



The Council of Industry Newsletter

September 2017 Volume 22 Issue 7

Action Packed Autumn at the Council of Industry

The Council of Industry has been busy this summer expanding and preparing for a jam-packed autumn full of trainings, apprenticeship programs, network meetings and of course our annual luncheon. September is a busy month and Manufacturing Day is right around the corner on October 6th. Read on to find out what we have been busy planning.

We finished the summer with our best golf outing ever. We had 86 golfers on the links enjoying the beautiful weather and comradery with fellow manufacturers. This event is always a fun time thanks to our generous sponsors. For a brief tale of the highlights and a listing of sponsors and winners see the article and photos on page 4.



Fall training kicks off on September 13th with the **Certificate in Manufacturing Leadership program at Rockland Community College**. This supervisor training has been filling up fast but we still have a few seats left. Find out dates and details on page 2. We also have our **regulatory refresher trainings** in September and October. If you need a refresher in DOT HazMat, RCRA Hazardous Waste or HAZWOPER see page 2 for more information.

The Council staff has expanded, we added Johnnieanne Hansen this summer as our Director of Workforce Development & Apprenticeship Program Coordinator. She will be heading the Council's **new apprenticeship program which has an information session** on September 13th from 3 – 5 pm at SUNY Orange. There are details about the meeting and the program on page 3 and anyone wishing to register or ask questions can contact Johnnieanne at jhansen@councilofindustry.org.

For companies dealing with union contracts we have a **seminar on “corrective” bargaining** set for September 14th at Arconic in Kingston with a presentation by Tom McDonough and Even Rosen of Jackson Lewis PC covering strategies to reduce costs, improve operations and flexibility. See page 5 for details on this meeting and our Environment, **Health & Safety Network Meeting on ISO 14001** on September 22 at Barton & Loguidice D.P.C. Susan McKeever-Duys will present information on the ISO 14001 standard and will

answer your questions on this process.

While September is a busy month we are really gearing up for October and **Manufacturing Day on 10/6**. Has your company set up a tour or information session yet? If you have questions go to our website and click the MFG Day icon to find out more about what Mfg Day is including how and why companies should participate. We are also finalizing our articles and layouts for the fall issue of HV Mfg. There is still time to place an ad in this issue – a great way to show your support of Hudson Valley manufacturing.

And last but not least the Council of Industry is excited to announce our **Annual Luncheon and Member Associate Member Expo will be held on Friday, November 10th**. We will be sending out more information about the event, our speaker and ways to become a sponsor in the coming weeks so watch your inbox.

There is a great deal of information about the upcoming events and training in this newsletter but as always our emails provide the most up to date information so watch for our Weekly Update and other emails from us. If you are not on our email list and would like to be, contact Alison Butler at abutler@councilofindustry.org to be added. We have a busy season ahead and you won't want to miss out. ✨

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FOLLOW US ON

Regulatory Refresher and Supervisor Training Starts Now

The second week of September kicks off the fall training season for the Council of Industry. We are offering the Certificate in Manufacturing Leadership at Rockland Community College once again this autumn. We are also offering regulatory refresher training in DOT HazMat, RCRA Hazardous Waste, and HAZWOPER. There is still time to register for many of these trainings.

The Council of Industry has offered quality supervisory training to its members in the Hudson Valley for over 20 years. The Certificate in Manufacturing Leadership is a comprehensive group of courses that prepares supervisors for their challenging positions at manufacturing facilities. The program kicks off with the Fundamentals of Leadership on September 13th at RCC's Suffern campus.



Even if you are reading this too late to attend this introductory class you can still register and attend any of the remaining classes: Problem Solving & Decision Making, Human Resources Management Issues, Making a Profit in Manufacturing, Best Practices & Continuous Improvement, Environment, Health & Safety Essentials and Positive Motivation & Discipline. The program is designed to offer particular skill sets through day long courses designed by manufacturers to help participants meet the challenges of the modern workplace. All courses are full-day classes (from 9am – 4:30pm) and are held at Rockland Community College. Participants who complete the required courses are presented with the Certificate in Manufacturing Leadership presented by the Council of Industry and Rockland Community College.

