



# Council of Industry Newsletter

November 2012

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## SUNY Chancellor Zimpher to Speak to Manufacturers at CI Annual Luncheon

State University of New York Chancellor, Dr. Nancy Zimpher will deliver a keynote address at the Council of Industry's Annual Luncheon & Member/Associate Member Expo on Tuesday, November 13th at the Powelton Club in Newburgh, NY. The Council of Industry is the manufacturers association of the Hudson Valley. The luncheon will start at 11:30 am and seats are \$50 per person or \$350 for a table of eight.



Dr. Zimpher became Chancellor of the State University of New York, the largest comprehensive system of higher education in the nation, in 2009 and began her work with a statewide tour of the 64 SUNY campuses. This was the first phase of a system wide strategic planning process. This plan, called The Power of SUNY, was launched in April 2010, with the central goal of harnessing SUNY's potential to drive economic revitalization and create a better future for every community across New York.

As The Power of SUNY is put into action, Chancellor Zimpher is leading a diverse set of new initiatives at SUNY in several key areas, including research and innovation, energy, health care, global affairs, and the education pipeline. The Chancellor will speak on the role SUNY can play to help manufacturers succeed in New York including the recent US Department of Labor Trade Adjustment Act grant to support advanced manufacturing, the SUNY 2020 strategic vision and efforts by SUNY to provide a skilled workforce and promote economic development in the state.

Members and Associate members may also sign up to be part of the Member/ Associate Member Expo and present their company's wares to the crowd of local manufacturers in attendance. Last year over 180 people attended the luncheon and we expect a similar crowd this year. The Expo portion of this event has become an excellent avenue for members to display their products and services to the Hudson Valley manufacturing community.

The Council is also celebrating the 15th graduating class in the Manufacturing Leadership program, consisting of a record twenty-two individuals from nine different companies. These hardworking individuals have completed over 70 hours of training through the Council of Industry and Dutchess Community College in supervisory leadership and will be honored at the luncheon when the Chancellor presents them with their certificates. The 2012 graduates are: from Alcoa Fastening Systems – Vince Carchidi, Claire Mullady, Rick Olund, Kali Pierson; from Balchem Corp. – Mike Lepas, Mike Majkowski, Chris Walicki; The Council of Industry – Alison Butler; Eastern Alloys – Jamie Negron; FALA Technologies, Inc. - Mike Senecal; MPI, Inc. – Michael Couey, Matt Dina, Dan Phillips, Aaron Phipps, Rick Schroeder; Schatz Bearing Corp. – John Hilal, Edward Mejorado, Baljit Singh, David Winchcombe, Sandra Zapata; Selux – Sarah Hendrickson; Viking Industries – Thorn Winter.

Sponsorships are available and are an excellent way to show your company's support of Hudson Valley Manufacturing. Seats and sponsorships can be purchased on the Council of Industry website [www.councilofindustry.org](http://www.councilofindustry.org) or for more information contact Alison Butler at [abutler@councilofindustry.org](mailto:abutler@councilofindustry.org) or call (845) 565-1355.

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## Training and Education

### The Council of Industry, The Manufacturers Alliance Partners with SUNY Community Colleges to receive \$14.6 Million

*"The Council of Industry and the Manufacturers Alliance of New York are excited to be a part of a state wide effort to enhance the skills of residents of New York. The manufacturing sector is a vital sector that is in critical need of advanced capabilities that this grant will help provide."*

In late September, an award was announced, giving SUNY community colleges a \$14.6 million grant from the U.S. Department of Labor to design, implement, and deliver a strategic approach to job training and education for high-need industries such as nanotechnology and advanced manufacturing. The Council of Industry and the Manufacturers Alliance are pleased to be partnering with the SUNY community colleges in this exciting opportunity.



The grant, issued as part of the federal Trade Adjustment Assistance Community College and Career Training (TAACCCT) program, will allow a consortium of SUNY community colleges, led by Monroe Community College, to design standardized curricula to directly address the needs of industry employers.

The Manufacturers Alliance of New York (MANY) and the Council of Industry (CI), along with 150 other industry associations and employers across the state, have joined with the SUNY collaborative as key partners to validate curricula, develop and implement learn and earn strategies, raise awareness of the industry sector, and facilitate job placement. Manufacturers of all sizes and their representing associations will be involved from project design to implementation to placement and employment for eligible workers. Economic development groups working with SUNY include the New York Association of Training and Employment Professionals; local Workforce Investment Boards; NYS Department of Labor; NYS Education Department; Empire State Development Corp.; AFL CIO Workforce Development Institute; Center for Economic Growth; NYS Business Council; Manufacturers Alliance of NY; Healthcare Association of NYS; Interstate Renewable Energy Council; Garment Industry Development Corp; Partnership of NYC; NYS Hospitality and Tourism; and the NYS Grape and Wine Association. Employers working with SUNY include: GLOBALFOUNDRIES, PPC, International Business Machines (IBM), Nixon Gear, Novelis, Currier Plastics, Schatz Bearing Corporation, Alcoa Fastening Systems, Advanced Coating Technologies, Remington Arms, Bartell Machinery, New York Air Brake, Corning, Inc., Dresser Rand, and Titan X.

Student services, prior learning assessment, workforce readiness assessments, and fast-track developmental education based on best practice models will be offered to help students successfully complete their training and education in two years or less.

Council of Industry Executive Vice President Harold King said, "The Council of Industry and the Manufacturers Alliance of New York are excited to be a part of a state wide effort to enhance the skills of residents of New York. The manufacturing sector is a vital sector that is in critical need of advanced capabilities that this grant will help provide."

