Salute and Celebrate Manufacturing
by Bob Zaruta, President/CEO, NWIRC

For generations, people have associated the month of October with Columbus Day, Halloween, and of course Octoberfest. Most would agree that these days and events represent important history and meaningful traditions while offering a time to reflect, acknowledge, salute and celebrate. For the past 5 years, a serious and successful effort has been underway to bring attention in the month of October to something else that is, not only rich in meaningful history and tradition, but that will also play a significant role in growing our economy, improving our communities, and helping future generations to thrive. That something is manufacturing.

October 1–7, 2016 is Pennsylvania Manufacturing Week, part of a nationwide celebration designed to change people’s perceptions of manufacturing today, draw attention to the amazing career opportunities available in a variety of sectors, and educate the public on the significant impact manufacturing has on the economy.

Pennsylvania has a deep history and rich legacy in manufacturing — it has long been the foundation for the state’s economy. Today, manufacturing has an $85 billion impact on Pennsylvania’s economy – the 8th largest output in the United States. Manufacturing also employs over a half million workers in Pennsylvania, from a highly skilled labor force of more than 6.5 million that’s educated at nearly 300 educational institutions across the state. And those hard-working Pennsylvanians earn an average annual wage of $63,752 – which is 15% higher than the average salary across the state. In addition to above average wages, manufacturing offers exciting and challenging careers where innovation, advanced technologies, and human ingenuity play critical roles.

The NWIRC is proud to be a resource and support manufacturers in our 13 counties of northwest and north central Pennsylvania. Every day, we help manufacturers address their most pressing problems, improve their competitiveness, and grow profitably. For national Manufacturing Day and PA Manufacturing Week, we will have a part in helping to bring hundreds of high school students and local manufacturing companies together for company visits and tours. Hundreds of other events and tours will be held throughout the week across the Commonwealth, including the Manufacturers and Business Associations’ Mfg Day event on October 5th. All of these venues give Pennsylvanians the opportunity to visit and learn more about local manufacturers. I especially encourage students, parents, grandparents, teachers, and guidance counselors to take part and to learn what today’s manufacturing is, and what it is not.

NWIRC salutes all manufacturers for being the backbone of our state and national economies. Be sure to pause, reflect, acknowledge all that you do, and celebrate your contributions and successes. Lastly, a special note of appreciation to our regional manufacturers who are opening their doors in October during Manufacturing Week to engage the next generation of talent.

ISO 50001 and SEP Certifications Work to Save Energy and Money
by Denise Bechdel, CEA, REM, REPA, REP PennTap

Incorporating energy management best practices usually lead to sustained savings, continuous energy performance improvement, and controlled costs. A couple of tools to help you get there include ISO 50001 and Superior Energy Performance (SEP). ISO 50001 is a relatively new international standard for energy management that provides a framework to effectively manage...
ISO 50001 and SEP Certifications (continued from Page 1)

and improve energy performance with the goal of turning energy savings into sustainable gains. Implementation and compliance with ISO 50001 helps provide education to employees and engages them to identify energy-saving opportunities. The Superior Energy Performance (SEP) program certifies industrial facilities who implement ISO 50001, comply with the energy management system standard, achieve improved energy performance, and verify energy savings.

By managing energy with a systematic approach, a manufacturing company is able to reduce energy costs; continually improve energy performance; improve corporate image; reduce greenhouse gas (GHG) emissions; and align energy management with other business systems. The first step down the path of energy management includes conducting a gap analysis or assessments by trained energy practitioners. A valuable resource for companies who are working on a plan for improvement is PennTap, the technical assistance program through Penn State. PennTap offers certified practitioners in Industrial Energy Management Systems and SEP Performance Verifiers who can conduct an analysis and assist in creating a customized energy management system.

Denise Bechdel is the Energy and Environmental Team Lead for PennTap and can be reached at 814.867.1539 or dlf14@psu.edu.

Side Note: NWIRC will offer a no-cost program, “Saving Money Through Energy Management Systems”, on Nov. 8, 2016 from 1:00-4:00pm at the Clarion SBDC. The program will focus on using powerful tools, such as ISO 50001 and SEP, to reduce energy usage and environmental footprint. PennTap will review the steps and requirements for certification under each system. See more information and register at www.nwric.org/events.

Top Challenges for Regional Manufacturers

As part of the NIST MEP* survey each quarter, previous NWIRC clients are asked to identify the top three challenges their companies’ face. Over the past year, survey results have been consistent in showing those top challenges for the Northwest PA manufacturers to be:

1. Employee Recruitment and Retention
2. Continuous Improvement/Cost Reduction Strategies
3. Identifying Growth Opportunities

NWIRC’s mission includes helping manufacturers address their most critical business issues and challenges through professional consulting and training services. This includes tackling the top three.

The STEM Manufacturing Internship helps companies with recruitment of high-caliber students for technology projects. Molly Kelsey of Global Fabrication, said “NWIRC provided us a valuable mechanical engineering candidate who has allowed us to grow business, manage costs, and improve through-put.”

Whether through robotics, automation, new IT-based systems, or Lean and Six Sigma methods, NWIRC has over 25 years providing improved operational impact for clients. Lean Training and onsite projects help move continuous improvement initiatives forward. “Our employees now have a fresh, clean approach. 5S has given them a goal for excellence and this training moves them in that direction,” said Al Barry, Keystone Automatic Technology.