- Sept. 13 & 20** **Fundamentals of Leadership**
- Oct. 4** **Problem Solving & Decision Making**
- Oct. 18** **Human Resource Management Issues**
- Nov. 1** **Making a Profit in Manufacturing**
- Nov. 15** **Best Practice & Continuous Improvement**
- Nov. 29** **Environment, Health & Safety Essentials**
- Dec. 13** **Positive Motivation & Discipline**

Register on our website: www.councilofindustry.org or email training@councilofindustry.org or call (845) 565-1355.

The Regulatory Refresher Training are presented by HRP Associates and are either half day or full day refresher classes. Participants receive a certificate for completing the training at the end of the class. See the details below or look on our website for more info.

DOT HAZARDOUS MATERIALS TRAINING

Dates: September 14, 2017*
Time: 8:30 am—12:30 pm
Location: AMI Services Inc., Newburgh, NY
Cost: \$120 single member, \$110 each 2 or more from same company

Who should attend the training? DOT regulation 49 CFR 172.700 requires that all “hazmat employees” be trained or re-trained every 3 years. “Hazmat employees” include anyone who labels, marks, loads/unloads, prepares shipping papers or transports hazardous materials by road, water, rail or air.

RCRA HAZARDOUS WASTE TRAINING

Dates: September 28, 2017*
Time: 8:30 am—12:30 pm
Location: Eastern Alloys, Maybrook, NY
Cost: \$120 single member, \$110 each 2 or more from same company

Who should attend the training? Federal and State regulation require that individuals at facilities classified as Large Quantity Generators of hazardous waste (>1,000 kg/month) involved with the management and handling of hazardous waste (i.e. label drums, transport, etc.) must receive RCRA hazardous waste training on an annual basis.

HAZWOPER

Dates: October 12, 2017*
Time: 8:30 am—4:30 pm
Location: Materion Brewster, Brewster, NY
Cost: \$240 single member, \$220 each 2 or more from same company

The training will consist of four hours of classroom sessions including presentations, question and answer and video presentations, as well as four hours of hands-on training.

Register on our website: www.councilofindustry.org or email training@councilofindustry.org or call (845) 565-1355.

NYS Manufacturers Alliance Apprenticeship Program Information Session - Register Today!

Join us on Wednesday, September 13th for an information session about the launch of the New York State Manufacturers Alliance Apprenticeship Program (NYSMAAP).

When: Wednesday, September 13, 2017 from 3:00 PM to 5:00 PM EDT

Where: SUNY Orange - Great Room, Kaplan Hall, Newburgh, NY 12550

The New York State Manufacturers Alliance - of which the Council of Industry is a founding member - has been successful in obtaining funds in the State Budget for the creation of a New York State Manufacturers Alliance Apprenticeship Program (NYSMAAP). Administered in the Hudson Valley by the Council of Industry, the NYSMAAP will be an employer-led public-private pilot program for registered apprentices in manufacturing occupations.

This apprenticeship has two basic elements. The first, On-the-Job Training (OJT), consists of journey-level craft person capable and willing to share their experience with an apprentice in a hands-on manner. The second, Related Instruction (RI), consists of learning more theoretical or knowledge-based aspects of a craft.

Registered apprenticeship programs are typically three to four years in duration and the NYSMAAP programs are expected to be of similar duration.

The Alliance has been working with NYS Department of Labor since 2013 to obtain approval to function as a single “program sponsor” acting on behalf of small and medium sized manufacturers. This will dramatically reduce the administrative burden on individual manufacturers and greatly streamline apprenticeship program registration. This design allows small and medium sized manufacturers to offer registered apprenticeship programs through the Alliance and the Council of Industry eliminating the need for each manufacturer to go through the often lengthy and complicated registration process on its own.

This Hudson Valley pilot program will focus on 2 of the most needed job titles in manufacturing as determined by the Council’s Workforce Development Committee with an implementation plan in place to launch additional trade cohorts in the near future.