#### Training for Supervisors through CI Begins in January

Register now for the Council of Industry's Certificate in Manufacturing Leadership program and pay by Dec. 31 to receive the Early Bird Discount. See insert for more details.

The Certificate in Manufacturing Leadership program is held on from 9am through 4:30 pm on ten Wednesdays from January through May at Dutchess Community College and attendees can enroll in the entire program or just take one or two classes to become more effective and efficient leaders. Courses include Fundamentals of Leadership, Making a Profit in Manufacturing, Environment Health & Safety Risk Management, HR and Employment Law Issues, Problem Solving & Decision Making, Best Practices & Continuous Improvement, just to name a few.

For more information visit the Council of Industry website ([www.councilofindustry.org](http://www.councilofindustry.org)) and click on Training. Register online or contact Alison Butler at [abutler@councilofindustry.org](mailto:abutler@councilofindustry.org), (845) 565-1355.

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## Council News

### International Trade Seminar at SUNY School of Business Nov. 15: Managing Risk in International Transactions

*A Breakfast Seminar for U.S. Exporters*

**Date:** Thursday, November 15th

**Time:** 8:30 - 10:30 am

**Location:** van den Berg Hall 310, SUNY New Paltz School of Business (New Paltz, NY)

**Cost:** \$15 per person (includes breakfast)



In today's challenging economic environment, there are more risks than ever when doing business internationally. Managing these risks is vital to insuring that whatever problems may arise are limited and do not result in severe financial loss or other damage to your business. Please join us for a seminar on strategies to mitigate some of the risks involved in international trade.

Our speakers will focus on:

- Managing currency risk
- Managing risks in international transactions through contracts
- Insurance and Risk Management

Featured Speakers:

**Mr. John Collins** - Vice President, Enterprise Commercial Payments, International & Foreign Exchange Banking, KeyBank

**Ms. Carolyn Hansen, Esq.** – Attorney at Law & Mediator

**Mr. Dennis Newman, CPCU** – Insurance Performance & Education Consultant

\*TO REGISTER, please go to: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=3Q1P>

For more information, contact Michael Grossman at (914) 682-6712, or via email [michael.grossman@trade.gov](mailto:michael.grossman@trade.gov).

Presented by the U.S. Department of Commerce - Westchester Export Assistance Center; Council of Industry; and State University of New York at New Paltz School of Business.

**Welcome New Associate Member:**

**Judelson, Giordano & Siegel, CPA, P.C.** - Accounting Services. Orange County. Contact: Brian Powers.

### Annual Wage & Benefit Survey Underway - Meeting in December will Cover Results

Has your company completed the 2012 Wage & Benefit Survey yet? The deadline is November 12th and even if it has past contact the Council of Industry to see if you can still submit data. Only companies that participate in the survey will be allowed the full results.



With the help of Marist College's Dr. Ken Sloan and our Human Resources Sub-Council we have developed a survey that will provide useful and meaningful data while also being easy to complete. Participation in the survey is critical to its usefulness. The more companies that participate the more valuable and reliable the data will be. We hope you will be able to put aside some time to complete the survey to the best of your abilities. Full results will be shared only with companies that return completed surveys.

Some more key information :

- Completed surveys should be returned to Dr. Sloan no later than November 12th.
- Wage data must be reported as of September 30, 2012 for comparability of analysis.
- Questions can be directed to Harold King at [hking@councilofindustry.org](mailto:hking@councilofindustry.org) or Dr. Sloan at [ken.sloan@marist.edu](mailto:ken.sloan@marist.edu)
- Results should be available the week of December 3rd, and a meeting will be announced with a presentation from Dr. Sloan. on the findings

Last year's survey was excellent and very valuable for all who participated. We expect this years to be even more useful as we will be able to make comparisons with last year's data as well as national and regional trends.

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## Personnel Matters

### Cover Letters I've Known and Loved

By Greg Chartier, HR Info 4 U, Associate Member of the Council of Industry

*From Debbie Perkins in White Plains: "A hand written cover letter is one thing but don't send it on lined spiral note book paper with the fringe tabs still attached."*

I do a lot of recruiting for my clients and I see lots of resumes and cover letters that are "different" to say the least. In fact, some of them were so interesting that I have a file called "too good to throw away" where I keep the ones that are, well, too good to throw away.

"I have excellent communications skills, both written and oral. I am also fluent with the local language."

"If I had a million dollars I'd buy myself a pony. Made of gold. With rock-ets."

I thought it would be helpful to highlight some of them and I have included some from human resource colleagues. Some recent examples:

From Amy Bouman in Hawthorne: "I had someone send me a cover letter printed on axis graph paper with cut out magazine letters and pictures from MAD magazine."

From Debbie Perkins in White Plains: "A hand written cover letter is one thing but don't send it on lined spiral note book paper with the fringe tabs still attached."

From Dawn Montelione in Stamford, Ct.: "I had someone send me a crumpled up letter stating that they found this copy of their resume in the trash can and would I reconsider and review their resume again."



**"My name is "Jim" and, on average I like rainy days more than summer days and I could probably eat dumplings for every meal."**

and I could probably eat dumplings for every meal."

While I am sure that everyone has their own reason for sending these letters, I do think there is a lesson for employers to help us choose who gets an interview and who doesn't.

I think that applicants are so desperate to get interviews and, ultimately a job, that they hope a strange or weird cover letter will attract the "right" attention to their search. "You should hire me because I am awesome."

For employers, the key is to remember that the initial phases of recruiting are more about filtering out than filtering in and these cover letters, while entertaining, will not lead us to the applicants we are looking for.

