

AM&T

Alliance for Manufacturing & Technology

HELPING MANUFACTURERS PLAN, PERFORM, PROFIT & GROW

www.amt-mep.org

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Value of Quality Systems

Not Sure About the Value of Certification? Join Us for Breakfast and Learn More

Seminar Contents & Benefits

To register or not to register, that is the question so many businesses struggle with. Should we pursue registration to an International Standard like ISO 9001, ISO 14001, AS 9100, or TS 16949? What will it do for our business? Will it help us improve our quality and customer satisfaction? Will we attract new customers or open up new markets? Is it worth the time and expense?

According to ISO, the International Organization of Standardization, "ISO International Standards ensure that products and services are safe, reliable and of good quality. For business, they are strategic tools that reduce costs by minimizing waste and errors and increasing productivity. They help companies to access new markets, level the playing field ... and facilitate free and fair global trade." Sounds great, but what's the value of registering to an International Standard? Join us to hear more about QMS benefits and how they can help improve your operations and contribute to your growth strategy.

Date: May 22, 2013
Time: 8:00 am - 10:00 am, full breakfast
Location: Treadway Inn, Owego, NY
Cost: No Charge

Registration Deadline: May 15th

Register on-line at
www.amt-mep.org/index.php?cID=137
or contact Kathy Peacock at 607-774-0022 x308



Expert Instructors

The breakfast seminar will be conducted by AM&T's staff of RAB-Certified Auditors and experienced QMS preparation and internal auditing experts. You will have ample time to have all your questions discussed and answered.



Alliance for Manufacturing & Technology

HOW WE HELP

- Business Assessments
- Strategic Planning
- Lean Enterprise
- Supervisory Training (TWI)
- Project Management
- ISO/AS Quality Systems
- Sales and Marketing
- New Opportunity Identification and Growth — Markets, Products, Services, Customers

AM&T is a not-for-profit economic development organization that receives significant financial support from the New York State Foundation for Science, Technology and Innovation (NYSTAR), and the National Institute of Standards and Technology (NIST) Manufacturing Extension Partnership (MEP). AM&T is a NYSTAR® designated Regional Technology Development Center for the Southern Tier and is one of nearly 50 MEPs located across the country. AM&T works directly with regional companies to increase their competitiveness and profitability.

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MEP • MANUFACTURING EXTENSION PARTNERSHIP



Empire State Development
Division of Science, Technology & Innovation

What We've Been Doing To Prepare Companies for Growth and Profitability

- Assisted two companies with preparation of their Quality Management Systems. Both passed their Certification Audits, one in ISO 9001:2008, the other in AS 9100.
- Conducted ISO 9001:2008 and ISO 14001:2005 internal audits at one company. Minimal findings were recorded and their Quality and Environmental Management Systems continue to be fully ISO compliant and effective.
- Provided ISO 9001:2008 Registration Assistance to one company. Completed documenting their specific Operating Procedures and associated forms. They "went live" in February 2013 and began accumulating the Registrar required three (3) months of records prior to their registration assessment.
- Provided ISO 9001:2008 Registration Assistance to one company. Pre-Assessment was performed evaluating their Quality Management System and ISO required records. Findings were minimal and they are well positioned for ISO registration. The company scheduled their ISO registration assessment for April 2013.
- Conducted the final Rapid Improvement Event (RIE) at a company to validate their Lean implementation in the Circuit Board Assembly area. Facility renovation, workplace layout, and work flow changes were completed in January and the results of the validation confirmed a significant reduction in processing time and increase in throughput.
- Conducted an ISO 9001:2008 internal audit at one company. Findings were minor and few. Their Quality Management System continues to be fully ISO compliant and was deemed effective.
- Conducted a 5-day "order to delivery" value stream mapping event on a major product family. It is anticipated that when implemented, the plan will result in a significant reduction in lead times, inventory, and floor space, and an increase in productivity.
- Conducted a two-hour training session in Lean Leader standard work.
- Conducted a two-hour training session in Lean Policy Deployment or Hoshin Kanri.
- Provided a half-day train-the-trainer session in the delivery of Overview of Lean Thinking with Legos.
- Implemented a visual cell performance board to monitor and improve throughput and quality.
- Completed a 3-day rapid improvement event that defined a standardized and simplified PO approval process with documented approvals, spending limits, and resource names and functions.
- Co-Sponsored and had 2 Staff participate in a Pre-seed Workshop at Binghamton University. Both staff were team coaches and one did part of the facilitation. One BU team developed a presentation for a panel of innovation specialists around a proprietary biomedical application. The panel's feedback will be used by the BU team to further develop their technology and business.
- Conducted a three-hour Lean best practice tour to see demonstrations of Lean principles applied to manufacturing. The event was attended by 8 people.

