



The Council of Industry Newsletter

April 2018 Volume 23 Issue 3

Celebrate Our 2018 Manufacturing Champions on May 18th

The Council of Industry is proud to announce their 2018 Manufacturing Champion Award recipients. The awards recognize individuals and organizations who have worked to strengthen and build the manufacturing sector in the Hudson Valley community. The awards will be presented at a breakfast on May 18th at the Powelton Club in Newburgh, NY. Seats, sponsorships, and program ads are still available see our website www.councilofindustry.org for details.

The private sector award recipient is **Deirdre Ryder**, President and owner of VITS International. Since 2012 Ryder has helped steer VITS on a path to growth and prosperity. VITS is a leading supplier of variable repeat sheeting & finishing systems for the printing, packaging, digital and converting industries. Under her leadership the company has invested in their US manufacturing operation and become a worldwide leader in the industry.



Tom Sipos, host of the popular talk radio show *Hudson Valley Focus Live*, is the private sector Champion. No public figure in the region is more passionate about Hudson Valley manufacturing than Sipos, he has relentlessly called attention to the important role manufacturing plays in our regional economy. Sipos has been a longtime vocal supporter of career and technical education and the good jobs CTE can lead to in manufacturing.

As the Educator Champion, Pine Bush High School teacher **Kenneth Marshall** has been a proponent of STEM education in the Pine Bush Central School District for the last 10+ years. He leads the school's unique *Excelsior Engineering* program and is currently leading the effort to make Pine Bush a PRIME High School in conjunction with the Society of Manufacturing Engineers and local manufacturers.



The School of Science and Engineering at SUNY New Paltz is the Organization Champion

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Register to attend the Manufacturing Champion Awards Breakfast

When: Friday, May 18th, 7:30 - 9:30 am

Where: The Powelton Club, Newburgh, NY

Cost: \$35 per person or \$300 for a table of 10

[Register online](#), via email abutler@councilofindustry.org, or call (845) 565 - 1355

Thank you to our supporting sponsors:



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Manufacturers Alliance Advocacy Efforts Get Mixed Results

Manufacturers from across the state met in Albany March 20th - 21st to advocate for a public policy agenda to enable manufactures to grow and prosper in New York State. The final State Budget included some **Manufacturers Alliance** priorities but left the many out.

The focus this year centered around 4 policy areas: Energy, Workforce Development, Labor and Employment, and Tax and finance. Of all the issues covered during our visits with key legislative committee chairs and leaders 2 items stood out as priorities. First, is the continuation and expansion of the successful Manufacturers Intermediary Apprentice Program (MIAP.) We were successful in making this item a part of the Budget negotiations through the Senate “One House” budget bill and are optimistic of its inclusion in the final State budget. Second was the elimination of the income tax on “*pass through*” manufacturers – the so-called “S” corporations. In 2014 The Manufacturers Alliance team was successful in securing a **corporate** tax cut for Manufacturers. In 2018 we worked to extend that cut to the smaller pass through firms that make up about 75% of manufacturers in New York State.

Earlier this year the Alliances’ Manufacturers Research Institute commissioned a study by the Beacon Hill Institute to quantify the cost and economic benefits from providing a tax cut for “pass through” manufacturers. The elimination of the PIT for these manufacturers would increase private sector jobs by 3,455 in the first full-year and by 4,850 in 2022. It would cause investment to rise by \$88 million in 2018 and by \$122 million in 2022. The increase in employment and investment would boost real disposable income by \$244 million in 2018 and \$407 million in 2022.

We championed this issue over the past few months and quickly received support. The bill was introduced as a one house bill by Senator Tom O’Mara with a number of co-sponsors from across the State. It was included as part of the Senator Majority’s Opportunity Agenda for 2018 as one of their key priorities. Unfortunately no tax reductions were included in the final budget – including the pass through proposal. The door was left open however for its inclusion next year. Also, while the MIAP apprentice program was continue in the final budget there are no funds for its expansion throughout the state.