When candidates include items in their cover letters that are irrelevant to the job, we have to question their judgment. Information on their hobbies, religious beliefs or their passions might help to show that you are an interesting person but how does that help me decide what kind of employee you will make. I like to ask myself "is this information relevant to the person's ability to do the job?"

Today, many applicants use the internet to send their information. A person's email address can give us real clues as to how professional or how serious that applicant will be.

Finally, I expect to receive an applicant's best work in their cover letter; misspelled words, poor grammar and irrelevant information make it easy to weed these folks out and continue to look for the right ones.

My recent favorite, however, is from Lisa Stamatos in Ardsley: "My name is "Jim" and, on average I like rainy days more than summer days

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LENDER



## More Personnel Matters

### Online Toolkit Promotes Inclusive Workplaces

From Occupational Health & Safety, [ohsonline.com](http://ohsonline.com)



The Labor Department launched an online Workplace Flexibility Toolkit to promote inclusive workplaces and to help employees, job seekers, employers, policy-makers, and researchers with information, resources, and a what DOL describes as a unique approach to workplace flexibility.

Workplace flexibility policies and practices, its release explains, typically focus on when and where work is done. The toolkit adds an emphasis on flexibility of job tasks and what kind of work is done.

Two DOL units, the Office of Disability Employment Policy and the Women's Bureau, funded the toolkit's creation. It makes more than 170 resources available, "particularly for workers and job seekers with complex employment situations, such as parents of young children, single parents, family caregivers, mature workers, at-risk youth, ex-offenders, and individuals with disabilities, including veterans with disabilities and people with HIV/AIDS," the release states.

"Workplace flexibility is a universal strategy that promotes an inclusive workforce and levels the playing field for people with disabilities," said Kathy Martinez, assistant secretary of labor for disability employment policy. "These resources and unique approach will help all workers with complex employment situations become more productive."

The toolkit is available at <http://www.dol.gov/odep/workplaceflexibility/>. It points visitors to a variety of resources -- case studies, tip sheets, issue briefs, reports, articles, websites with additional information, frequently asked questions, and more. Use the links to narrow the number of resources that are relevant to what you need. Each link includes the number of resources available.

In this Toolkit, the terms Workplace Flexibility, Flexible Work Arrangements, Work-Life Balance, and Flexible Workplace Options are used interchangeably to describe all types of workplace flexibility.

There are currently 172 resources in the toolkit. Additional information will be added to the toolkit as it is identified, according to the agency.

*"Workplace flexibility is a universal strategy that promotes an inclusive workforce and levels the playing field for people with disabilities. These resources and unique approach will help all workers with complex employment situations become more productive."*

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## Legislative Matters

*MIPAC looked to endorse pro-manufacturing and reform-minded candidates from all areas throughout New York State, focusing their attention on key issues, including increasing energy costs, workers compensation issues, healthcare and the increasing costs of doing business in New York State.*

### MIPAC Announces 2012 State Candidate Endorsements

*By Karyn Burns, Director of Government Affairs, Council of Industry*

MIPAC, The Manufacturing & Industry Political Action Committee and the political action committee arm of MANY, The Manufacturers Alliance today announced their 2012 candidate endorsements. The political action committee was formed in 1980 as BIPAC, the Business Industry Political Action Committee, and in 2012 was changed to MIPAC, to better reflect its statewide manufacturing base.

MIPAC looked to endorse pro-manufacturing and reform-minded candidates from all areas throughout New York State, focusing their attention on key issues, including increasing energy costs, workers compensation issues, healthcare and the increasing costs of doing business in New York State. This year, MIPAC recognized its growing statewide presence, and participated in record 36 races from across the State.

MIPAC Chairman Dean Burrows stated, “2012 brought us a number of well qualified and educated candidates. The Board found this year’s endorsed candidates to be engaging, interested in discussing the many benefits that come from manufacturing, and understanding of the issues. With our geographic footprint constantly expanding, we endorsed pro-manufacturing candidates from across the State, helping us believe that our message about the necessity for a strong manufacturing base is being heard. On behalf of the MIPAC committee, I would like to congratulate each and every one of our endorsed candidates, and look forward to working with you in the upcoming legislative session.”

Based on the candidates’ responses and interviews, MIPAC is endorsing and weighing in on the following races:

119th State Assembly District – MIPAC is pleased to endorse Anthony Brindisi.

127th State Assembly District –MIPAC is pleased to endorse Don Miller.

The Statewide manufacturing community would like to weigh in on the political races below as well. The Manufacturing-Industry Political Action Committee offers the following endorsements based on an examination of candidate records in public office, candidate interviews, and the determination of candidates who will best represent the interests of manufacturers in Albany:



Senator William Larkin at his Council of Industry interview.



Assemblyman Kevin Cahill participated in interviews with Council of Industry members as well.

#### Local endorsements

39th State Senate District –MIPAC is pleased to endorse Bill Larkin.

41st State Senate District – MIPAC is pleased to endorse Steve Saland.

102nd Assembly District – MIPAC is pleased to endorse Pete Lopez.

103rd Assembly District – MIPAC is pleased to endorse Kevin Cahill.

106th Assembly District –MIPAC is pleased to endorse David Byrne.

**Statewide endorsements are on page 15**



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## More Legislative Matters

### Record Number in Congress Support Manufacturing Policies

By Pete DiLeo, The National Association of Manufacturers

On October 2, the National Association of Manufacturers (NAM) announced that 248 members of the House of Representatives and 48 senators received the NAM Award for Manufacturing Legislative Excellence. This is a record year for the number of members who voted in support of pro-manufacturing policies and demonstrates the understanding from our policymakers how important manufacturing is to our economy. Unfortunately, gridlock prevented Congress from acting on the major reforms manufacturers need to turn around our economic slowdown.

