

MANUFACTURING MATTERS NEWSLETTER



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

JUNETEENTH: CELEBRATING FREEDOM AND FOSTERING OPPORTUNITY THROUGH REGISTERED APPRENTICESHIP

June 19th is a federal holiday known as Juneteenth. It's a day that commemorates the emancipation of enslaved people in the United States. On Juneteenth, communities across the country come together to celebrate freedom and resilience through language and storytelling. It's also a time to consider how we can create a more inclusive and equitable society.

MACNY's commitment to Registered Apprenticeship expansion through diversity and inclusion underscores our efforts to create pathways to economic independence and address persistent inequalities. This Juneteenth, we're highlighting Nicole Broadnax, the City of Syracuse's first Journey Worker Software Developer who recently graduated from a Registered Apprenticeship Program under MACNY sponsorship. Being the first to accomplish this is important to Nicole. She shared, "As a young Black woman, I discovered the significance of Juneteenth at a relatively young age. While already aware of its importance, I continue to explore meaningful ways to celebrate and ensure that younger generations are also educated about its significance in African American culture and history." As Juneteenth involves storytelling, Nicole can proudly share her story with her family and community, describing the ways in which hard work and recognizing good opportunities leads to success. Successful completion of the Software Developer apprenticeship has positioned her for a high demand, rewarding career, a transformative experience.

Registered Apprenticeships help address labor market challenges and bridge the skills gap in key industries such as manufacturing, healthcare, and technology. By investing in apprenticeship programs targeted toward underrepresented populations, we can cultivate a diverse and skilled workforce that drives innovation and



economic growth.

Nicole's success is testament to the value of these programs in helping individuals like her work towards their goals, such as obtaining an associate degree in Computer Information Systems (CIS), as well as a nationally recognized Journey Worker credential. She believes that it's crucial for us to focus on youth with programs like P-TECH (Pathways in Technology Early College High School) and ensure that they're aware of the many different opportunities available for them for thrive in our community.

As we commemorate Juneteenth and Nicole's achievements, let us not only celebrate the progress we've made, but also recommit ourselves to creating a future where all individuals can have the opportunity to thrive through initiatives like Registered Apprenticeship.

Are you interested in learning more about cultivating a diverse and skilled workforce through Registered Apprenticeship?

Scan the QR code for more information.



INSIDE

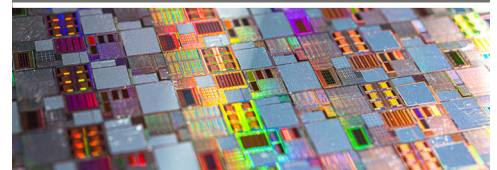
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MACNY'S 2024 SIGNATURE EVENTS

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 KICKOFF

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

NAM TALENT STUDY INDICATES MANUFACTURING GROWTH



The National Association of Manufacturers (NAM) recently released its annual talent study, highlighting that manufacturing growth is likely to increase in the next decade.

Key takeaways from the study include:

- U.S. manufacturing emerged from the pandemic on a robust trajectory of growth with an emphasis on meeting changing customer demands, de-risking their supply chains, and seeking to leverage government policies and incentives.
- There could be as many as 3.8 million new employees needed through 2033, and half of them could remain unfilled if talent initiatives don't produce the necessary skills and workers required.
- Higher skill levels are required as manufacturers lean into Industry 4.0. This could result in a skills gap as a tight labor market requires manufacturers to seek to be more competitive with other occupations.
- Manufacturers use customer-focused strategies to understand better-evolving worker needs and design a better worker experience that enhances hiring and retention.
- Manufacturers invest in partnerships and use regional ecosystems to fill their talent pipelines. Upskilling workers is a crucial strategy for now and into the future.

During the process, NAM surveyed manufacturers and found the following results noteworthy:

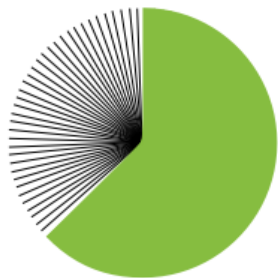
- Some 65% of manufacturers polled said attracting and retaining talent is their primary business challenge.
- About 90% said they are forming at least one partnership to better attract and retain employees; on average, they have at least four such partnerships.
- Approximately 47% indicated that apprenticeships, work-study programs, or internships at manufacturing companies would be the most effective way of increasing interest in the industry.
- Some 47% also said flexible work arrangements, such as flex shifts, shift swapping, and split shifts, have been their top retention tool.