Lean Supply Chain and Collaborative Transportation Workshop



This dynamic and highly interactive workshop teaches how to apply Lean to the supply chain and logistics functions in order to reduce costs and inventory while achieving greater customer service.

BENEFITS of Lean Supply Chain and Collaborative Transportation:

- Improve supplier performance and accountability.
- Improve customer satisfaction and customer relationships.
- Drive Lean supply-stream management and Lean logistics through your organization.
- Reduce the total cost of fulfillment through the reduction of inventory, space, lead time, logistics costs, and increased fill rates.

Part I: Introduction to Lean - Be introduced to Lean thinking and problem solving through tools to eliminate waste at the root cause.

Part II: Introduction to the Lean Supply Chain - Learn how to successfully apply traditional Lean concepts to the extended supply chain and reduce your Total Logistics Cost.

- Make Consumption Visible
- Reduce Lead Time
- Create Level Flow
- Use Pull Systems
- Collaborate and Solve Problems
- Increase Velocity
- Focus on Total Cost

Part III: Testimonial - Gordy Webster, CFO of The Hilliard Corporation, will speak on the benefits his company has realized in its work with AM&T and LeanCor, share some lessons learned along the journey, and describe the level of resource commitment his company has made in order to make the implementation a success.

Part IV: Collaborative Transportation - Understand how to reduce cost, reduce inventory, and improve customer service by working with other organizations in your region.

- What is Collaborative Transportation?
- What are the benefits of Collaborative Transportation?
- How do we get started?

Who Should Attend? Logistics Managers, Supply Chain Managers, Material Managers, Purchasing Managers, Senior Management, Lean Manufacturers, Suppliers to Lean Manufacturers, Lean Implementation Leaders.

Presenters:

- Carol Miller, Principal Consultant, AM&T
- Kevin von Grabe, Regional Vice President, LeanCor Supply Chain Group
- Gordy Webster, CFO, The Hilliard Corporation

Date: June 5, 2013
Time: 7:30, Registration & Breakfast
8:00 to 12:00, Program
Location: Holiday Inn Express, Horseheads, NY
Cost: No Charge

Registration Deadline is May 29th

Register on-line at
www.amt-mep.org/index.php?cID=138
or contact Kathy Peacock at 607-774-0022 x308

- A free lunch will be served after the workshop for all attendees wishing to stay for networking and further discussions.



For questions about this workshop contact:
Jim Cunningham at 607-725-1225 or
jcunningham@amt-mep.org

SECOND MANUFACTURING DAY PLANNED FOR OCTOBER

The first-ever "Manufacturing Day" was so successful last year that the sponsors have decided to do it again. The National Institute of Standards and Technology's Manufacturing Extension Partnership program, the National Association of Manufacturers and the Fabricators and Manufacturers Association have scheduled this year's National Manufacturing Day for October 4. Last year's event involved more 7,000 people participating in 240 open houses and public tours of manufacturing facilities.

The sponsors want companies to be involved in improving the public's negative image of manufacturing as a means to attract young people into the sector by making them excited about careers in manufacturing. Companies interested in opening their plants and educating the public can go to www.mfg.day.com.