Beginning this month the Alliance is regrouping to renewing our efforts to promote pro-growth, pro-manufacturing policies. ✿



Cedric Glasper - Mechanical Rubber, Johnnieanne Hansen and Harold King - Council of Industry, at Manufacturing Lobby Day in Albany.

Spring Training offerings include Leadership Programs both North (DCC) and South (RCC) and a LEAN Six Sigma Yellowbelt Class at Rockland in June

The Certificate in Manufacturing Leadership Programs are running simultaneously at both SUNY Dutchess and Rockland Community College with seats in individual classes still available. See the calendar on page 10 for April's offerings or check our website.

We also have a Lena Six Sigma Yellowbelt Class offered at Rockland Community College for three days in June.

Date(s): June 5, 6, 7, 2018 Time: 8:30 am - 4:30 pm

Location: Rockland Community College, Suffern, NY

Instructor: Vinnie Buonomo and Dr. Don Baker from RIT

Cost: \$400 per person, *Groups with a minimum of 3 people from a company are encouraged but not required

To register visit <http://www.councilofindustry.org/course/lean-six-sigma-yellow-belttraining/> or email training@councilofindustry.org

This is an approach to process improvement that merges the complementary concepts and tools from both Six Sigma and Lean approaches. The resulting approach will have greater impact than one that centers on only Six Sigma or Lean. Participants will learn a short history of each approach and how they can complement each other. They will be introduced to the Define, Measure, Analyze, Improve, Control improvement process and some of the tools associated with each stage. The following topics will be focused during the training: Resistance to Change, 5-S Visual Controls, Team Building, Problem Solving Process and Statistical Thinking.

During this interactive Yellow Belt training, each group of participants will identify opportunities within their respective work areas and ways to improve those areas utilizing taught problem solving tools. The teams will present their identified work area opportunity and suggested solutions.

*Groups with a minimum of 3 people from a company are required for this training (single participants should contact the Council to see if arrangements can be made to add them to a group.) ✿

Round Table Discussion on Improving Engagement Between Engineering Students and Council of Industry Members

When: April 27, 2018, 7:45 am

Where: Science Hall Room 272 (At the Corner of S. Mannheim Blvd and Plattekill Ave)

Who: Council Member Engineers, Plant managers, Human Resource Professionals or any one else interested in building connections with SUNY New Paltz Engineering Students

To register [click here](#)

The School of Science and Engineering at SUNY New Paltz is a tremendous resource for Hudson Valley manufacturers. The total undergraduate enrollment is at historic highs for engineering a New Paltz and Overall STEM enrollments have also increased. The addition of a Mechanical Engineering Degree in 2015 has been a boon for enrollment, adding to the already strong EE program.

The School wants to graduate the best engineers possible and that means providing industry experiences to its students. The school currently does this through a strong Senior Design program and some internships. They want to do better and are asking for input from industry on how to provide work based learning and "real world" engineering projects and experience for their students.

Join us Friday April 27th as we meet with Dean Dan Freedman and Senior Career Counselor Christine Daly to learn more about the School of Engineering, provide input on industry engagement strategies and (optional) tour the Schools' laboratories, classrooms, and the Center for Advanced Manufacturing 3D Printing facility.

No cost but advanced registration is required for a parking pass. 🌟

Human Resources Network Meeting: Collaborative Recruiting Initiative Info Session



When: Friday, April 20, 2018, 8:30 am - 10:00 am

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

Cost: None for members

To register [click here](#)

Join us to learn more about the Council of Industry's CRI program - Collaborative Recruiting Initiative

This initiative will put dozens, if not hundreds, of Hudson Valley Manufacturing jobs on one site. It will also market that site to potential candidates throughout the region and provide a system for each participating company to post jobs and track applicants.