MACNY members echo these sentiments. As an organization, we offer innovative approaches to talent development, Registered Apprenticeship Programs, and filling the talent pipelines. To learn more about how our team can help you, visit macny.org or contact one of our talent development team members at info@macny.org.

View the annual talent study by scanning the QR code.



Organizations that embed a skills-based approach are more likely to ...



63%
achieve results than those that have not adopted skills-based practices

107%
place talent effectively

57%
anticipate change and respond effectively and efficiently

98%
have a reputation as a great place to grow and develop

52%
innovate

98%
retain high performers

49%
improve processes to maximize efficiency

79%
have a positive workforce experience

47%
provide an inclusive environment

Source: Deloitte analysis of Deloitte skills-based organization survey, May–June 2022

PARTNERS FOR EDUCATION & BUSINESS, INC.

Nira Irby, Workforce Development Specialist, PEB

THE IMPACT OF CAREER COACHING: GUIDING AND INSPIRING THE WORKFORCE OF TOMORROW



Serving as the link between education and industry, Partners for Education & Business, Inc. is dedicated to sculpting the workforce of tomorrow. Through vibrant collaboration with local employers spanning diverse sectors in Central New York, we orchestrate an array of immersive experiences, from captivating site visits to impactful job shadows, dynamic career coaching sessions, and engaging work-based learning challenges.

At the heart of our endeavors lies a commitment to representation, ensuring that every student finds themselves reflected in the vast tapestry of career pathways. Witnessing individuals who look like them and come from similar backgrounds succeeding in various professions can significantly impact students' aspirations and confidence to pursue their dreams.



“When individuals seek career guidance, they often look for mentors or coaches who not only possess the necessary expertise but also share similar backgrounds or experiences. Seeing someone who looks like them, who has navigated similar challenges and achieved success, can be immensely empowering. It sends a powerful message that their goals are achievable and their dreams valid.”

- Roshana Daniel, People Operations Manager, VIP Structures

Our career coaching initiatives seamlessly blend classroom teachings with real-world applications, providing invaluable insights into a multitude of industries, job roles, and essential skills. Businesses and individuals alike play a pivotal role in this transformative process, generously offering their time as career coaches, extending mentorship, and sharing invaluable industry insights to guide students in making informed decisions about their future.

“Career coaching provides personalized advice designed around goal-oriented support for students to strengthen foundational understanding of workforce expectations while enhancing student career ready practice skills; ensuring each student is prepared to enter the workforce with the skills needed to support success over the long term.”

- Scott Lane, P-TECH/CTE Work-Based Learning Coordinator, Institute of Technology at Syracuse Central, SCSD

The benefits of being a career coach transcend academic achievements; they instill confidence, nurture ambition, and ignite lifelong learning. As educators, businesses, and individuals, we hold the power to shape the trajectory of these young lives and pave the way for a brighter tomorrow.

“The importance of effective career coaching is giving students the opportunity to gain more knowledge in the manufacturing technology industry. If we’re going to change how young

people view manufacturing, we have to bring them into the spaces and allow them to learn procedures, terminology, and community.”

- Tequila Gregory, Assoc. AIA CTE Manufacturing Technology Instructor, Thomas J. Corcoran High School, SCSD

We call upon passionate individuals eager to shape the future workforce to join us in our cause to develop the workforce of tomorrow. Whether through volunteering as career coaches, participating in work-based learning challenges, or graciously offering to host workplace tours, you can make a profound impact to inspire and guide young minds on their journey.



“In today’s rapidly evolving job market, where career paths are increasingly non-linear and unpredictable, the need for personalized guidance is critical. A career coach can help navigate transitions, whether entering the workforce for the first time, transitioning to a new industry, or pursuing leadership role.”

- Roshana Daniel, People Operations Manager, VIP Structures

In the immortal words of Maya Angelou, “When you learn, teach. When you get, give.” Let us heed these words to empower the next generation, ensuring they are well-equipped to thrive in the dynamic workforce of tomorrow. For this, we need more voices like yours to become involved.

You can learn more and get involved by connecting with us at pebteam@macny.org or scanning the QR code to fill out our volunteer sign up form.