“Manufacturing is front and center, and with more members of Congress than ever before supporting the manufacturing agenda, we have an opportunity to drive economic growth,” said NAM President and CEO Jay Timmons. “The choice we face now is whether we continue down a path of uncertainty and risk falling in the fiscal abyss or pursue a thriving manufacturing economy that encourages investment and jobs here in the United States.”

These awards are based on members of Con-

gress’s votes on key manufacturing legislation identified by the NAM in the 112th Congress. These included key votes on issues such as energy policy, taxes and regulations, among others. Each key vote was selected by the NAM’s Key Vote Advisory Committee, which is comprised of NAM member companies and associations.

Members of Congress are notified in advance when key votes are pending and why the key vote designation has been made. The NAM is nonpartisan and does not endorse candidates. Voting records for all members of Congress and further details about NAM Key Manufacturing Votes are available on the NAM website [www.nam.org](http://www.nam.org).

#### How Do The Hudson Valley’s Elected Officials Measure Up?

<b>Hayworth</b>	<b>81%</b>
<b>Gibson</b>	<b>86%</b>
<b>Lowey</b>	<b>23%</b>
<b>Hinchey</b>	<b>12%</b>
<b>Gillibrand</b>	<b>37%</b>
<b>Schumer</b>	<b>37%</b>

*“Manufacturing is front and center, and with more members of Congress than ever before supporting the manufacturing agenda, we have an opportunity to drive economic growth,” said NAM President and CEO Jay Timmons.*

### More Than 200 Companies Participate in First Annual Manufacturing Day

By Matthew Lavoie, The National Association of Manufacturers

On October 5th more than 200 manufacturing companies participated in the first annual Manufacturing Day, a national event to highlight the importance of manufacturing to the U.S. economy and showcase the rewarding, highly skilled jobs available in manufacturing fields. The National Association of Manufacturers (NAM) and the Manufacturing Institute, along with the Fabricators & Manufacturers Association, International and the U.S. Commerce Department’s Hollings Manufacturing Extension Partnership, are co-producers of the event.

Manufacturers across the nation opened their doors to the public to host open houses, public tours, career workshops and other events, including Alcoa Fastening Systems here in the Hudson Valley. A recent study shows that 600,000 manufacturing jobs are unfilled in the United States due to a gap in the job requirements and the skills

within the workforce. Manufacturing Day draws attention to the opportunities that a career in manufacturing can provide and promotes the pursuit of skills that will lead to a long-term career that offers security and growth for qualified candidates.

“Manufacturing is at the forefront of the national conversation, and Manufacturing Day showcases how important the sector is for economic growth and job creation,”

**Continued on Page 14**



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## EHS Matters

### Drug Testing Promotes Workplace Safety

By Melissa DiThomas, Occupational Health & Safety, ohsonline.com

An effective drug testing program promotes a safe, productive workplace in addition to a multitude of other benefits, according to a recent industry poll.

#### How Effective is Drug Testing?

Employment drug testing is a powerful risk tool that provides far-reaching organizational benefits. In addition to promoting a safer, more productive workplace, it can help to decrease employee turnover and absenteeism, reduce employer risk, and lower workers' compensation incidence rates, according to Drug Testing Efficacy 2011, a recent poll conducted by The Society for Human Resource Management (SHRM) and the Drug and Alcohol Testing Industry Association (DATIA). The poll, one of the most comprehensive and current surveys regarding drug testing available today, questioned employers ranging from 500 to 2,500 employees, most of which were publicly owned, for-profit organizations. The following key points were discovered:

- What percentage of organizations conducted pre-employment drug testing in 2011? More than half of the organizations (57 percent) indicated they conduct drug testing on all job candidates. More than one-quarter (29 percent) of the organizations do not have a pre-employment drug testing program.
- Is there a connection between drug testing programs and absenteeism? Yes. In organizations with high employee absenteeism rates (more than 15 percent), the implementation of a drug testing program appears to have an impact. Nine percent of organizations reported high absenteeism rates (more than 15 percent) prior to a drug testing program, whereas only 4 percent of organizations reported high absenteeism rates after the implementation of a drug testing program, a decrease of approximately 50 percent.
- Are workers' compensation incidence rates affected by drug testing programs? Yes. In organizations with high workers' compensation incidence rates (more than 6 percent), the implementation of a drug testing program appears to have an impact. Fourteen percent of organizations reported high workers' com-



pensation incidence rates prior to a drug testing program, whereas only 6 percent of organizations reported similar rates of workers' compensation after the implementation of a drug testing program, a decrease of approximately 50 percent.

- Do drug testing programs improve employee productivity rates? Nearly one-fifth (19 percent) of organizations experienced an increase in productivity after the implementation of a drug testing program.
- How much of an impact do drug testing programs have on employee turnover rates? Sixteen percent of organizations saw a decrease in employee turnover rates after the implementation of drug testing programs.
- Do multinational organizations apply similar drug testing protocols/policies in the United States and globally? Nearly three-quarters (72 percent) of organizations with multinational operations indicated that all, almost all, or some of the same protocols/policies are applied while conducting drug tests outside the United States.

#### Maintaining Program Efficacy

Just as there are many types of drug testing programs, ranging from those regulated by the U.S. Department of Transportation (DOT) to privately developed and managed programs, there are also many testing options available today. However, in order to create the most appropriate and effective testing program, you must first understand what's happening in the industry.

