

BUTLER COUNTY MANUFACTURING CONSORTIUM

Minutes for November 15, 2006

Present

Doug Bartosh, Unimach Mfg
Kyle Knapp, DUCO Ceramics
Terri Lee Bowser, CID Associates
Diana McCormish, JSP
Lisa Campbell, BC3
Heather Swiergol, Butler Co. Area Vo-Tech
Jim McKain, CMC Impact Metals
Clayton Woodward, Woodward, Inc
Jim Ferguson, Penn United Technology
Charles Guiste, Penn United Technology
Catie Morely, Pulva Corp
Caroline Hahn, Pulva Corp
Jennifer VanGorder, ATS, Inc
George Wochley, GCL, Inc
Mary Salony, Tri-County Workforce Investment Board
Peggy Weckerly, PA CareerLink Butler County

After the ***Introductions***, Heather Swiergol of Butler Co. Area Vo-Tech was welcomed. Jim also announced that Andy Johnson, Chair of the county guidance counselors, wants to attend these meetings. Jim McKain highlighted the work of **CMC Impact Metals** which is a steel producer with both a trading company to buy and sell steel and a manufacturing group with 110 smaller fabrication shops like CMC. With 50 employees, they produce and bend long lengths (50 feet) of structural steel, mainly rebar, and take it to the site. CMC is the 6th largest steel producer in the US and specializes in heat treating structural steel for specialty applications like flatbed trailers and for the Alaskan pipeline. They heat treated steel for the new Butler bridge. The company just entered the automotive field and opened a shop in Youngstown to start that operation.

Minutes were reviewed and approved with a correction to the grant amounts. Doug reported a **\$1650 balance in the treasury.**

Previous Business

Grant Update: The money has arrived! Mary reported that there is **\$100,000 for industry partnership in the tri-county area which needs to be used by June 30, 2007.** Included in this are \$5000 for a manufacturing technology forum, money for a pilot project for the "Work Ready" curriculum purchased from Florida, and \$50,000 for classes in CAD/CAM/CNC. There is also money for billboards, whose cost will decrease if a contract is made in conjunction with the PA CareerLinks in the tri-county who are doing a campaign also.

Sample By-Laws were prepared by Jim and distributed for review. He feels they should be reviewed at the end of each calendar year since they are dynamic and may need updating.

Current Business

Volunteers are needed for **Co-Chair and Secretary**; call Jim at 724-352-1507, Ext. 285 if you're interested.

Vision/Planning for the 2007 "Business Plan" addresses what BCMC wants to do in the new year. Image (growth), Growth (capacity building/filling) and Development (career partnerships and paths) are all part of making manufacturing in Butler County be the best that it can be. Chuck Guiste led a brainstorming session which led to the **top five choices of the group to promote the image of BCMC.** These include: Job Shadowing; a Manufacturing Expo; a Tri-County Mfg

Coordinator; linking BCMC to higher education; and connections to parents, youths and teachers. A complete list of all the suggestions is on the attachment.

W.I.I.F.M.

After Chuck led more brainstorming, the **top three activities to insure the growth of the BCMC** include: Personal connections (peer to peer); offer valuable programs; and show value to the employer (increase profit, ROI, reduce costs, etc.). The complete list appears on the attachment. Jim wants to set up a Planning Committee, and an e-mail will be sent to everyone to solicit their interest in serving on it.

***Next meeting will be Wednesday, December 13, at Noon at
Conley's Report Inn on Route 8.***

Cost will be \$11 for members and resource partners. A general motion and unanimous vote of approval were made to make this lunch free and have invitations mailed.

Activities to promote the image of the BCMC and votes:

- Channel 10 ad - 9
- Flyer in Chambers of Commerce newsletter - 9
- Job shadowing with schools - 9
- "Creative" advertising – special interest articles, etc. -16
- BCMC link to other websites - 7
- Recognizable branding – initials on a shape, etc. - 7
- **Manufacturing expo - 15**
- Interview member company done monthly in newspaper, and mention BCMC as part of it - 5
- Armstrong group - follow-up on TV station on regular basis (like 5PM Wed). Have it be on location on WQED, Channel 10, PNC Tours, etc. - 8
- Direct mailing to manufacturers (especially of BCMC brochure once we build awareness) - 11
- Personal invitation to meeting - 1
- Tri-County Coordinator (could possibly be an intern) - 3
- Butler parade presence - 8
- Virtual tours of manufacturing or a promo video (seeing is believing that things have changed in mfg) - 12
- Black Tie event - 6
- **Connect to parents, youth, teachers - 12**
- Standard "elevator speech" for members to give about BCMC - 6
- Something tangible – we make what the world uses – 5
- Manufacturing tours (like the house tours) – piggyback with other events - 9

Activities to insure the growth of BCMC (and votes):

- **Personal connection (peer to peer) - 12**
- **Offer valuable programs - 11**
- Build awareness - 4
- Sum up in less than one minute who we are - 3
- Mission statement - 6
- **Value to the employer (ROI, increase profit, reduce costs, etc) - 12**
- Set growth goal - 3
- Localized Consortia meetings - 4
- Consistent communications -5
- Events to tie the network together - 9
- Spotlighting businesses - 6