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.

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WORKFORCE DEVELOPMENT

Amanda Wilson, Workforce Development Specialist

HISTORY REPEATS ITSELF WITH REAL LIFE ROSIES™



Just two weeks after dozens of “Rosie the Riveters” reunited to receive the prestigious Congressional Gold Medal of Honor (the highest honor that can be presented to civilians) for joining the World War II workforce, the graduation celebration for the third and fourth cohorts of the Real Life Rosies™ pre-apprenticeship program took place at Mohawk Valley Community College (MVCC) on April 23rd.

The Diversifying Advanced Manufacturing: Women in the Workforce program is a 72-hour pre-apprenticeship program made possible through the support of Empire State Development, in partnership with MVCC and Working Solutions. The program’s goal is to support the training and skill development of women looking to pursue careers in manufacturing through pre-apprenticeship.

The most recent 27 graduates range in age from 18 to 68, with one cohort of Ukrainian and Russian immigrants. Katrina Genier, a graduate from the very first cohort who is now employed at Indium Corporation, spoke to the graduates, sharing her experiences and words of encouragement.

Katrina heard about Real Life Rosies through the Johnson Park Center, a non-profit organization in Utica that provides emergency and supportive housing for women, children, and families, as well as a range of community-based support services. Receiving her high school equivalency in May 2023, she was eager to continue learning. Once Katrina began the pre-apprenticeship program, she started to believe in herself and her abilities, becoming empowered not only by her instructors’ words of encouragement, but the camaraderie built with her classmates. Katrina learned that she was teachable and capable, and earned the SME Certified Manufacturing Associate (CMfgA) credential.



While touring local manufacturing facilities during the program, Katrina was impressed with Indium Corporation’s work and culture. With the help of Yawa Zewou, Workforce Development Specialist at MACNY, she became the third Real Life Rosies graduate to secure employment with Indium Corporation. Katrina has thrived and grown over the last six months, moving throughout the facility, and gaining more confidence each day.



Expressing gratitude for the career she’s building, Katrina encouraged the newest Real Life Rosies graduates to believe in themselves, as many new doors will open in advanced manufacturing after they graduate from the program.

During World War II, more than 6 million U.S. women broke traditional gender roles and joined the workforce. Over 80 years later, Katrina and the Real Life Rosies graduates are an extension of those strong and determined women. This program exemplifies ingenuity and teamwork between community partners, educational institutions, and local manufacturers, who strive to help diversify and strengthen the manufacturing industry in the Mohawk Valley and Central New York.

To get involved with the next generation of Real Life Rosies, please contact me via email at awilson@macny.org or Yawa Zewou, MACNY Workforce Development Specialist, at yzewou@macny.org.

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MACNY STAFF ANNOUNCEMENTS

DEB TILTON PROMOTED TO SENIOR MANAGER, MARKETING & EVENTS



We are excited to announce the promotion of Deb Tilton to Senior Manager, Marketing & Events.

Reporting to the Chief Operations Officer, Deb will oversee the planning, marketing, campaign development, and execution for all aspects of MACNY events. Additionally, she will have an integral role in programming for MACNY councils and tactical digital marketing efforts for the training department. Deb will continue to develop and support organization-wide strategic marketing initiatives. With her vast experience in brand strategy and graphic design, she will lead the creative development of yearly brand campaigns and all other brand-related projects.

Marketing & Events. She is an asset to our team and brings a unique set of skills that elevate the marketing strategy, visual engagement, and experience of MACNY. With Deb taking a leading role in MACNY events, our members can look forward to innovative and expanded offerings. The team at MACNY would like to congratulate Deb on this well-deserved promotion."

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, the American Heart Association, the United Way, and serves as an officer for her local neighborhood association.

MACNY President & CEO, Randy Wolken, shares, "We are excited to announce Deb's promotion to Senior Manager,

UPDATES IN ENERGY

Cindy Oehmigen, Energy & Corporate Services Consultant

CHANGE IS INEVITABLE



Over the past few years, I've learned a lot about how complicated the energy challenge is. From what I understand, there are many categories of challenges that are keeping us from moving forward faster. Some of those categories are technology availability, public objection, and the cost to convert. And, as we've seen, change can be difficult for people. It comes with unknowns, so we're cautious.