The drug testing industry was born 30 years ago, after the launch of federal drug testing requirements in the 1980s. A lot has changed in 30 years. The types of drugs being abused are quickly evolving, and so are the abusers.

- While marijuana is still the number one most-abused drug globally, prescription drugs have moved into second place, overshadowing cocaine. Technology has played a big role in these changes. For example, the street distributor has morphed into the Internet distributor, making it easier than ever to access prescription medication without ever visiting a doctor.
- The use of pill mills, which are clinics, doctors, or pharmacies that are prescribing large amounts of prescription medication for non-medical use, is also becoming prominent in the United States, prompting abusers to travel across state lines to access these mills.

In lock step with these trends, new federal legislation and program guidelines are also appearing.

**Continued on page 14**

### Manufacturing Job Opportunities

*If you have job openings and positions to fill:*

- Post it on the Council of Industry Website [www.councilofindustry.org](http://www.councilofindustry.org)
- Look at resumes from our member recommended **For Hire page**

Contact Alison at  
[abutler@councilofindustry.org](mailto:abutler@councilofindustry.org)





## CI Calendar of Training and Events

<b>Nov 12</b>	<b><u>Deadline for Wage &amp; Benefit Survey</u></b> -Full results will be shared only with companies that return completed surveys. Surveys, instructions and deadlines available on the Council of Industry Website Members Only Section or contact Harold King at <a href="mailto:hking@councilofindustry.org">hking@councilofindustry.org</a> or call (845) 565-1355.
<b>Nov 13</b>	<b><u>Council of Industry's Annual Luncheon &amp; Member / Associate Member Expo</u></b> — 11:30 am at the Powelton Club in Newburgh, NY. Seats are \$50 per person, \$350 for a table of eight. Sponsorships are available.
<b>Nov 15</b>	<b><u>Manage Risk in International Transactions</u></b> — 8:00 a.m. at SUNY New Paltz School of Business. Presented by the Council of Industry, the SUNY New Paltz School of Business and US Commerce Dept. Cost \$15, contact Harold King at <a href="mailto:hking@councilofindustry.org">hking@councilofindustry.org</a> to register.
<b>Dec 31</b>	<b><u>Deadline for Early Bird discount on Supervisor Training</u></b>
<b>Jan 16, 25</b>	<b><u>Certificate in Manufacturing Leadership: Fundamentals of Leadership</u></b> — 9:00 am— 4:30pm at Dutchess Community College, Bowne Hall, Poughkeepsie, NY.
<b>Feb 6</b>	<b><u>Certificate in Manufacturing Leadership: Best Practices &amp; Continuous Improvement</u></b> — 9:00 am— 4:30pm at Dutchess Community College, Bowne Hall, Poughkeepsie, NY.
<b>Feb 20</b>	<b><u>Certificate in Manufacturing Leadership: Human Resources Management Issues</u></b> — 9:00 am— 4:30pm at Dutchess Community College, Bowne Hall, Poughkeepsie, NY.

*You can find more information on the courses and events listed in our calendar by going to our website— [www.councilofindustry.org](http://www.councilofindustry.org) or if you are reading our electronic version just press Ctrl and click the course title.*

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## Manufacturing Matters

*Employers rely on the right workers with the right skills to drive innovation, increase productivity and remain globally competitive. Workers need the right skills to access employment and advancement opportunities.*

### Bridging the Skills Gap

*By Joe Trauger, Vice President for Human Resources Policy, The National Association of Manufacturers*

In the face of high unemployment, economic uncertainty and congressional inaction, manufacturers are struggling to fill skilled production jobs that fuel their ability to innovate and grow. Companies are at risk of falling behind.

The National Association of Manufacturers (NAM) believes we need a smart approach to education and training that will benefit educators, employers, employees and the overall economy.

The AMERICA Works Act would help close the skills gap and effectively prepare individuals to succeed in the workplace by letting them know exactly what skills are necessary for hiring and advancement. Rather than creating a new federal program, the legislation prioritizes existing funding for education and training programs that lead toward nationally portable, industry-recognized credentials. Focusing the training funds on developing skills in demand by employers is good for workers and good for the economy and streamlines federal funding toward programs that work.

The NAM has a long record of supporting AMERICA Works and focused investment in workforce development and education as a path toward closing the skills gap in the U.S. workforce. In July, the NAM hosted a very successful Shop Floor Briefing on Capitol Hill for House and Senate staffers and NAM members. At the standing-room only session, Sen. Kay Hagan (D-NC) and Rep. Joe Donnelly (D-IN), the bill's principal sponsors, joined representatives and thought leaders from the Manufacturing Institute, Ingersoll-Rand and Deloitte to discuss the need for programs such as the NAM-Endorsed Manufacturing Skills Certification System.

The Manufacturing Institute created the NAM-Endorsed Manufacturing Skills Certification System

and manufacturing companies to create education programs that deliver these certifications and provide hands-on experience that will better prepare applicants looking for a career in manufacturing. In 2011, the Institute set a five-year goal to award 500,000 industry based credentials to individuals; so far, almost 85,000 certifications have been earned.



North Carolina, for example, has had great success. With pilot funding from the Bill and Melinda Gates Foundation, Forsyth Technical Community College is leading implementation of the NAM program in North Carolina. In the past two years, 193 students received at least one industry recognized credential. In addition, a partnership with North Carolina community colleges and Duke Energy is expanding the certification of students. Expansion efforts have the potential to benefit more than 3,800 students per year in industries including advanced manufacturing, aerospace, biotechnology and energy. Manufacturers account for 19 percent of North Carolina's economic output.