In a recent interview on WPSE Radio, NWIRC President/CEO Bob Zaruta, noted “we help manufacturers find new markets for growth.” He cited a recent example of working with a powdered metal manufacturer who was starting to receive orders for different applications from new customers across the country. He said NWIRC subject matter expert, Michael Griffith, utilized a proven methodology and process to conduct market intelligence to learn about this specific market.

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application and potential industry sectors that could benefit from the client’s product. In the end, approximately 62 companies were identified that aligned with the company’s capabilities and their sales department took over from there. The first two companies contacted resulted in new orders for the client. Zaruta said, “they are excited about the early success and we anticipate significant, measurable results from this engagement.” Jason Gabler, Advantage Metal Powders, Inc, said “the research and report identifying 14 potential markets for our industry, and 10-20 prospects in each market, is extremely beneficial for future sales and business growth. We are now getting business from companies we didn’t know existed.”

*National Institute for Standards and Technology Manufacturing Extension Partnership

Planning for 2017 Sales Activities

By John Moore, Moore Power Sales Vision

In manufacturing, there are often frustrations over the length of time it takes to close a sales opportunity and the lack of new opportunities coming in. You don’t need to be held hostage by prospects if you are proactive and control your own destiny by planning in three key areas:

Behavior – Do you have a documented set of activities, executed every week, designed to reach out to prospects you haven’t done business with in the past? Or, are you waiting for the web to drive quoting opportunities? Make a goal to call a specific number of potential clients every single week.

Attitude or Beliefs – 70 percent of our results come from our beliefs. Don’t let your beliefs about the sluggish economy or the election keep you from gaining sales. Act with an abundance mentality that the market can support your growth.

Technique – 90% of sales people “wing it”. Since 2008 when the recession began, prospects have limited tolerance for amateur salespeople. Maintain a professional selling approach that does not compromise your integrity.

Some planning and work in these key areas during the last quarter of 2016 may help you close the year strong and surely help 2017 start off with a bang.

John Moore is an authorized Sandler affiliate since 1995. He is a sales development specialist helping companies evaluate their sales infrastructure to build a predictable sales model for success.

Side Note: NWIRC will offer a course geared to improve efficiency of the sales team. Selling Your Edge is scheduled for October 19 in Titusville. Find more details at www.nwirc.org.

ISA Training Coming to Northwest PA

NWIRC and Process and Data Automation (PDA) will host “Introduction to Industrial Processes, Measurement and Control”, a course that combines lecture with hands-on labs to provide an overview of industrial measurement and control. This popular offering by the International Society of Automation (ISA), is scheduled in Erie for 4 ½ days from October 31 thru November 4.

ISA training is typically offered in larger, centrally located cities and companies invest dollars in both travel and time getting to these locations. “Having ISA training come to our area is important because it’s easy, convenient, and cost effective for us and other local companies to send employees to learn these essential skills,” said Joe Snyder, President at PDA. “Given that we provide automation system design, programming and comprehensive data services, we know the importance of ongoing automation and control training for our employees.”

“The fundamentals are critical to overall understanding of process control instrumentation,” said Chuck Kirby, a long-time instructor of the ISA FG07 course. “If you understand the fundamentals, everything else falls into place. On the other hand, without the basics, there are always holes in your overall understanding.”

“NWIRC is excited to be partnering with ISA and PDA to offer this training in Northwest PA,” said Gerry Schneggenburger, NWIRC Director of Operations. “ISA is a nationally recognized leader in automation and engineering training while PDA is a regional industrial control systems integration expert. Our collaboration will benefit local small and medium-sized manufacturers by offering high-caliber training close to home at an affordable cost.”
YOUR STRATEGIC BUSINESS ADVISORS

If you have questions, or would like to speak with someone from NWIRC about services, please contact your Strategic Business Advisor:

Tom Weible
814.590.5202
Cameron, Clarion, Clearfield, Elk Jefferson, McKean & Potter Counties

Susan Hileman
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Crawford, Forest, Mercer & Venango Counties

Ed Barthelmes
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Erie & Warren Counties

UPCOMING EVENTS

Root Cause Analysis
October 11
Location: Meadville
Discover a disciplined approach to problem solving. Once a root cause is identified and remedied, final system outcomes improve—reducing the risk of reoccurrence. Learn the process, how to identify possible causes, and methods for data collection and analysis.

OSHA Compliance and Injury Prevention
October 13
Location: Franklin
Prepares organizations to deal with regulatory compliance, injury prevention, and business liability. Course includes the new Silica standard, Electrical Hazard Awareness, Medical Record Access, and revised Record Keeping & Injury Reporting standard that will take effect in January 2017.

Selling Your Edge
October 19
Location: Titusville
Learn an effective approach to improve your sales team's efficiency. Focus on a systematic approach to selling rather than 'quoting and hoping.' Participants will apply principles of lean manufacturing to selling by developing a repeatable process and reducing waste. Featuring a Sandler Certified Instructor.

Basics of Supply Chain Management
October 25 (3 days)
Location: Erie
Supply chain optimization requires understanding of specific terminologies and definitions understood inside and outside of the organization. This course offers that framework and covers concepts of supply chain management from forecasting and purchasing to inventory management, physical distribution, and more.

Take a tour of www.nwirc.org and register for eNews!

Join the conversation by following us.