One of the more obvious challenges is the ability of the grid to transport power from where it's harvested to where it needs to be. For New York, there is a significant amount of power in the northwest with an abundance of power usage in the southeast. We're expanding renewables in New York, however the existing grid wasn't designed to receive power and transport it 'backwards'. Modernizing the grid is not simple or inexpensive. A recent New York Times article reports, "Federal regulators on Monday approved sweeping changes to how America's electric grids are planned and funded, in a move that supporters hope could spur thousands of miles of new high-voltage power lines and make it easier to add more wind and solar energy."

The article continues to add, "The new rule by the Federal Energy Regulatory Commission (FERC), which oversees interstate electricity transmission, is the most significant attempt in years to upgrade and expand the country's creaking electricity network. Experts have warned that there aren't nearly enough high-voltage power lines being built today, putting the country at greater risk of blackouts from extreme weather while making it harder to shift to renewable sources of energy and cope with rising electricity demand."

The responsibilities of the utilities and operators are to see that the existing lines are reliable for homes and businesses. This new set of regulations is looking to identify the needs around the country for the next 20 years, including changes in the energy mix and impact of extreme weather conditions. Maintaining is a very different process than strategic planning. There is even disagreement within the FERC on how to make this happen. "Our country's aging grid is being tested in ways that we've never seen before," says Willie Phillips, Chair of the Energy Commission.

Evidence of this has been all over the news. Think back to the past few months. Unprecedented storms, tornadoes, and fires, have had a significant impact on our ability to provide consistent power for basic needs, such as heat and light. Now, let's consider the impact it has and could have on the needs of manufacturing plants and transportation that keep this country operating.

There are also political issues, permitting challenges, and ongoing disagreements of state, local, and federal jurisdictions to determine where the power lines are located and how this is going to be made possible.

The good news is that action is underway to upgrade the grid. This is not going to happen overnight and the topics of who's going to pay for it and how the costs are going to be distributed are still being heavily discussed and debated. There could be legal challenges, which will inevitably delay actions. There are 11,000 wind, solar, and battery projects that are held up because the grid does not have capacity to handle the power.

In March 2024, National Grid announced the Upstate Upgrade, a multi-year plan to invest more than \$4 billion in upgrading the state's power grid. This will include 70 projects, including rebuilding more than 1,000 miles of transmission lines, building substations, installing new technologies, and protecting the grid from extreme weather. The goal is to improve the grid's reliability and resilience and allow the transmission lines to carry more electricity and better handle extreme weather. The Upstate Upgrade is expected to be completed over six years.

It is going to take a lot of planning and coordination with all the states and municipalities to make this work!

Sources:

<https://tinyurl.com/2976wzdh>
<https://tinyurl.com/3m65fw5>

LEADERSHIP DEVELOPMENT

David Freund, Chief Leadership Officer

SUMMERTIME!



Well, it's now the second most wonderful time of the year, summertime. The pool covers are off, the boats are getting shined up, the fishing poles are ready for a trip to the nearby lake, and school is almost done for the year. In 1934, George Gershwin even wrote a song called "Summertime" as part of the 1935 Opera *Porgy and Bess*.

Typically, I share my reading list to inspire your summer reading. This year, I want to challenge you to up your game a bit, but first the books.

The first book is *High Road Leadership*. Released on May 5th, this is John Maxwell's newest book. When you read the title, you will know why John chose to write it. We live in a world that has such a need for leaders who are willing to take the high road. The subtitle of the book is "Bringing People Together in a World that Divides." The book walks you down that path of learning to value people, acknowledging their humanness, and doing the right things for the right reasons. Chapter six of the book deals with Developing Emotional Capacity. Six steps to help you build greater capacity.

1. Attitude: Recognize that our attitude is a choice we make daily.
2. Time: We need to remember that we have a set number of hours in a day and need to use this precious resource wisely.
3. Priorities: Are we using our time on the most important things?
4. Potential: We need to realize that we are responsible for maximizing our potential. If we don't develop it, no one else will.
5. Passion: Cultivate your passion so you can inspire yourself. Leaders who are inspired, inspire others.
6. Calling: Leaders need to know their calling. A calling is much greater than a job and will give the strength needed to do the hard and sometimes unpopular things.