Promote what you made
in New York on
WWW.MADEINNY.ORG

A website dedicated to promoting the creation, manufacturing and assembling of products in New York State

★**MADE IN NEW YORK**★



The
Business
Council

Here is a six step process that will help assure your marketing message will sell

1. Capture the attention of your target market with a headline that clearly defines who you are talking to. If you are selling to retirees your headline might be something like, "If you are 65 or older."
2. Identify the problems, symptoms, issues, needs and wants of your target market. You must start with where they are and then move them to the action you want them to take. To continue our example, if you are looking for retired people to volunteer time to a cause your sub-head might read, "And looking for a way to make a difference in the lives of others".
3. Provide a brief description of the product. This is the features of your product or service. Be sure you describe features that matter to the target market you are communicating with and that you describe them from the target market's prospective. In other words, talk about what your customer is buying - not what you are selling.
4. Describe the benefit and the value that the customer will derive from purchasing your product or service (or from taking the action you want them to take). Again these benefits must be pertinent to the customer group you are selling to.
5. Give your message credibility. This could include testimonials, case studies, or money-back guarantees.
6. Specifically state the action you want the recipient of your message to take. For example, "Pick-up the phone now and call 111-222-3333 to register" is much more likely to lead to action than simply giving a telephone number and assuming that if the person wants to register they will call the number. Whenever possible, you will also want to offer multiple ways for people to take action (i.e. phone, email, fax, regular mail, and website).

Follow these six simple steps and you'll have a marketing message that sells. And the great thing about investing in development of your marketing message - just like your logo - you will be able to - and you will want to - use it in all your promotional materials from your 30 second introduction to your website.

For help with your marketing, contact
Jim Cunningham at 607-725-1225 or
jcunningham@amt-mep.org



Pre-Seed Workshops Help Commercialize New Technology at Cornell and Binghamton University

We all know innovation is essential to our national economic health and to our personal quality of life. Yet we also know that many discoveries and inventions are doomed to failure -- often because they are launched from the lab with little understanding of the complex path leading to successful commercialization of an idea.

Clearly every researcher and scientist can't also become business experts, but why not pull those experts together to focus on how to commercialize an idea prior to spending any serious money on that process?

This is just what happened when a dozen inventors put their innovative technologies under the scrutiny of commercialization teams during workshops conducted recently at Cornell and Binghamton University.

These inventors brought a variety of innovative technologies that included:

- A new method to isolate cancer cells
- Conversion of food waste into biofuel
- A gas burner that provides more uniform heat
- A new lubricant for arthritic joints
- An image-tagging software application
- A scanning conductance microscope

Each inventor was assigned to a six-person team whose members brought expertise and experience in marketing, patent law, business management, product development, and other areas related to technology commercialization. Each team also has a "coach" who is charged with keeping the team focused and productive. The teams met for an orientation session the evening prior to the first day of the workshop and then convened again early the next morning.

All day long, and during the second day a week later, each team worked on a series of one-hour assignments from the workshop facilitators. These assignments required the teams to intensely focus on answering questions related to product definition, market need and demand, funding and other resource requirements, sales channels, competition, and other issues central to understanding the path to commercialization and the probability of their idea becoming a commercial success.

"I think that this has been one of the best experiences I have had. Thank you for providing an amazing experience that in one day has shaped my invention towards a do-able scenario from a possible scenario!"

During the intervening week and the second day of the workshop, the teams refined their results and eventually created their own assessment of the likelihood that their product could be commercialized. On the afternoon of the second day, each team presented their work to a panel of successful investors and entrepreneurs who provided feedback and suggestions.

The curriculum for these Pre-Seed Workshops was created nine years ago by two technology commercialization experts from Rochester. Founders Mark Wilson and Judy Albers recognized the gap between the emergence of an idea or discovery, and the point at which any resulting product becomes attractive to seed capital investors and eventually to venture capitalists and other larger investors.

