

BUTLER MANUFACTURING CONSORTIUM

February 1, 2006

MINUTES

Present:

Dave Frengel – Penn United Technology

Jim Ferguson – Penn United Technology

Terri Bowser – CID Associates

Mike Bartlett – Bear Metallurgical

Doug Bartosh – Unimach Manufacturing

Mary Salony – TCWIB

Peggy Weckerly – Butler County CareerLink

Minutes of the January 11, 2005, meeting were reviewed by the group and approved.

Hiring of Manufacturing Coordinator

One person was interviewed but not hired since he wants to continue part-time consulting work to enhance manufacturing operations at individual companies. An ad needs to be run again with a better description of the job duties. Terri suggested that we check with area colleges which have manufacturing/quality control/technical types of courses to determine if they have recent or pending graduates who would be more likely to work for the lower pay offered but would also have the manufacturing knowledge base. Related to this, it was announced that Lisa Campbell has taken John Cupps' Business and Industry position at Butler County Community College.

Clearview Mall Manufacturing Showcase

Some money for this event will come from the manufacturing grant received by TCWIB. Discussion confirmed the following: the display needs to change regularly; it needs maximum staffinf, including the CareerLink staff; a kiosk will be more visible than a storefront; this should be for a 6-month trial basis; the CareerLink should be co-hosting this event; and company(ies) should have hardware such as parts, samples, pictures as part of their display. An interactive computer would be preferable, and Peggy will check with Armstrong Cable regarding whether

they might provide that without charge. Terri suggested that each manufacturer be there only two weeks at a time since the public needs to see continuing changes in order to remain interested. Some companies can only bring pictures, and in a storefront, this would be ineffective unless 3-4 companies at a time would be on site with at least one changing per week to draw public interest. Everyone agreed that if any company has a designer, it would ideal to have them set up the display. Doug is concerned that with 8 staff, he can't put people at the Mall, and neither can Mike. We need to identify companies with the staffing to assist in "manning" the display.

Doug suggested that the week prior, Consortium members get on the radio and highlight the event. There is interest in starting with a weekend showcase with many companies being part of the event, all located in close proximity to each other. There would be a "Job Board" on which local companies could post vacancies with contact information. But the concept is really not about hiring – it's about improving manufacturing. Peggy will check with the Mall about the cost for this. Within the next month, she will send a survey to the manufacturers asking who is interested and whether they can provide staffing, a designer, etc. We need a special meeting for participating companies and have the Mall Director at that meeting as well. The group agreed to an early May optimum target time, possibly May 5-6-7 for a Manufacturing Expo to precede the showcasing the group wants to do. This is not a job fair. The theme will be that manufacturing is alive and well in Butler County with career opportunities. Image is half of it, while jobs form the other half. Mike will contact Catalyst Connection to ask if someone there will visit with us and share their expertise and relate the event to NAM manufacturing week. **The \$20,000 grant allows about \$4485 to each county for marketing and \$1333 for individual websites and support.**

Jim said that a newspaper ad for them averages \$1000, and it would be less expensive to pay their share for the mall event. We should negotiate with the Butler Eagle to align an article and/or ad to coincide with the expo date. The Eagle does a spring career insert, and we should have the expo coincide with that since about 8 pages relate to manufacturing. We could get on the radio talk shows for free to highlight this and hopefully, get Channel 10 to give us a free ad. Dave believes that we are targeting the 19-20-21 year olds, those who have dropped out of college or have an associate's degree.

Consortium Membership

Dave is concerned that as leader of Butler's Consortium, he is signing on behalf of Butler County manufacturers. He feels that membership requires at least an MOU, although Jim feels that \$100 annually (possibly waived based on need) gives each company a voice in what is being done. Mike believes a fee provides a perceived value. The meetings will be open to all, but only members could access grants. Doug also belongs to the Armstrong Consortium and sees it as a good investment. Membership allows voting powers, access to grant and training monies and the opportunity to shape and share in goals and outcomes. Due to time limitations and a smaller group today, it was agreed to include this on the agenda for the next meeting.

Website for Butler County Manufacturing Consortium

Armstrong already has their website www.armstrongmfg.org and is asking Butler and Indiana to follow suit, using Allegheny Graphics. The charge is minimal and paid for through the grant. The group agreed that Butler's should be similar and that emphasis be on connecting manufacturing to the real world. The goal is the reality of manufacturing. For example, Penn United is stamping titanium cores for golf balls. CID built one of their decompression buildings for NASA. Unimach manufactures parts for a company that makes testing equipment. Those products should be highlighted for each member and on the site. Within the next month, Peggy will contact the manufacturers for this information, asking for a blurb which explains their most unique end product from a consumer point of contact. Manufacturing makes things that impact the work, and we need to show the "connection", the continuum.

Jim wants to see this as a bi-monthly meeting with short presentations that help one another. Sharing videos such as the "pickle video" on customer service and information on similar topics on concern leads to collaboration which builds unity.

Dave's work frequently takes him out of the area, and he asked that he and Jim serve as co-chairs to insure continuity – the group agreed.

Since the Tri-County Manufacturing group meets on Feb. 22, it was agreed that our next meeting will be on Tuesday, February 21st at 7:30 AM at the CareerLink.

mkw