Find out more about the program, how to become a part of it, how it works and what it can do. Johnnieanne Hansen, the Council's Workforce Coordinator will do a demonstration of the software and answer your questions. 🌟

Consumer Price Index for February 2018

Wage Earners & Clerical	Feb-17	Feb-18	Jan-18	Point Increase	% Month	Point Increase	Increase Year
1967=100	707.37	723.79	720.60	3.37	0.5%	16.1	2.2%
82 - 84 =100	237.48	242.99	241.92	1.12	0.5%	5.2	2.1%
All Urban Consumers							
1967=100	729.73	745.87	742.50	3.18	0.4%	16.4	2.3%
82 - 84 =100	243.80	248.99	247.87	1.07	0.4%	5.5	2.3%

Hudson Valley Unemployment for February 2018 was 5.2%

NYSDEC is introducing a new SPDES Multi-Sector General Permit for Stormwater Discharges from Industry Activity

From Barton & Loguidice, D.P.C., a Council of Industry Member

With the release of the new permit, regulated facilities will need to obtain permit coverage for stormwater discharges through either an individual SPDES Permit or through GP-0-17-004.

NYSDEC is introducing a new SPDES Multi-Sector General Permit for Stormwater Discharges from Industry Activity (MSGP) (GP-0-17-004). This permit regulates stormwater discharges from industrial activities. GP-0-17-004 is scheduled to commence on March 1, 2018 with a five year permit term. GP-0-17-004 is replacing the current MSGP (GP-0-12-001).

Once GP-0-17-004 takes effect, there will be an interim period of 90 days. During this time, an owner or operator needs to update the facility's Stormwater Pollution Prevention Plan (SWPPP) to comply with the requirements of the new permit before submitting a Notice of Intent (NOI) to obtain permit coverage. To ensure no lapse in coverage, facilities with existing permits must resubmit their NOI by May 30, 2018.

Some key changes between GP-0-17-004 and GP-0-12-001 include the following:

- Non-numeric effluent limits were updated to include requirements for minimizing exposure, good housekeeping, maintenance, spill prevention and response productions, and employee training.
- Semi-annual monitoring and discharge monitoring reports will be required for Benchmark and Numeric Effluent Limit monitoring. With this change, the Corrective Action forms and the Non-Compliance event forms will no longer be needed.
- Discharge Monitoring Reports must be submitted electronically through EPA's electronic reporting system, NetDMR.



The owner or operator must wait three days in a row without precipitation before they may complete the Comprehensive Site Compliance Inspection. This allows for dry weather flow monitoring to be performed so that non-stormwater discharges can be detected and addressed as necessary.

With the release of the new permit, regulated facilities will need to obtain permit coverage for stormwater discharges through either an individual SPDES Permit or through GP-0-17-004. Alternatively, facilities may provide No Exposure Exclusion certification to prove that industrial activities are not exposed to stormwater.

The revised permit includes additional changes that must be addressed in the facility's SWPPP. ❁

Barton & Loguidice is able to assist with questions concerning the details of this permit, along with providing a determination if your facility is subject to these regulations. Questions may be directed to David Hanny, CPESC, CPSWQ, LEED AP, Senior Managing Environmental Scientist •



Empire State Development's Linked Deposit Program (LDP)

From Empire State Development

**FINANCIAL
MATTERS**

Empire State Development's Linked Deposit Program (LDP) provides an interest rate reduction on bank loans that improve or expand a manufacturer's operations.

Members of the Council of Industry obtaining a term loan or a mortgage from an LDP participating lender can realize an interest rate that is up to two or three percentage points lower than the prevailing rate, making borrowing less expensive. The actual reduction is based on the lender's four-year certificate of deposit rate, up to two or three percent. Linked Deposit has 74 participating lenders statewide which include many banks in the Mid-Hudson region.



