students may have been told to attend college for engineering since they are strong in math and science, but they may not understand the breadth of opportunities available with an engineering degree. There's also the myth that manufacturing is disappearing in Central New York or that these are low-wage jobs on an assembly line, rather than an exciting and rewarding lifelong career. Now more than ever, we need to debunk these myths by bringing students into local industry.

Victor Burgess, a senior at Morrisville-Eaton High School, was tapped by his teacher and principal to be involved in a Career Exploration Cohort through PEB. He already knew that he wanted to go into engineering, so he was a little confused about why he would be a good fit for the program. What was there to explore when he had the answer to his future career? However, once he went on some site visits, including Briggs & Stratton, Knowles Precision Devices, Oneida Plastics, All Seasonings Ingredients, Inc., HP Hood, Metal Solutions, Inc., and more, he learned about the wide array of engineering careers. Now, after seeing some of the careers in action, he's even more excited about his future career in engineering! Victor also thought he would need to move away after graduating from college to find a great career in engineering, but he discovered that there are companies near his hometown with these jobs. Chrisann Rosenberg, Director of Human Resources at All Seasonings Ingredients, expressed how much her team enjoyed showing off what they do to the workforce of tomorrow!



Thank you to All Seasonings Ingredients, and the many other company partners, who open their doors to students throughout the year!

Another benefit of this model is the opportunity for students to experience different learning environments. A comment that some students and teachers have made is they've noticed how some students who don't typically engage in a traditional classroom setting have begun to thrive in a more hands-on environment. The students can use skills or knowledge that they've learned across many avenues of their life, whether it be working on their family farm, helping with construction jobs over the summer, or at BOCES classes. We want students to see the value of these skills and how they can utilize them for a career in manufacturing. For some students, they might have abilities that are in high demand that are being overlooked in a classroom. The company tours are also a great jumping off point for students to take a more in-depth look at careers through job shadowing and internships.

Career exploration is more than taking a personality assessment and reading about occupations. Students need to see companies, workplace cultures, and jobs in action to understand what is possible – and in their own hometown. We are empowering students to better understand themselves and opportunities, as well as make more informed choices, when companies open their doors to the next generation of workers.

If you would like to get your company involved in hosting students for tours, please contact pebteam@macny.org

Partners for Education & Business, Inc. (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.

MEET THE MACNY TEAM



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Senior Vice President
MIKE FRAME
Ext 59



Chief Operations Officer
MARISA NORCROSS
Ext 60



Chief Financial Officer
MARY ROWLAND
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Communications & Media
MARISSA BECK
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Senior Manager,
Marketing & Events
DEB TILTON
Ext 19



Training
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ERIC FELDSTEIN
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Accountant
CARRIE ARENS
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Administration Specialist
AMANDA RICE
Ext 57



Director of Apprenticeship
& Workforce Development
AMY STAGE
Ext 58



Manager of Corporate Services
& Workforce Development
COLLEEN BLAGG
Ext 61



Senior Workforce
Development Specialist
EILEEN DONOVAN
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MAY TRAINING AND EVENTS

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Starting May 6 | 8 AM – 3:30 PM

WELLNESS IN THE WORKPLACE

May 7 | 8:30 – 10 AM

MAXIMIZE YOUR MEMBERSHIP

May 7 | 9 - 10 AM

THE 411 ON THE FINGER LAKES YOUTH APPRENTICESHIP PROGRAM

May 8 | 9 - 10 AM

MAXIMIZE YOUR MEMBERSHIP WEBINAR

MAY 9 | 9 - 10 AM

TOUR OF FLEX-HOSE CO.

May 10 | 8:30 – 10:15 AM

COMMON LEAVE LAWS UPDATE

May 14 | 8:30 - 9:30 AM

BYRNE DEWITT TOUR: STAYING AHEAD OF THE REST

May 14 | 3 – 6:30 PM

THE FOUR DIMENSIONS OF CULTURE

May 15 | 9 AM – 3:30 PM

YOUR ROAD TO VPP

May 15 | 9 – 10:30 AM

SUPERVISORY LEADERSHIP

Starting May 16 | 8:30 AM - 12:30 PM

LEAN SIX SIGMA GREEN BELT

Starting May 16 | 9 AM - 12 PM

LEAN SIX SIGMA BLACK BELT

Starting May 16 | 9 AM - 12 PM

MACNY'S 111TH ANNUAL CELEBRATION OF MANUFACTURING

May 23 | 5 – 8:30 PM

ASCEND TO SERVANT LEADERSHIP

May 29 | 8:30 AM – 3:30 PM

CONSOLIDATED FUNDING APPLICATION (CFA) WORKSHOP

May 29 | 8:30 - 10 AM

PROJECT MANAGEMENT CERTIFICATION PREP COURSE

Starting May 30 | 1 - 4 PM

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