Nevada has taken it a step further under the leadership of Click Bond, implementing the Right Skills Now program to fast track credentialing to fill immediate job openings and create a workforce to drive industry to the state.

Employers rely on the right workers with the right skills to drive innovation, increase productivity and remain globally competitive. Workers need the right skills to access employment and advancement opportunities. A "skilled" workforce not only applies to highly educated individuals, but also to those with the entry-level skills to perform the jobs required by today's modern manufacturing. Manufacturing requires basic science, technology, engineering and mathematics (STEM) skills.

A nationally portable, industry recognized certification directly addresses the deficits in manufacturing education and training by identifying the skills development necessary for success across the manufacturing sector. This solution empowers workers to know they are being trained in marketable skills, enables employers to know they are hiring workers who will succeed in their job and streamlines federal resources toward programs that work.



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as a set of credentials that identifies and validates the skills manufacturers deem necessary to enter, be productive and succeed in the manufacturing sector. The Institute works with high schools, community col-



# Energy Matters

## New York State Energy Facts

From [www.eia.gov](http://www.eia.gov)

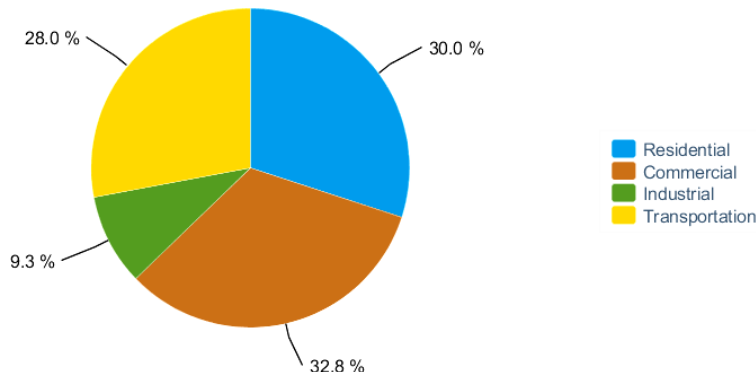
The United States Energy Information Office Provides data and statistics for all 50 US State. Here are some facts about New York.

- In 2010, New York was the eighth largest energy consumer in the United States, but, due in part to its widely used mass transportation systems, it had the second lowest energy consumption per capita after Rhode Island.
- The Marcellus shale, which underlies southwestern New York, is estimated to hold at least 141 trillion cubic feet in technically recoverable natural gas.
- The 2,353-megawatt Robert Moses Niagara hydroelectric power plant was the fourth largest hydroelectric power plant in the United States in 2010 and, in 2011, New York produced more hydroelectric power than any other State east of the Rocky Mountains.
- New York's Renewable Portfolio Standard requires that 30 percent of electricity come from renewable energy resources by 2015; in 2011, 24 percent of electricity came from renewable energy resources.
- In 2011, New York had the fourth highest average electricity prices in the United States.

### Energy Consumption:

By Source	New York	Share of U.S.	Peroid
Total Energy	3,728 trillion Btu	3.8%	2010
Total Petroleum	251.1 million barrels	3.6%	2010
Natural Gas	1,198,023 million cu ft	5.0%	2010
Coal	7,367 thousand short tons	0.7%	2010

New York Energy Consumption by End-Use Sector, 2010



Source: Energy Information Administration, State Energy Data System

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*New York State's total per capita energy consumption for 2010 was 192 million Btu— ranking 50th, the second lowest ranking in the United States.*

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## Financial Matters

### Slowing Global Economies Hamper U.S. Export Growth

By Chad Moutray, Chief Economist, The National Association of Manufacturers



*The global economic slowdown has gone well beyond Europe. Markit reports PMI readings below 50 in seven of the 10 largest export markets for U.S.-manufactured goods.*

The most recent NAM/IndustryWeek Survey of Manufacturers shows that more than 40 percent of manufacturers view exports as one of the primary drivers of growth for their companies. In an increasingly global economic market, businesses recognize that more than 95 percent of the world's population lives outside the United States. Trade provides a tremendous opportunity for manufacturers to sell their goods to new markets, produce more goods and employ more people.

Manufactured goods exports nearly doubled between 2001 and 2011, increasing from \$655.8 billion to \$1,275.4 billion. Through June, the United States exported \$673.8 billion, which is roughly 9 percent more than across the same time period in 2011. Given the slower economy worldwide, increased export sales show manufacturers' growing competitiveness and their tenacity at finding new markets. It is also true that the pace of export growth has slowed in 2012 relative to 2010 and 2011. For instance, the 9 percent growth rate experienced year-to-date (YTD) in 2012 is dwarfed by a nearly 17 percent gain in the same time period last year relative to 2010. With many countries struggling, slowing global growth is hampering manufacturers' ability to increase international sales.

Europe is a crucial market, accounting for 22 percent of manufactured goods exports in the first six months of this year. Our largest exports of manufactured goods to Europe are transportation equipment, computers and electronic products, chemicals and machinery. The sovereign debt crisis has led to bailouts for some countries and opened the possibility that some nations might be forced to abandon the euro at some point, pushing up borrowing costs, challenging growth prospects and exacerbating an already tenuous position.

The Markit Composite Purchasing Managers' Index (PMI) for the Eurozone was 45.1 in August. This figure suggests the continent's economic woes have worsened in the past month, as values under 50 indicate a contraction. This includes Europe's largest economy, Germany, with an August PMI of 44.7.