Linked Deposit can provide many benefits to you and your business, including:

- It can allow a borrower to qualify for a loan, where without LDP the borrower might not.
- It can also allow a borrower to qualify for more funding, resulting in a larger investment.
- It can provide the borrower with substantial savings and ease cash flow, allowing those monies to be spent elsewhere.

Eligible Businesses:

Borrowers must be an existing New York State business, a manufacturer with 500 or fewer employees or a service company employing 100 or fewer, and must be investing in their business to either expand or improve their operations. The borrower must show a need for Linked Deposit assistance and create and/or retain at least one full-time position.

Eligible Projects:

Eligible investments include machinery and equipment purchases and upgrades, real estate purchases including new construction, renovations, additions and leasehold improvements. Other eligible projects include buyouts of viable companies by employees or local owners, the development and introduction of new products, and working capital.

The LDP Application Process:

Both the application and approval process are simple and straightforward. The LDP lender works with the eligible business to submit the application. Empire State Development is not involved with the credit review, the bank solely makes the credit decision. The application must be submitted before any financing occurs, before a loan closes and before the project starts. ❁

Interested in more Linked Deposit Program information? Please contact Cynthia Shannon, Program Manager at 518-292-5261 or linkeddeposit@esd.ny.gov or visit Empire State Development's website: <http://www.esd.ny.gov/BusinessPrograms/LinkedDeposit.html>.

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A Look at the Success of our HVPA Students

From Ulster BOCES

When Hudson Valley Pathways Academy (HVPA) students Frank Alicandri and Katharine Navarra are on the job at Fala Technologies Inc. in Kingston, they're not just working hard. They're also building their dreams and marking a milestone for their school.

Alicandri and Navarra, both from the Rondout Valley Central School District, were recently hired for paid internship positions at Fala, making them the first HVPA students to enter the internship program.

HVPA is a P-TECH program, also known as Pathways in Technology Early College High School. The P-TECH model is comprised of a six-year pathway of STEM (science, technology, engineering, and mathematics) study that leads to earning an associate's degree from SUNY Ulster (at no cost to the student) and gaining workforce readiness skills that put graduates first in line for available positions with industry partners. Vital partnerships with local industries provide students with mentors and workplace experience.

Alicandri, a senior at HVPA, was hired as an Inventory Control Entry Level Specialist. His responsibilities include measuring, categorizing, and organizing different custom made fasteners such as pipe fittings, bolts, and rivets, building shelving, and filing blueprints.

Fala Technologies President Frank Falatyn said, "What Alicandri is learning in his position is all foundational. He is learning about identifying and classifying all kinds of hardware and raw materials. Even if he decided he wants to become an engineer, he'll have a jump-start in knowing all the different types of hardware."

Alicandri's position was a back-burner project that Falatyn wanted to have done but never had the resources to do until now. Falatyn went on to say how pleased he is with the quality of work Alicandri is doing. "We've had other interns from other schools but can see the difference in the quality of students. P-TECH students are more motivated. Because we are invested in the program, they know what we expect," Falatyn explained.

Alicandri said, "I'm excited to be working and making some



HVPA student interns Frank Alicandri and Katharine Navarra with Fala Technologies, Inc. President Frank Falatyn.

extra cash." He currently works four hours a week at the manufacturing company. "I'm finally doing what I came here to do," Alicandri said, referencing that he is on track to graduate from high school and college one year early, and is gaining work experience.

"I always knew I was going to go to college, but I also thought I was going to have a lot of college debt," said Alicandri. He enrolled in the HVPA program because he and his parents were attracted to the free associate's degree.

Alicandri is currently applying to four-year colleges and is planning to take the SAT exam in the next few weeks. "My dream is to get into Alfred University and enroll in an engineering program," he said.

Navarra, a junior at HVPA, was selected for a paid internship as an entry-level specialist in front office operations. She said she is responsible for answering the phones, filing paperwork, job costing, and sorting the mail. One of the most challenging things she has had to do so far was to try to help the company sell an old forklift.