NYSMAA Registered Trades:

- Machinist (CNC)
- Mechatronics
- Maintenance Mechanic (Automatic Equipment)
- Electronics Technician
- Quality Assurance Auditor
- Toolmaker
- Welder



This information session is designed to address the following topics:

- Employer Benefits and Commitments
- Apprentice Benefits and Commitments
- Logistical Concerns
- Timeline and Project Plan
- Tools and Resources Available
- Answers to Member Questions

To register or for more information contact Johnnieanne Hansen, Director of Workforce Development and Apprentice Coordinator for the Council of Industry at jhansen@councilofindustry.org or call 845-565-1355 🌟

Consumer Price Index for July 2017

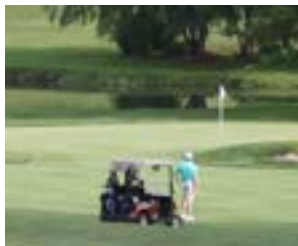
Wage Earners & Clerical	Jul-16	Jul-17	Jun-16	Point Increase	% Month	Point Increase	Increase Year
1967=100	699.31	710.77	711.35	-0.59	-0.1%	11.5	1.6%
82 - 84 =100	234.77	238.62	238.81	-0.20	-0.1%	3.8	1.6%
All Urban Consumers							
1967=100	720.82	733.27	733.78	-0.51	-0.1%	12.5	1.7%
82 - 84 =100	240.63	244.79	244.96	-0.17	-0.1%	4.2	1.7%

Hudson Valley Unemployment for July 2017 was 4.5%

COUNCIL EVENTS

Beautiful Weather, Delicious Food and Great Golf

The annual Council of Industry Golf Outing took place on Monday, August 28 at the historic Powelton Club in Newburgh, NY. With 86 golfers in attendance it was a record turnout. The weather was a perfect 75 degrees and sunny, the food was delicious and even the golf was pretty good.



The day started with a picnic lunch sponsored by Orange Pkg in front of the club house and a golf shirt give away sponsored by Direct Energy. Gillette Creamery donated an Ice cream cart full of treats as well. Golfers took to the fairways and did their best to bring home the Council Cup. Unfortunately no one sank the Hole-in-one to win the car sponsored

by Allendale Machine but there were winners in the Longest Drive: Mike Heslin, Hertia-energy and Stephanie Melick, Elna Magnetics. There were also winners of closest to the pin:



The Elna Magnetics foursome, with Closest to the Pin winner Jim Ferraro and Longest Drive winner Stephanie Melick.

King, Council of Industry. Prizes were sponsored by Metallized Carbon, Ametek Rotron, Pawling Corp. Schatz Bearing Corp., and Ethan Allen Workforce Solutions.

After an afternoon on the links, golfers enjoyed a delicious dinner of hors d'oeuvres, a craving station and pasta bar, in addition to cocktails, all sponsored by The Reis Group. Prizes were given for the infamous Yellow Ball winning foursome from Hertia-energy and the Council Cup winners Pawling Engineered Products.



Winners of the Council Cup - the Pawling Engineered Products team

The Council of Industry would like to thank all our sponsors for their support, without them events like this would not be possible.

Lunch Sponsor **Orange PKG**

Cocktail Sponsor **The Reis Group**

Hole-in-One Prize Sponsor **Allendale Machinery**

Shirt Sponsor **Direct Energy**

Prize Sponsors **Metallized Carbon, Ametek Rotron, Pawling Corp, Schatz Bearing Corp., Ethan Allen Workforce Solutions**



Gillette Creamery donated an ice cream cart.