The global economic slowdown has gone well beyond Europe. Markit reports PMI readings below 50 in seven of the 10 largest export markets for U.S.-manufactured goods. In addition to Hong Kong, the only other nations in the top 10 that are still experiencing an expansion—albeit a slower one—are in North America. The PMIs for both Canada and Mexico were 53.0 and 55.1 in August, respectively. (The United States still has a positive PMI according to Markit, but the more widely cited survey from the Institute for Supply Management indicates a contraction.)

**Continued on next page**

**Measures Of Business Activity in Top Export Markets For U.S. Manufactured Goods, 2012**

	YTD Manufactured Goods Exports, in Billions of Dollars	PMI June	PMI July	PMI Aug.	Comments
World	\$673.8	49.1	48.4	48.1	contracting, faster rate
Canada	\$132.6	54.8	53.1	53.0	expanding, slower rate
Mexico	\$95.9	55.9	55.2	55.1	expanding, slower rate
China	\$35.8	48.2	49.3	47.6	contracting, faster rate
Japan	\$28.7	49.9	47.9	47.7	contracting, faster rate
United Kingdom	\$25.0	48.4	45.4	49.5	contracting, slower rate
Germany	\$22.5	45.0	43.0	44.7	contracting, slower rate
Brazil	\$19.4	48.5	48.7	49.3	contracting, slower rate
Netherlands	\$18.4	48.9	48.9	49.7	contracting, slower rate
South Korea	\$18.0	49.4	47.2	47.5	contracting, faster rate
Hong Kong	\$17.8	49.8	50.3	50.5	expanding, faster rate

Note: YTD exports are for January to June 2012. Sources: U.S. Census Bureau, Markit



## Member Benefits

### Reach the Decision Makers of the Hudson Valley

The Council of Industry offers Members and Associate Members a variety of ways to put their company's name out in front of the industry leaders in the Hudson Valley. By sponsoring events, like the upcoming Annual Luncheon and Member / Associate Member Expo, members are able to have their name front and center with banners at the event, logos on programs and mentions in the CI newsletter. There are three events a year, the luncheon, Manufacturing Champion Award Breakfast, and Golf Outing with different levels of sponsorship to fit your budget.



Advertising in Council of Industry publications and on the Council website are also very effective avenues to promote your company's products and service to manufacturers and their associates throughout southeastern New York. Members can place ads in this newsletter, on the Weekly Update email, or on our website, all of which reach hundreds of local manufacturers.

The Annual Member Directory has been a favorite among member for placing full color advertisements, but this year the Council is proud to announce the Member Directory is being expanded into a full color glossy magazine. All the vital directory info will be maintained but the magazine will contain full length articles on manufacturing issues as well as those great color ads from our members and associate members. More information about the new Hudson Valley Manufacturing magazine will be available soon on our website [www.councilofindustry.org](http://www.councilofindustry.org) or contact Alison Butler at [abutler@councilofindustry.org](mailto:abutler@councilofindustry.org) for more information about sponsorships and advertising.

*The Council of Industry is proud to announce the Member Directory is being expanded into a full color glossy magazine.*

### Continued from Financial Matters

Markit and JPMorgan report a global composite PMI, which summarizes the results of surveys with purchasing executives in 32 countries. This figure was 48.1 in August, down from 48.4 in July and 49.1 in June. Slowing new orders and employment contributed to the weaker results. It is not surprising that export growth has slowed. In addition to concerns about the U.S. fiscal situation, uncertainties about Europe and global growth top manufacturing leaders' minds.

Goods exports contributed 0.58 percentage points to U.S. real GDP in the second quarter of 2012. This is below the 1.11 percent and 0.87 percent that it added to growth in 2010 and 2011, respectively. Strong export growth is and will continue to be critical to get our economy back on its feet.

## Consumer Price Index for Sept. 2012

				<u>Point</u>	<u>%</u>	<u>% Increase</u>
<b>Wage Earners &amp; Clerical</b>	<u>Sept. '11</u>	<u>Sept. '12</u>	<u>Sept. '12</u>	<u>Increase</u>	<u>Month</u>	<u>Year</u>
1967=100	666.3	679.69	676.33	3.36	0.5	2.0
1982-84= 100	223.69	228.18	227.06	1.13	0.5	2.0
<b>All Urban Consumers</b>						
1967=100	679.66	693.19	690.11	3.08	0.4	2.0
1982-84=100	226.89	231.41	230.38	1.03	0.4	2.0

Hudson Valley unemployment rate for September 2012 = 7.6%

### Place Your Company's Ad Here

The Council of Industry's monthly newsletter has a mailing circulation of 250 manufacturers and an online circulation of hundreds more.

**Contact Alison Butler at**

[abutler@councilofindustry.org](mailto:abutler@councilofindustry.org)

**or call (845) 565-1355 for more information.**



**Continued from page 8**  
**EHS Matters**

For example, in addition to standard illicit drugs, prescription medication and designer drugs must now be considered for testing. Just two years ago, in October 2010, DOT expanded its standard test panel to include Ecstasy as part of the amphetamines drug panel and also lowered cutoff levels of testing for amphetamines and cocaine. The result was as expected: DOT-regulated programs are seeing an increase in positives for both categories.

Now, the U.S. government is enhancing its program even further. A breakthrough this year has been the approval by the U.S. Department of Health and Human Services of the recommendations made by the Drug Test Advisory Board (DTAB), which include testing for synthetic opiates such as hydrocodone and oxycodone, also known as Vicodin or Oxycontin, by their brand names. Additionally, DTAB recommended using oral fluid testing as an alternative testing method. The process for DOT to implement these recommendations still could take years, but this is a big first step in modifying the federal drug testing program, one that provides guidance on potential drugs you can test for within your own program.