Navarra says she likes working in an office, which is something she never thought she'd hear herself say. "My family owns several concession stands that sell different types of carnival foods at local fairs and festivals. For a long time that's all I thought I would ever do. It's hard work but can be rewarding," Navarra explained.

"I feel like this whole P-TECH experience has given me the confidence to aim higher," Navarra said. Now she thinks she wants to become a math teacher.

Navarra is on track to graduate with her high school diploma and her associate's degree two years earlier than expected. Upon completing her associate's degree, Navarra would like to pursue

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Commerce Department Issues Aluminum and Steel Product Exclusion Process

From The National Association of Manufacturers (NAM)

Late on Friday, March 16, the Commerce Department released the details for the process to request and object to products exclusions related to the section 232 proclamations imposing 25 percent *ad valorem* tariffs on covered [steel imports](#) and 10 percent *ad valorem* tariffs on covered [aluminum imports](#). The Commerce Department [announced](#) the release today and the [interim final rule](#) is published in today's *Federal Register*.

The Commerce Department exclusion process covers products “determined not to be produced in the United States in a sufficient and reasonably available amount or of a satisfactory quality or based upon specific national security considerations.” The Office of the U.S. Trade Representative (USTR) is working separately on potential country exclusions. This interim final rule is effective today and comments on this interim final rule are due in 60 days, by May 18.

Requirements for Exclusion Requests:

- The Commerce Department has set up information pages for [steel products](#) and [aluminum products](#).

Submission: All exclusion requests must be submitted through the Federal rulemaking portal. The steel docket (BIS-2018-0006) and the aluminum docket (BIS-2018-0002) are expected to be added to [www.regulations.gov](#) later today.

No Time Limit for Exclusion Requests; 30 Day Period for Objections: The Commerce process indicates that there is no time limit for requests. Objections to exclusion requests must be submitted 30 days after the exclusion requests are posted on [www.regulations.gov](#).

Forms for Exclusion Requests and Objections: Forms to request exclusions or to object to exclusions are found [here](#) for steel imports and are found [here](#) for aluminum imports.

Requestors: Only individuals or organizations using the steel or aluminum articles in business activities (e.g., construction, manufacturing, or supplying steel to users) in the United States may submit exclusion requests. Requestors must have an Employer Identification Number or a Customs and Border Protection Import Number.

Objections to Exclusion Requests: Any individual or enterprise in the United States may file an objection to the exclusion request. Forms for objections are found [here](#) for steel imports and [here](#) for aluminum imports.

Separate Requests Required for Distinct Products: A separate exclusion request “must be submitted on each distinct type and dimension” of the steel or aluminum product to be imported. As further indicated on the forms, separate exclusion requests are required for products “with chemistry by percentage breakdown by weight, metallurgical properties, surface quality (e.g., galvanized, coated, etc.), and distinct critical dimensions (e.g., 0.25-inch rebar, 0.5-inch rebar; 0.5-inch sheet, or 0.75 sheet) covered by a common HTSUS subheading.” Separate exclusion requests are required for aluminum products “with distinct critical dimensions (e.g., 10 mm diameter bar, 15 mm bar, or 20 mm bar) covered by a common HTSUS statistical reporting number.”

For both steel and aluminum, separate exclusion requests must also be submitted for products falling in more than one 10-digit HTSUS statistical reporting number.

Exclusions Limited to Product and Individual Requestor: Approved exclusions are made only for the product requested imported by the individual or organization requesting making the request, unless the Commerce Department approves a broader exclusion. Subsequent requests by other individuals or enterprises made be made for the same product type through new supplements.

Exclusion Requests May Be Made for Products Previously Denied: The Commerce notice indicates that it will review any exclusion request, even if a request for the same product was previously denied.

Public Disclosure of Exclusion Requests and Exclusions, although companies with business confidential information should indicate on the form that they have such information.