The purpose of the book is to remind us to put people ahead of our agenda, embrace authenticity, and be accountable for our actions. The timing of John's book was no accident. He wanted to release it in a presidential election year to remind us all what great leadership looks like.

The second book is *To Rescue the Constitution*. This is a relatively new book by Bret Baier. The book is a historical look at George Washington and shows how fragile the American experiment was. It details the tension between proponents of State's Rights and the Federalists. Our country came close to being pulled apart by these tensions and how, with his quiet leadership, Washington presided over the Constitutional Convention. After three months of heated debate, our U.S. Constitution was drafted.

Now, how you can step up your game? Visit someplace special. I was in California for two days of meetings and had a morning to myself. At the encouragement of my wife, I visited the Nixon Presidential Library. When I was in the sixth grade, I missed five weeks of school with an illness and the only thing on TV were the Watergate Senate hearings. As a kid who loved politics, I watched hours upon hours of the hearings. As fascinating as it was, it tainted my view of our 37th president. The library did a great job detailing the Watergate scandal, but also reminded me of Nixon's amazing accomplishments - ending the Vietnam War, opening relations with China, arms reduction treaties with the former Soviet Union, and establishing the Environmental Protection Agency. Sadly, a lack of high road leadership related to the Watergate scandal forced Nixon to resign from office on August 8th, 1974.

I hope you have a chance to read the recommended books on my summertime reading list. Learning to take the high road as a leader is more critical now than ever before and invaluable to the success of any organization. Summertime is a special time of year, so make the most of it and try to visit somewhere special.

111TH ANNUAL CELEBRATION OF MANUFACTURING SPONSORS

On May 23, at the SRC Arena & Events Center, MACNY hosted over 450 hundred guests to celebrate MACNY members and the outstanding products and exceptional services they provide. It was a night to remember and we thank all of our members for making the event truly special. We would also like to extend our sincere gratitude to the companies who sponsored this year's celebration. Without your support, this event would not have been possible.

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JUNE

TRAINING AND EVENTS

LEAN SIX SIGMA BLACK BELT (LSSBB)

Starting June 4 | 9 AM - 12 PM

LEAN SIX SIGMA GREEN BELT (LSSGB)

Starting June 4 | 9 AM - 12 PM

ATTRACT, ENGAGE, AND HIRE WITH THE CAREER AND TALENT PLATFORM

June 4 | 9 - 10 AM

CRUCIAL CONVERSATIONS

June 4 & 5 | 9:30 AM - 3:30 PM

EFFECTIVE CYBER DEFENSE TOOLS

June 4 | 10 - 11 AM

BLUEPRINT READING: LEVEL 1 (BASIC)

June 5 & 7 | 8 AM - 12 PM

TOUR OF FELIX SCHOELLER

June 5 | 2:30 - 7 PM

WORKERS' COMPENSATION UPDATE

June 6 | 8:30 - 9:30 AM

MAXIMIZE YOUR MEMBERSHIP

June 11 | 9 - 10 AM

TOUR OF ICM CONTROLS

June 11 | 2 - 4:30 PM

ISO 9001: 2015 INTERNAL AUDITOR TRAINING

June 12 & 13 | 8 AM - 4 PM

MAXIMIZE YOUR MEMBERSHIP WEBINAR

June 13 | 9 - 10 AM

SUPPLY CHAIN MANAGEMENT WORKSHOP

June 13 & 14 | 1 - 4 PM

A NEW KIND OF DIVERSITY

June 14 | 9 AM - 3:30 PM

OSHA 30-HOUR TRAINING

June 17 - 21 | 8:30 AM - 4 PM

MOBILE ELEVATING WORK PLATFORM TRAIN THE TRAINER

June 18 | 8:30 AM - 3:30 PM

BLUEPRINT READING: LEVEL 2 (WITH GD&T)

June 19 & 21 | 8 AM - 12 PM

HIGH IMPACT LEADERSHIP

Starting June 19 | 8:30 AM - 12:30 PM

NYS LEGISLATIVE SESSION BRIEFING

June 20 | 9 - 10 AM

OSHA 10-HOUR TRAINING

June 24 & 26 | 9:30 AM - 3:30 PM

TOUR OF C & H PLASTICS

June 26 | 2:45 - 6:30 PM

REGISTER FOR AN EVENT OR TRAINING

