

BUTLER COUNTY MANUFACTURING CONSORTIUM

Minutes for June 27, 2007

Present

Rich Schellinger, TRACO
Bruce Curry, Penna Flame
Doug Bartosh, Unimach Mfg
Kristen Bastaja, Penn United Technologies
Chuck Guiste, Penn United Technologies
Neil Ashbaugh, Oberg
Jim McKain, CMC/Impact Metals
Don Neff, Eagle Rubber
Linda Ward, Pulva
Kyle Knapp, Du-Co Ceramics
Patrick Coulson, CDC of Butler
Lisa Campbell, BC3
Vicki Senko, JSP
Heather Swiergol, Butler Co. Area Vo-Tech
Lori Harvey, Tri-County WIB
Peggy Weckerly, PA CareerLink Butler County

Neil Ashbaugh facilitated the meeting in Jim's absence.

Minutes for May 2007 meeting were approved as written.

Previous Business

WEDnet: Lisa reported that half of the WEDnet funding has been restored in the legislative cutbacks, and she needs applications returned to her by July 13th.

Industry Partnerships: Lori reported that incumbent worker monies have been eliminated, and that youth and literacy were also cut from the budget. Check House Bill 1286 on the PA website for latest news on these issues. The effect on training is still in question since other funding streams may be able to be tapped.

Armstrong Program: It will take about 3 days per company for the video tours: 1 day pre-production planning, 1 day for interviews, and 1 day for post-production wrap-up. They have already started with Oberg. Call Carmen or Matt from Armstrong or Neil to schedule your company. They want to be ready to air in September.

Current Business

Manufacturer Spotlight: None today. But Pulva announced their RaceFest 2007 for June 28 from 12-8 including tours at 3 and 7:30 PM. This is a great opportunity to see their four companies and understand what they do.

Vision/Planning for 2007:

BHAG's are "Big Hairy Audacious Goals". Today we began to list the number of employees each attending company has with the goal of using these numbers to show strength in manufacturing and also to consider joint purchasing power to negotiate better pricing.

Image: Billboard bids have been received, and SR Barron, a local company, has been selected. Kristen prepared draft copy which reads: *Butler County Manufacturing Consortium. Excellent Careers in Advanced Manufacturing Technology. To learn more visit www.butlercountymfg.org.* If you have suggestions for the copy, contact Kristen ASAP. Billboards will be on 422 West, 422 East, Route 8, Route

19 and then to Rte 356 for several months each. We will own the vinyls when the billboards are done, and hopefully, they will still be in good condition. Lori and Jim went through the website page by page to update it. There will be an image of the billboard on the first page on which people can click to have an overview of the campaign. Tracking on hits begins July 1st. Bruce mentioned that in the future Media Frogg can help with marketing, as well as website design and hosting.

Lori reported on “**Dream It Do It**” which is a local presence that opens door to everyone involved and enables us to tie into commercials. Visit <http://www.dreamit-doit.com/> to see other campaigns. Northeastern Ohio is the closest to us. We need to find local endowments, private contributions, etc. to sell mfg in Butler County. This is a promotion of the National Assn. of Manufacturers to attract youth to manufacturing. Jim is awaiting a return call from the co-founder of “**Nuts and Bolts and Thingamajigs**”, a camp for youth ages 12-16 co-founded by John Ratzenberger, actor and author. It is a non-profit organization which gives youth hands-on experience.<http://www.nutsandboltsfoundation.org/> The program coordinates with local community colleges, and Lisa had already asked Cynthia McCabe at BC3 who is open to considering this.

Growth:

Originally, the three counties had agreed to compile a Sourcebook Directory listing all the manufacturing companies. Instead, they have now agreed to develop brochures and posters geared especially to youth. We are looking for a consortium member to become a “mentor” or “career coach” who can personalize the information for the individual by responding to phone calls or e-mails to provide more insight as to the value of a career in manufacturing. If you are interested in serving, call Jim Ferguson at Penn United.

W.I.I.F.M. (What's In It for Manufacturing)

The group needs to decide whether they want to do a local **salary survey** which NW Manufacturing already did. Lisa said that 300 manufacturing companies from Butler County are with that group, but many may only be part of a mailing list. Peggy announced a meeting **Friday, July 13th, from 9-10:30 AM with the Butler Workforce Investment Board members** at which they would like to have employers. No RSVP is needed – just attend! That group wants to host a “Roundtable” to open dialog between the educators and the employers, and this planning meeting will determine an agenda and first steps. If you can come, it will be in the WIB Office on the second floor of Pullman Commerce Center above the PA CareerLink office.

Chuck announced that plans are underway to turn the **Learning Institute at Penn United into a 501c3 non-profit**. They would bring in the latest equipment and technology and hope to be operational in the next 6-12 months. If any company in the Consortium wants to serve on that Board, contact Chuck. They want manufacturers to be part of it.

***Next meeting will be Wednesday, July 25th, at 7:30 am
PA CareerLink Butler County***