Commerce Department Review: Review of exclusion requests will generally take place within 90 days.

Time Limit and No Retroactivity for Approved Exclusions: Approved exclusions will be effective five business days after the approval is posted on [www.regulations.gov](#) and are not retroactive. Approved exclusions will generally be approved for only one year.

Country Exclusion Process. Presidential Proclamations 9704 and 9705 on aluminum and steel products, respectively, provided that any country with which the United States has a security relationship may seek to discuss “alternative ways to address the threatened impairment of the national security caused by imports from that country.” If a “satisfactory alternative” is reached, the President may modify or remove the tariffs on imports from that country. Several countries are [already in discussions](#) with the administration seeking exclusions, including Australia, Brazil, Japan and the European Union. Early reports indicate that Australia may be the first in line to receive a country exclusion. Unlike the product exclusion process, for which a time-limit was identified in the proclamation to establish a process, no such formal requirements were laid out with respect to the country exclusion process.

EU Formalizes Retaliation Lists

Also on Friday, March 16, the EU [released two lists of U.S. imports](#) on which it would impose tariffs in retaliation for the United States' imposition of tariffs on EU exports of steel and aluminum products. The first list would be implemented within 90 days and the second list would apply if the steel and aluminum tariffs are not eliminated within three years. The EU has also [requested input](#) from interested EU stakeholders on the impact of the U.S. aluminum and steel tariffs through the submission of responses to this [questionnaire](#) no later than March 26, 2018. ❁



On December 8, 2017, the United States Court of Appeals for the Second Circuit (which has jurisdiction over federal district courts in Connecticut, New York and Vermont) ruled in favor of an employer, holding that six unpaid interns were not “employees” for purposes of the Fair Labor Standards Act

(FLSA). See *Wang v. Hearst Corp.* To reach its conclusion, the court used the flexible “primary beneficiary test” it first promulgated in *Glatt v. Fox Searchlight Pictures*. The court’s application of the test in *Wang* created some confusion for employers.

Wang v. Hearst Aftermath

In *Wang*, a group of interns filed a collective action against Hearst, claiming the company failed to pay wages as required by the FLSA. In light of *Glatt*, the district court granted summary judgment in favor of Hearst, finding the interns were not employees eligible for FLSA protection. The interns appealed to the Second Circuit.

On appeal, the Second Circuit applied the seven *Glatt* factors, considering whether:

- the interns expected payment for the internship program;
- the training in the internship was consistent with what they would have learned in an educational environment;
- the internship was for academic credit or was part of the intern’s formal education;
- the internship period was consistent with an academic calendar;
- the internship duration was for a valuable period;
- the interns displaced paid employees through the tasks they perform; and
- the interns expected an offer of paid employment following the

internship

Stressing the flexibility of this analysis, the court held in favor of the employer, ruling that a determination of whether the employer or the intern is the primary beneficiary of the intern-employer relationship is the key to classifying unpaid interns as “employees” for purposes of the FLSA. The court found that the *Glatt* factors, under the totality of the circumstances and based on the undisputed facts, indicated that the interns were the primary beneficiaries, and, thus, were not employees.

The Second Circuit quoted *Glatt* for the proposition that “[n]o one factor is dispositive and every factor need not point in the same direction for the court to conclude that the intern is not an employee.” The court reached this conclusion even though it found that some of the interns did not receive academic credit for their internships; some interns performed work that was unconnected to their academic programs; most performed tasks that employees would perform; and the interns performed some rote work, such as taking meeting minutes and photographs.

The court emphasized the case-by-case nature of analysis under the primary beneficiary test, but its application in this case provides little clarity for employers. The court applied the *Glatt* factors with no clear guidance on what specific facts might be key to determining the primary beneficiary in an intern-employer relationship. The concern for employers after *Wang* remains the same — should they pay their interns and how should they structure their internship programs moving forward? *Wang* illustrates that the primary beneficiary test, while flexible, is also amorphous.