Tee Sign Sponsors: **The Chazen Companies, Rondout Bank, Heritagenergy, Lakeland Bank, Bleakley Platt & Schmidt, LLP, E.A. Morse, Bell Flavor and Fragrances, Central Hudson, TD Bank, Pawling Engineered Products, Inc., Judelson, Giordano & Siegel, CPA, PC, Verticon LTD, Blaser Swisslube, Inc., Viking Industries, Barton & Loguidice DPC, Fryer Machine, Ulster Savings Bank, Gillette Creamery, GK&G CPAs, and Content Studio at Martinelli Custom Publishing.** ❁

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"Corrective" Bargaining Seminar

When: Thursday, September 14, 2017, 8:30 am - 12:30 am

Where: Arconic Fastening Systems & Rings, Kingston, NY

Cost: None for members

To register email abutler@councilofindustry.org or call (845) 565-1355

Does your labor contract provide sufficient operational flexibility and manageable costs to ensure your company is competitive now and in the future? Many labor contracts have not evolved with changing times, technology or circumstance, making it challenging for employers to run efficiently and profitably in today's world. High costs, limited operational flexibility, significant benefit obligations and frequent grievances are common problems unionized employers face. Others fail to take advantage of rights they fought hard to earn or maintain. Your organization's labor contract does not have to be a handcuff. It is time to think strategically and practically about how to win in contract negotiations.



Join Jackson Lewis labor attorneys Tom McDonough and Evan Rosen for a four-hour seminar to learn how to restore the balance and bargain to win. We will focus on innovative strategies designed to reduce costs, improve operations and flexibility, and swing the pendulum back in your favor.

Topics Discussed Include:

- Preparing For Negotiations
- "Corrective" Bargaining
- Economics & Costing Proposals
- Offensive Strategies
- Public Relations & Communications

Next HR Network Meeting - October 13 Stay Union Free

When: Friday, October 13th from 8:30 am - 10:00 am

Where: Council of Industry Office, The Desmond Campus, Newburgh, NY

Cost: None for Members

To register: email abutler@councilofindustry.org or call (845) 565-1355

More information coming soon.

Environmental Health and Safety (EHS) Network: The ISO 14001 Standard

When: Friday, September 22, 2017, 8:30 am - 10:00 am

Where: Barton & Loguidice, 637 Broadway, Suite 2B, Newburgh, NY

Cost: None for members

To register email abutler@councilofindustry.org or call (845) 565-1355

Join us to find out more about the ISO 14001 standard with a presentation by Susan A. McKeever-Duys, Project Manager at Barton & Loguidice, D.P.C.



Key benefits of the ISO 14001 standard include:

- Identify cost savings with greater emphasis on resource, waste and energy management
- Develop the corporate image and credibility
- Quantify, monitor and control the impact of operations on the environment, now and in the future
- Ensure legislative awareness and compliance
- Improve environmental performance of supply chain
- Protect the company, assets, shareholders and directors
- Potentially decrease public liability insurance costs for your organization
- Grow your access to business partners and potential customers

Susan McKeever-Duys, Project Manager for Environmental, is giving a talk on ISO 14001 program. Susan has 25 years experience working in the EHS and Sustainability field, most of that experience working as a corporate EHS&S professional. She has worked previously at Johnson & Johnson, Philips North America and Numas Sustainability prior to working at B&L.

ISO 14001

Are Manufacturers Keeping Up with Content Marketing?

By Thomas Martinelli, President of Martinelli Custom Publishing, a Council of Industry Associate Member

Content Marketing is the model of the future, the new middle ground between two traditional buckets. You are your story and your story is you.

The way most companies have traditionally deployed marketing was in two buckets. Advertising, which is speaking at your customer (instead of with them) and PR, which is trying to get an outsider to tell your story and hoping they tell it correctly. Content Marketing is the model of the future, the new middle ground between two traditional buckets. You craft your knowledge into valuable content with the help of expert writers and marketers and present it through digital campaigns to exactly who you believe needs to see it. Your perfectly crafted story, given wings with advertising dollars.

Today's world is different

As you have certainly heard many, many times before, the world of media and marketing is changing quickly. It seems to us that it's often mentioned with a negative tone. We have really seen this as an advantage. The human psychology of clients eventually understanding a company's story and choosing to take their business to them has always been the foundational goal of good marketing. But today's digital landscape allows us to identify the types of clients you want, target them digitally and use content marketing to speak your story to them. The collapsing of time frames and geography this allows is tremendous.