Designer drugs such as synthetic marijuana and synthetic amphetamines are also on the federal government's radar. Known as K2/Spice and Bath Salts, these drugs are manufactured and marketed in such a way as to avoid legal roadblocks to distribution, which makes testing for them difficult and expensive. President Obama signed the Synthetic Drug Abuse Prevention Act of 2012 into law on July 9, 2012, as part of S. 3187, the Food and Drug Administration Safety and Innovation Act. The legislation bans synthetic compounds commonly found in synthetic marijuana ("K2" or "Spice"), synthetic stimulants ("Bath Salts"), and hallucinogens by placing them under Schedule I of the Controlled Substances Act.

This new law will make it easier for law enforcement agencies to take action against the manufacturers, importers, and sellers of these products. While this represents progress in the battle against synthetic drugs, authorities must continue to monitor and update

the list of prohibited substances as manufacturers modify the composition of the drugs to circumvent legislation. Some employers have begun testing for these types of drugs in reasonable cause situations.

While DOT and most non-regulated employers test a standard five-panel, these changes in prescription and designer drug abuse are creating a legitimate opportunity for employers to expand that panel to include additional drugs. For example, LexisNexis Occupational Health Services, Inc. a large third party administrator, notes that its manufacturing customers are moving to a nine-panel test with an additional two drugs — hydrocodone and oxycodone. An effective drug testing program promotes a safe, productive workplace. By monitoring industry trends, you can maintain your program effectiveness by understanding which drugs are being abused and modifying your testing panel based on that information. Likewise, laws and regulations will help dictate what can be tested and how that testing should be conducted. Information from DEA about common drugs of abuse is available here.

It is always recommended that employers retain internal or external legal counsel specializing in drug testing to review drug and alcohol testing laws in the states where their applicants and employees reside, and states where they have physical locations. An organization such as DATIA is also a great resource to help you stay updated on drug testing industry trends and legislation. Visit the website [www.datia.org](http://www.datia.org) to learn more about DATIA and membership opportunities together to see the need for change and how both can benefit from a partnership, it is now up to the attendees to act on this insight and forge relationships within their communities.

**Continued from page 7**  
**More Legislative Matters**

said NAM President and CEO Jay Timmons. "By opening up shopfloors around the country, we were able to show what manufacturing is all about—a high-skilled, technology-driven industry that offers secure, good-paying jobs."

"Access to talented individuals with a high-quality education and advanced skills is critical to manufacturers' capacity for innovation and business success," added Jennifer McNelly, president of the Manufacturing Institute. "Today's talent does not view manufacturing as a top career option. This perception issue, coupled with the skills gap, has contributed to a depleted supply of qualified talent for today's manufacturing workplaces. Manufacturing Day is an important step in helping to change manufacturing's image and engaging future talent by giving them firsthand experience with the real world of manufacturing

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## List of Candidate Endorsements

### Continued from page 6

3rd State Senate District – MIPAC is pleased to endorse Lee Zeldin.  
 47th State Senate District – MIPAC is pleased to endorse Joe Griffo.  
 48th State Senate District – MIPAC is pleased to endorse Patty Ritchie.  
 50th State Senate District – MIPAC is pleased to endorse John DeFrancisco.  
 53rd State Senate District – MIPAC is pleased to endorse David Valesky.  
 54th State Senate District – MIPAC is pleased to endorse Mike Nozzolio.  
 56th State Senate District – MIPAC is pleased to endorse Joe Robach.  
 57th State Senate District – MIPAC is pleased to endorse Cathy Young.  
 58th State Senate District – MIPAC is pleased to endorse Tom O'Mara.  
 62nd State Senate District – MIPAC is pleased to endorse George Maziarz.  
 3rd Assembly District – MIPAC is pleased to endorse Dean Murray.  
 101st Assembly District – MIPAC is pleased to endorse Claudia Tenney.  
 112th Assembly District – MIPAC is pleased to endorse James Tedisco.  
 113th Assembly District – MIPAC is pleased to endorse Tony Jordan.  
 117th Assembly District – MIPAC is pleased to endorse Ken Blankenbush.  
 120th Assembly District – MIPAC is pleased to endorse Will Barclay.  
 121st Assembly District – MIPAC is pleased to endorse Bill Magee.  
 122nd Assembly District – MIPAC is pleased to endorse Cliff Crouch.  
 124th Assembly District – MIPAC is pleased to endorse Christopher Friend.  
 126th Assembly District – MIPAC is pleased to endorse Gary Finch.  
 128th Assembly District – MIPAC has decided not to endorse in this race.  
 129th Assembly District – MIPAC is pleased to endorse Bill Magnarelli.  
 130th Assembly District – MIPAC is pleased to endorse Bob Oaks.  
 131st Assembly District – MIPAC is pleased to endorse Brian Kolb.  
 132nd Assembly District – MIPAC is pleased to endorse Phil Palmesano.  
 136th Assembly District – MIPAC is pleased to endorse Joe Morelle.  
 140th Assembly District – MIPAC is pleased to endorse Robin Schimminger.  
 143rd Assembly District – MIPAC is pleased to endorse Dennis Gabryszak.  
 144th Assembly District – MIPAC is pleased to endorse Jane Corwin.

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# **Council of Industry**

*The Manufacturers Association of the Hudson Valley*

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**Manufacturing is Vital.  
The Council of Industry is  
Vital to Manufacturing.**