

Indiana County Manufacturing Consortium
Meeting Minutes
February 12th, 2009

Attendees: Don Barris – Elkin
Ellen Starry – Gorell
Volker Valentin – Gorell
Mike Rempel – Gorell
Steve McPherson – MGK
Julie Miller – MGK
Stephanie DiLeo – Homer City Automation
Dave Coleman – Cleveland Brothers
Debbie Zundel – Cleveland Brothers
Terry Ryan – Specialty Bar Products Co.
Tom Baker – Winchester Industries
Dennis McCracken – Quintech

Herb Gleditsch – CareerLink
Dana Henry – Chamber of Commerce
Jane Gardner – IUP, Eberly College

Membership Payments

Mike reminded everyone that if they have not yet turned in their membership payment, to please do so as soon as possible.

Spotlight Forms

Anyone who has not yet turned in a spotlight form is reminded to please do so.

New Coordinator

Ken Raybuck will be replacing Lori Harvey as our new coordinator.

Welding Video

Steve McPherson will be taking charge of coordinating the promotional welding video.

Quick & Easy Kaizen

Books were sent to the consortium to share among the members. Mike asked if there was interest to put together another session for those who could not attend the first one.

In kind match on line

Mike reminded everyone to log their consortium time onto the In Kind website. Logging must be done by June 30th but we are asked to log our time monthly. In-

Kind matches must equal 75% of the training funding we get from the state for the 3 county area, so it is very important that everyone logs in their hours.

Junior Achievement

Junior Achievement is looking for a speaker to come into their camp to talk about manufacturing on June 22nd. This would be a good opportunity for students to learn about the manufacturing business. They are also looking for a company to do a plant tour on June 25th.

Job Fair

The job fair 2009 will be held on April 16th at the S&T arena. Information is to be mailed out this week. Volunteers are needed to run the consortium booth.

Tony Palimone

Tony is developing a system to help companies brainstorm new products and innovations. He stressed not to let your products get stale, be sure to keep up with the changes around us. Depend on customer feedback, look at trends, and be attuned to changes. He asked for a volunteer to test the concept. Homer City Automation volunteered for that.

Dennis Ragan

Dennis is the marketing director at Gorell and came in to talk to everyone about some marketing strategies.

Testimonials – Dennis stated that testimonials are the best way to advertise your business. You may want to have a section of your company website just for referrals and testimonies from satisfied customers.

3rd party associations – Affiliating yourself with other companies can give a certain degree of credibility if your company is not well-known on its own.

Search engine optimization – Be sure to pick the most important keywords to your consumers to rank your site high on the search list. This will get more people to your website to learn about your company. Catalyst Connection was very instrumental in assisting Gorell in developing their optimization rules.

Funding

Mary Saloney has notified us that some of our funds have showed up and we have \$10,000 to spend on marketing and outreach to promote our organization.

Funding discussion

Billboards/Mindsight

Cable commercials

Newspaper ads – spotlights

Radio ads

We are able to run commercials with Renda Broadcasting and also can participate in an open mic show with Ron Larch to promote

manufacturing. Taping for this open mic interview will be on either 02/18 or 02/20 for those interested in participating
Monthly radio show

We could do a monthly radio show through Renda Broadcasting that would fall under our outreach budget funding. The show would be a half hour long and would speak with different companies each month to promote manufacturing.

Industry tours

This is a great way to get teachers into businesses. The teachers would come to the site at the end of their day to learn about the company and take a tour of the facility. This helps educators learn what types of skills that the students would need for the jobs they viewed.

Educator in the workplace

PFEW sponsorship

PA Free Enterprise week is a camp for students to learn about business. This camp uses manufacturing as a centerpiece. It is \$525.00 to sponsor one student and there are various other sponsor opportunities. Would the consortium be willing to sponsor one or more students for the PA Free Enterprise Week?

How do we get the word to the students' parents

Miscellaneous

The majority of the members expressed an interest to network with each other in a more informal setting. The general feeling was that we want to get to know each other better and help each other during these difficult economic times.