Content Marketing moves us into the future

We all know that advertising and traditional media can offer great opportunities for exposure, branding and valuable top of mind awareness. However, what most manufacturers are saying to us is that they really need people to truly understand their story and exactly what they do that is different. You are your story and your story is you. When

potential clients really understand what you do and why you do it they not only can become great clients but they also become your next evangelists.

Content marketing starts with some basics such as outlining your goals & objec-

tives, articulating what differentiates your product or service; defining your target audience and creating a content mission statement which keeps you on course.

Emerging Trends

A 2017 research report about Manufacturing Content Marketing in North America published by Content Marketing Institute (CMI) illustrated ongoing challenges for manufacturers. 15% of manufacturing companies admitted to not using content marketing



and just 18% were recorded to have a well-documented, written down content marketing strategy. Merely 20% reported "accomplishing their overall objectives". This might be attributed to 79% of companies seeing themselves to only be in the "First Steps", "Young" or "Adolescent" stages of Content Marketing with only 18% considering their efforts to be "Mature" or "Sophisticated".

Supercharged Case Studies

Good storytelling is an effective tactic to engage audiences. Audiences appreciate being educated by a brand, especially when they're not ready to make a purchase. Think of content marketing's role as a professor or teacher.

Lincoln Electric, the professed world leader in the design, development and manufacture of arc welding products, used storytelling to demonstrate its welding expertise by relating stories about how the products it manufactures have been used to enable many high

Continued on page 11

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Make Sure Your Company is Prepared for Any Disaster

From Judelson, Giordano & Siegel, CPA, PC, a Council of Industry Associate Member

What could stop your company from operating for a day, a month or a year? A flood or fire? Perhaps a key supplier shuts down temporarily or permanently. Or maybe a hacker or technical problem crashes your website or you suddenly lose power. Whatever the potential cause might be, every business needs a disaster recovery plan.

Distinctive threats

Get started by brainstorming as many scenarios as possible that could devastate your business. The operative word there is “your.” Every company faces distinctive threats related to its size, location(s), and products or services.

There are some constants to consider, however. Seek out alternative suppliers who could fill in for your current ones if necessary. Moreover, identify a strong IT consulting firm with disaster recovery capabilities and have them a phone call away.

The right voice

Another critical factor during and after a crisis is communication, both internal and external. You and most of your management team will need to concentrate on restoring operations, so appoint one manager or other employee with the necessary skills to keep stakeholders abreast of your recovery progress. These parties include:

- Staff members and their families,
- Customers,
- Suppliers,
- Banks and other financial stakeholders, and
- Local authorities and community leaders (as appropriate).

He or she should be prepared to spread the word through channels such as your company’s voice mail, email, website, and even traditional and social media.

Fresh eyes

Whatever you do, don’t expect to create a disaster recovery plan and then toss it on a shelf. Revisit the plan at least annually, looking for shortcomings.

You’ll also want to keep your plan fresh in the minds of your employees. Be sure that everyone — including new hires — knows exactly what to do by holding regular meetings on the subject or even conducting an occasional surprise drill. And be prepared to coordinate with fire, police and government officials who might be able to offer assistance during a catastrophe.

Thoughts and concepts

These are just a few thoughts and concepts to consider when designing, implementing and updating your company’s disaster recovery plan. Our firm can help you identify both risks and cost-effective ways to safeguard your employees and assets ⚙️.



Get started by brainstorming as many scenarios as possible that could devastate your business. The operative word there is “your.” Every company faces distinctive threats related to its size, location(s), and products or services.

Utilize Data Collected on the Shop Floor

From RBT, The Bridge, a Council of Industry Associate Member

One software solution that's starting to gain acceptance is the shop floor control system, otherwise known as the manufacturing execution system (MES).

Idle machines, production bottlenecks, equipment breakdowns, absent employees, new orders -- these are just some of the factors that can disrupt production and eat into your company's profit.

Could you improve control, workflow and decision-making abilities if you had real-time tracking of work in progress? One software solution that's starting to gain acceptance is the shop floor control system, otherwise known as the manufacturing execution system (MES). It enables planning and real-time tracking either as a stand-alone system or integrated with an enterprise resource planning system.

