

## Minutes for Indiana County Manufacturing Consortium Meeting May 8, 2008

Attendees: Mike Rempel – Gorell  
Ellen Starry – Gorell  
Volker Valentin - Gorell  
Carrie Roup – Clark Metal  
Stephanie DiLeo – Homer City Automation  
Pam Gates – Penn Machine  
Nancy Saxman – Synergy Contracting  
Steve McPherson – MGK  
Brian Long – Breeze Industrial  
Jim Cupp – Ardiem Medical  
Mark Dominick – Classic Conveyor

Herb Gleditsch – Career Link  
Lori Harvey – TCWIB  
Jane Gardner – IUP  
Patty Evanko – Commissioner  
Rod Ruddock - Commissioner  
Dana Henry – Chamber  
Phil Nadiak – RCEP  
Carol Fry - ICTC

Mike welcomed guests

Mike welcomed new members (Brian – Breeze, Pam – Penn Machine)

Mike welcomed back newer members (Stephanie – Homer City, Steve – MGK)

Lori Harvey gave us an update on:

- Training Reimbursement
- Shared Training sessions

Jane Gardner gave us an update on:

- WedNet Funding

Mike went through the following:

- Information on the Ed Barlow seminar  
See Below
- the status of our Website development
  - Need product information
  - Need writeups
  - Need quotable stats
  - Spotlight replies
- Proposed Gazette ads
  - Suggestion was to be more specific on the message (Mfg Rocks)

- Another suggestion was to do an alternate add with products
- Cable commercials
- Job Fair Update - May 22<sup>nd</sup> – 11:00 to 6:00
  - Need to formalize volunteers
  - Need display signs
- Efficiency ideas for the month - Jott! and Post It Notes.

Discussion on:

- funding spending by June 30th
  - recruitment event
  - library assembly
- group direction and focus - much revolving around the Ed Barlow seminar

We also need:

- more companies to present ideas to the group
- ideas for upcoming speakers

Help with general tasks

- Minutes
- Treasurer – Stephanie volunteered for this activity
- Librarian

Next Meeting – June 12<sup>th</sup>

Adjourn Meeting

Ed Barlow Seminar

I would like to go into more detail on the session, but the handout is to be posted on his website today, and I would like to review it in more detail before we spend a lot of time on it.

The Manufacturing group at the meeting consisted of myself along with Ellen, Bethany, Carol, Herb, and Lori. After several hours of scaring the crap out of us with how China, global warming, immigrants, aging population and a myriad of other calamities are the end of the earth as we know it, he then provided a lot of suggestions as to ways we can protect our industries, our companies and how best to position us for dealing with the new age.

Some important points that he made were:

Cater to the younger crowds – let them know that you deal in technology and are not the old style manufacturing of earlier ages

Prepare for global economy even if you don't sell internationally – learn new languages, understand the new cultures of immigrants

Read, read, read – he suggested dozens of books we can get

Video some exit interviews with permission that can be podcasts and used to train new employees – especially the younger

Blogs are more important in getting information on trends than the print media

Do virtual tours of your company – put them on your websites – let people see your business on line

#1 thing that youth is looking for – entertainment – they want something to do after work

Green – promote green – people love to hear that you are environmentally friendly

Reverse mentoring – new employees – youth – can teach older workers about new ideas, technology

Consider using the recently retired as a pool of part time fill in workers

Keys to manufacturing – close to your customer; speed to market;

University students – make them feel part of the community – buy in

Trained employees will stay for 20% less if you mentor them

After the presentation we broke up into our groups and tried to determine:

- Strategic direction

- Action to advance it

- Key skills necessary

Result was branding our industry and marketing was the necessary skill