Since 2004, 59 workshops have

been hosted in communities throughout New York, and the program has been introduced in other states. Over 2,400 participants have shepherded around 350 ideas through this process, and many of those idea champions have gone on to win local, national and international business plan competitions. Based on follow-up surveys of past participants, Albers estimates that over 160 high-tech companies have emerged from Pre-Seed Workshops, and well over \$100 million in follow-on funding has been raised to create over 500 jobs.

University staff and regional economic development professionals have lauded the program for the way it helps the more commercially viable technologies move forward, and identifies areas that need work for ideas that are not ready for prime time.

Participants' reactions are best illustrated by quotes from recent surveys that they complete after each workshop:

"Our coach is remarkable (and provided) a better education than in my marketing MBA class..."

"Our MBA student was very high caliber and led the way on completing the presentation slides."

"(We had) a fantastic coach with very in-depth industry knowledge."

"My team was diverse, extremely supportive, had a lot of great ideas, and worked hard to help guide the idea champion."

"Our coach was great - knowledgeable and on top of the group's work. It was a pleasure working with him."

AM&T has been an active supporter of the Pre-Seed Workshop since its inception, contributing over 800 person-hours to help plan and implement the program at multiple locations. AM&T staff have served as team members, coaches and, more recently, to lead the process as a facilitator.



Alliance for Manufacturing & Technology

Benefits of Becoming an AM&T Associate

- Four free hours of consulting services
- Your company's profile will be featured in the "Associates' Corner" of our monthly newsletter, which is distributed throughout eight counties: Broome, Chemung, Chenango, Delaware, Schuyler, Steuben, Tompkins, and Tioga. Also, the newsletter is featured on our website giving your company worldwide exposure
- Discounted fees at AM&T sponsored seminars & workshops
- A free Performance Benchmark and Transformation Planner (\$2,500 value)
- A link to your company's website from ours
- Assistance with Technology Transfer, Funding Sources, Venture Capital Investment, Networking, Research & Development Programs, etc

Call Jim Cunningham at 607-725-1225 to ask about becoming an associate.

More information at www.amt-mep.org

Manufacturers are the Inventors (Manufacturing & Technology News)

Manufacturing might constitute less than 12% of the U.S. GDP, but it accounts for the vast majority of new patent applications and awards.

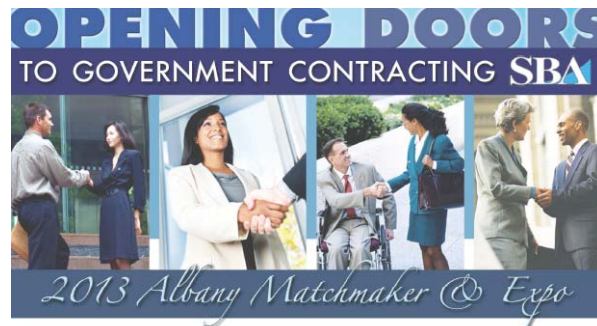
In 2008, U.S. manufacturing companies submitted almost 70 percent of all patent applications — 95,106 of the total 136,751 applications submitted to the Patent and Trademark Office. Manufacturing companies received 73 percent of all the patents that were issued, or 47,880 patents out of 65,879.

The most active industrial sector was computer and electronic goods, with 40,845 patent applications and 22,135 awards. That one sector alone constituted more than the entire patents awarded to all non-manufacturing industries combined, which applied for 41,645 patents and were awarded only 17,999,

according to the National Science Foundation.

"Overall, there was \$2.4 million of worldwide R&D expense per patent application in 2008," according to NSF. "This ratio varies widely from industry to industry, but these differences may reflect the relative importance placed on patenting among industries." One in five U.S. businesses with R&D applied for a patent in 2008, says NSF. Small companies had more patents per dollar of R&D than larger companies.

U.S. companies earned \$42.1 billion in revenue from patent licenses, with manufacturing industries making up 89 percent of that income (\$37.4 billion). Patent licensing revenues were \$4.65 billion for non-manufacturing industries.