The manufacturing execution system provides information about activities from orders to finished goods. It is particularly useful for managing operations that run small batches and process numerous varied orders, such as those typical of pharmaceutical, computer chip and chemical product manufacturers. It involves four major stages:

- 1. Planning** begins with the customer order. Process times and materials are determined, and the due date and truck loading date are entered into the program.
 - 2. Scheduling** is set up according to how the new order fits into work already in production. The system sees the forest, as well as the trees, so that process sequencing of all orders utilizes each machine or workstation to its advantage. Schedules can be printed and posted. Workstations aren't totally locked into the schedule.
- For example, if there are two identical machines scheduled to divide one job equally, the supervisor might see that one machine and operator could do 60 percent of the order, which would allow the other machine operator time to cross-train another employee. The MES program also provides specifications, instructions and drawings for the job, and computer numerical control machine operators can download "recipes" for running their machines.
- 3. Tracking** is handled in real-time and displayed on computer monitors. The system identifies and tracks components by reading bar-coded labels or travelers. When a problem occurs, such as a delay in getting materials, the schedule can be updated and the changes communicated to every workstation.
 - 4. Reporting** and documenting work in progress lets everyone know if processes and the orders themselves are completed as scheduled. As an order moves through production, each workstation makes an entry into the system upon the completion of its work and explains any deviation from work as scheduled.

On one level, the cost savings realized by using a manufacturing execution system are derived simply from greater efficiencies in the day-to-day utilization of equipment and labor. On another level, MES reports provide valuable data that can aid a company's decision-making ability. They amass important information such as processing history, time on line, time in queue and rejection rate.

Note: Once you get MES reports, be sure to use them. One study found that many companies miss the boat by failing to train managers to use the information available to them. ❁



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Hearing Protection in General Industry and Construction – What You Need to Know

By Robert Lopinto, Walden Environmental Engineering, a Council of Industry member

Whether working at a manufacturing facility, an active construction site, or a concert hall, routine exposure to elevated noise levels in the working world poses potentially adverse health effects. Hearing loss can have a major impact on an individual's quality of life beyond on-the-job productivity. It may be difficult to communicate and socialize with others, and can impact one's ability to cognitively focus on his or her surroundings. Fortunately, hearing loss is preventable through responsible planning and use of personal protective equipment (PPE).

In the United States, the Occupational Safety and Health

Administration (OSHA) sets legal limits with respect to noise exposure in the workplace. Noise is measured in units called A-weighted decibels (dBA), which represent the magnitude of sound pressure. The term "A-weighted" refers to how the human ear, specifically, perceives loudness. See the table below for an example of dBA ratings for common sources of noise:



Source: osha.gov

The permissible level of exposure (PEL) for each worker set by OSHA is 90 dB for an 8-hour work day, while the National Institute for Occupational Safety and Health (NIOSH) recommends an equivalent of 85 dB exposure for the same time period. When considering sound levels, it is essential to understand that decibel values are measured logarithmically. For example, a sound level of 100 dBA is 10 times louder than a sound level of 90 dBA.

If the source of the noise cannot be eliminated or modified, three methods can be used in conjunction to minimize the effects of elevated noise in the workplace:

Engineering Controls – Physical changes to reduce work exposure, including equipment modification and replacement, or altering the path of sound transmission. Some examples are: adding an enclosure to a piece of machinery or placing sound-absorbing panels on the ceiling.

Administrative Controls – Changes in workplace logistics to limit worker exposure to sound. Examples include increasing the distance between workers and the noise source, and strategically planning or rotating employee shifts to reduce noise exposure.

PPE – Ear plugs and ear muffs can attenuate sound, and can even

be worn concurrently to achieve a greater level of noise reduction.