Employers’ Bottom Line

Multiple federal appeals courts across the country, including those in the Fourth, Sixth, Seventh, Ninth and Eleventh Circuits, have applied some form of the “primary beneficiary test.” Thus, employers across the country must grapple with the same questions.

In our opinion, the *Wang* decision provides more confusion than clarity. The Second Circuit provided no clear or formulaic path for employers to follow to maintain or create unpaid internship programs. The court indicated that it will likely determine each set of facts on a case-by-case basis to determine the primary beneficiary — the intern or the employer — and whether unpaid interns are “employees” for purposes of the FLSA. Uncertainty regarding the potential for liability remains for employers who have unpaid internship programs or who want create such programs.

In light of *Wang*, we strongly advise employers to carefully review their internship programs and speak to their labor and employment attorneys. When in doubt, we encourage employers to pay their interns the minimum wage rate for all hours worked, including time and a half for any hours over 40 in a work week.



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Why Manufacturers Need to Market their Companies as Aggressively as their Products

By by Allan Ross CEO of AJ Ross Creative Media, a Council of Industry Associate Member

When was the last time you, or your management team, or your head of R&D, or your best sales guy really sat down to brainstorm about the best way to communicate with your customers, prospective customers or potential B2B business? When did you have the time?

More importantly, do you consider this your area of expertise? Or are you relying on old practices and 'gut feelings'?

Being an expert at manufacturing, distributing or selling a product doesn't ensure that you know the best way to sell yourself. Or your company could be more successful by mixing your traditional methods with other marketing opportunities you're not aware of. You need to delve into your company as a whole, identify ideal customers, and analyze your current marketing channels.

Here Are Some Questions to Help You Effectively Market Your Company:

Who are you?

Your company is more than the sum of what you produce. You have a culture, a personality, a history. Strengths and challenges, a timeline, goals, and unique resources. You need to identify and communicate these things in a way that speaks to your target audience. How you speak to your customers in-person is the same tone all your marketing materials from your website to brochures need to have. Your brand is more than your logo and it all has to be consistent with how you do business.

Do you really know how to reach prospective customers (and their influencers)?

Marketing yourself takes time and money. Why waste your ammunition on people who will never specify or buy your products? Take time to identify who you need to talk to, and find out where they spend their time. Because the right message in the wrong channel is a waste.

Do you have a grasp of social media, and how it can serve your strategic goals?

Social media can be very effective (and cost-effective) in a number of ways. It can build brand awareness, drive visitors to your website, answer buyer's decision making questions instantly and allow your company to interact with your audience 24/7.

Is your website all it could be?

A staggering 83% of B2B customers will check out your website before doing business with you. With every month more visitors to your website are using their mobile devices, so your website needs to be responsive to be viewed properly. If you don't capture them on the first visit, you've lost an opportunity.

From design to navigation, from outside channels to SEO, everything needs to work together optimally to have a website that works for you by today's standards.

What about 'traditional media'? Does it belong in your marketing strategy?

Even the most internet-savvy business people still read trade publications and newspapers, listen to the radio, watch TV. You need to consider this when doing your strategic planning and cost allocation. With so much of the market working primarily in digital the traditional mediums are more open channels your competition isn't taking advantage of that you should.

Do I have all the information I need to market myself smartly?

It takes a committed and knowledgeable team to build your manufacturing business into the success it can be. Any goal-driven manufacturer could benefit from a solid marketing communications partner with a wide portfolio of skills, who will know the right questions to ask, and how turn the answers into a strategic plan with achievable goals. ✨

AJ Ross is a full-service marketing agency that has worked with manufacturers for decades to deliver the results that help them stay ahead of the competition. Whether you're just beginning to think about your place in the world, or looking for fine-tuning of message vs media, we can help. For more information or to set up a meeting, call 845-783-5770 or go to our website www.ajross.com/industries/manufacturing/.