What: The 2013 Albany Matchmaker & Expo is an opportunity for small businesses to meet face-to-face with buying representatives from prime corporations and federal, state and local agencies from throughout the Northeast.

When: Wed., June 19, 2013 8:00 am - 4:00 pm

Where: The Albany Marriott, 189 Wolf Rd, Albany, NY

Cost: \$45 per person, maximum 2 attendees per small business

Register at www.sba.gov/albanymatchmaker

Associates' Corner



It takes a strong and innovative team with a commitment to quality to survive in an unsympathetic economy. Standard Printed Circuits, Inc. (StandardPC) has not only survived, but has prospered in the face of formidable global competition. In business for 45 years and located in Sherburne, NY, StandardPC serves a diverse group of industries including Aerospace/Defense, Telecommunications, Medical, Instrumentation, IT, and Industrial Controls. Specializing in building printed circuits

for RF/Microwave designs, their expertise covers a broad range of advanced dielectrics including PTFE, ceramic-filled PTFE, TMM, Polyphenylene oxide, thermally conductive laminates, and polyimide for very high temperature (250C) applications.

StandardPC is certified to both AS9100:2009 and ISO9001:2008 and is ITAR registered with the US Department of State. Providing prototype and quick-turn services, they work with their customers and suppliers as a

team to get the job done and ensure total customer satisfaction.

Over the past several years, StandardPC has continued to invest in new equipment and processes that has facilitated the manufacturing of higher technology products and the use of more advanced materials. They are also at the drawing board for some new ideas and production plans that are expected to be released later on in this year.

For more information about StandardPC, please visit them on their Facebook page at www.facebook.com/standardprinted-circuits and their webpage at www.standardpc.com

Around the Southern Tier

May 08	Tioga Marketing Summit - Tioga County Chamber - 607-687-2020
May 09	Selling to NY State - SBDC @ Corning CC - 607-937-6861
May 15	Business Planning Workshop - SBDC @ Corning CC - 607-937-6861
May 22	Breakfast Seminar - QMS - AM&T - See Page 1
May 29	CCMR Symposium - CCMR - 607-255-4272
Jun 05	Lean Supply Chain and Collaborative Transportation - AM&T - See Page 3
Jun 10	The 7th Sense - Tompkins County Chamber - 607-273-7080
Jun 19	Opening Doors to Government Contracting - SBA - See Page 6

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HELPING MANUFACTURERS PLAN, PERFORM, PROFIT & GROW

We are a team of experienced, skilled consultants and trainers dedicated to helping manufacturers in the Southern Tier of NY plan, perform, profit & grow. Our goal is to have manufacturers remain, grow and prosper in the Southern Tier.

AM&T uses a comprehensive, overall business approach to create significant and long-lasting business improvements. Our experience is that individual improvement methodologies will provide some measurable benefits on their own, but it is the combination of them across the whole value chain that will lead to dramatic gains.

WE CAN HELP YOU:

- Assess your current state
- Articulate and define the desired future state
- Train your workforce in improvement methodologies
- Implement process improvements across the whole value chain
- Identify new opportunities
- Achieve and sustain growth and breakaway results

AM&T DELIVERS:

A third-party survey for 2005-2012 reported impacts of:

- 3,005 jobs created or retained
- \$634 million in increased or retained sales
- \$15.5 million in cost savings
- \$41 million in investments
- \$818 million total impact
- 4.7 out of 5.0 Customer Satisfaction

OUR SKILLS:

- Business Assessments
- Strategic Planning
- Lean Enterprise
- Supervisory Training (TWI)
- Project Management
- ISO/AS Quality Systems
- Sales and Marketing
- New Opportunity Identification and Growth — Markets, Products, Services, Customers

Our integrated, comprehensive approach, applied to the whole value chain, can make a difference. We are "hands-on", roll-up-your-sleeves people and we're passionate about manufacturing.

Call Jim Cunningham at 607-725-1225 to ask how we can help.