The figure below details the hierarchy of controls as outlined by NIOSH, ranking noise reducing methods from most to least effective. Changes in the workplace should be prioritized in that order, with elimination being the preferred option, and PPE being the least effective choice. It is important to note that even when worn properly, the effectiveness of PPE is limited. PPE is often referred to as the "last line of defense" when it comes to noise mitigation. For example, a combination of high-quality ear plugs and ear muffs worn together may only reduce the dBA rating by a maximum of 15 decibels. A jackhammer or power drill may reach 130 dBA, and in order to properly protect a worker, reducing the dBA to 115 over an 8-hour workday is not enough; this is where other more effective controls must be implemented to ensure a safe workplace. ⚙️



Source: cdc.gov/niosh

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The CI Calendar of Training & Events

Date	Class/Event
Sept 13	NYS Manufacturers Alliance Apprenticeship Program Information Session - Wednesday, September 13, 2017 from 3:00 PM to 5:00 PM at SUNY Orange - Great Room, Kaplan Hall Newburgh, NY 12550. No cost to attend . More info and registration on our website.
Sept 13, 20	Fundamentals Of Leadership - Two day course, 9:00 am—4:30 p.m. at Rockland Community College. Instructor: Rebecca Mazin, Recruit Right. Cost: \$400 single Council members, \$350 each for two or more from the same company, \$700 non-members.
Sept 14	DOT Hazardous Materials Refresher Training - 8:30 - 12:30 at AMI Services Inc. Newburgh, NY. Instructor: HRP Associates. Cost: \$120 per person or \$110 each for 2 or more form the same company.
Sept 22	EHS Network: ISO 14001 Standard - 8:30 am - 10:00 am at Barton & Loguidice in Newburgh, NY. Presentation by Susan A. McKeever-Duys, Project Manager at Barton & Loguidice, D.P.C. Cost: None for members. Register online or email abutler@councilofindustry.org.
Sept 28	RCRA Hazardous Waste Refresher Training - 8:30 - 12:30 at Eastern Alloys, Inc., Henry Henning Drive, Maybrook, NY 12543. Instructor: HRP Associates. Cost: \$120 per person or \$110 each for 2 or more form the same company. To register or for more info email training@councilofindustry.org or call (845) 565-1355.
Oct. 4	Problem Solving & Decision Making - 9:00 am—4:30 p.m. at Rockland Community College. Instructor: Arnold Most, MOST Business Improvement Solutions. Cost: \$200 single Council members, \$175 each for two or more from the same company, \$375 non-members.

To register for these and other Council of Industry classes and events go to our website www.councilofindustry.org and select the calendar page. All entries are links to more information and registration forms. You may also e-mail us at training@councilofindustry.org or call (845) 565-1355 for questions or more information.

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Mfg Matters

profile innovations - such as the creation of the Grand Canyon Skywalk, the Chicago skyline and the St. Louis Arch - through a quarterly ARC Magazine and a "Made Possible With" video series. This resulted in a more authentic story-driven approach that appeals to wider audiences beyond those passionate about welding and cutting by showing how welding - and by extension, Lincoln Electric - continues to have an impact on people's day-to-day lives. Bruce Chantry, director of marketing explained "Strategically, we need to deliver content in the format our customers will best receive it. We're always seeking to gain a deeper level of brand engagement through knowledge sharing, through our magazine, Facebook pages, or instructional videos found on YouTube".

Corning Inc. knocked it out of the park with its "A Day Made of Glass" video series amassing 25 million You Tube views - the most viewed corporate video of all time. "Imagineering" a high-tech future where functioning glass plays a larger role in everyday life, the video helped Corning reinforce their brand as the leader in glass making.

River Pools & Spas embraced content marketing when the recession hit hard times as they shifted their marketing strategy to be educational about fiberglass pools by starting a blog. The blog, now claimed by the company to be "the most educational swimming pool blog in the country", resulted in River Pools & Spas going from #5 - #1 in their market as potential customers' perceived value during the recession turned into sales when they were ready to make a purchase.

Hope for the Future

While it's obvious Content Marketing is still evolving for most manufacturers, the ones that have embraced it are standing out from the pack. If your Content Marketing is falling short of expectations, now is a great time to re-examine ways to boost your efforts.



Thomas Martinelli is President of Martinelli Custom Publishing which recently started a new division - Content Studio. His company was the initial publisher of HV Mfg. for Council of Industry. tom@martinellcustompublishing.com

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