How you speak to your customers in-person is the same tone all your marketing materials from your website to brochures need to have.

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The CI Calendar of Training & Events

Date Class/Event

April 4 **High Performance Teamwork** - 9:00 am—4:30 p.m. at Bowne Hall, SUNY Dutchess, Poughkeepsie, NY. Cost: \$200 single Council members, \$175 each for two or more from the same company, \$375 non-members.

April 12, 19 **Fundamentals Of Leadership @ RCC** - Two day course, 9:00 am—4:30 p.m. at Rockland Community College. Instructor: Thomas Preston. Cost: \$400 single Council members, \$350 each for two or more from the same company, \$700 non-members.

April 18 **Effective Business Communication** - 9:00 am—4:30 p.m. at Bowne Hall, SUNY Dutchess, Poughkeepsie, NY. Instructor: Rebecca Mazin, Recruit Right. Cost: \$200 single Council members, \$175 each for two or more from the same company, \$375 non-members.

April 20 **HR Network Meeting: Collaborative Recruiting Initiative Info Session** - 8:30 - 10 am at the Council of Industry office, Media Room, MSMC The Desmond Campus. No cost for members. Email abutler@councilofindustry.org to register.

April 25 **Environmental Safety & Health Essentials** - 9:00 am—4:30 p.m. at Bowne Hall, SUNY Dutchess, Poughkeepsie, NY. Instructor: HRP Associates. Cost: \$200 single Council members, \$175 each for two or more from the same company, \$375 non-members.

April 27 **Round Table Discussion on Improving Engagement Between Engineering Students and Council of Industry Members** - 7:45 am Science Hall Room 272 (At the Corner of S. Mannheim Blvd and Plattekill Ave) open to Council Member Engineers, Plant managers, Human Resource Professionals or any one else interested in building connections with SUNY New Paltz Engineering Students.

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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Manufacturing Champion Awards Breakfast

because of their role as an important strategic educational partner for Council of Industry members. For decades, the school has provided the Hudson Valley with well educated, highly capable electrical and computer engineering graduates, many of whom have gone to work for local manufacturing companies. Recently, the school added a Mechanical Engineering degree that will have a dramatic positive impact on the region.



The purpose of the award is to recognize individuals and organizations who through vision, dedication, and hard work have helped to overcome some of the many obstacles faced by manufacturers in the Hudson Valley community and in so doing they have made it possible for manufacturers and their employees to prosper. The winners will be honored at the annual Manufacturing Champion Awards Breakfast on Friday, May 18th, from 7:30 – 9:30 am at the Powelton Club in Newburgh. Seats are \$35 a person or \$300 for a table of ten.

Sponsorship and program ads are a wonderful way to show support of Hudson Valley Manufacturing, this year's champions and the Council of Industry. To become a sponsor, place a program ad or reserve your seat at the event go to our website www.councilofindustry.org or email Alison Butler at abutler@councilofindustry.org or call (845) 565-1355. ❁

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HPVA Student Interns

an education degree at SUNY Potsdam.

When Navarra graduates, she will become the first child in her family to get a college degree. "I always knew I could do it. I just needed someone to help me achieve it."

Falatyn said being an industry partner with the P-TECH program is good for his company because it will eventually help him fill the pipeline with the next generation of workers. "I saw personality traits in both interns that are similar to some of our most senior workers at Fala Technologies. I'm hoping that equates to future long-term employees."

"At HVPA, our purpose is twofold. We not only provide our students with real-world work experiences so they can enter their career path seamlessly and achieve success, but we also act as a conduit for businesses looking for work-ready employees," said HVPA Principal Peter Harris. "Success is ensured because secondary educators, colleges, and industry leaders have worked together to build this program of study." ❁



Council of Industry

The Manufacturers Association of the Hudson Valley

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more information
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Vital to Manufacturing.**