



GOING GLOBAL 2009

a vital conference for improving your international business program

May 7, 2009 – at the Oncenter in Syracuse

Even in times of prosperity, manufacturers and service providers need to navigate a maze of issues when conducting business internationally. How then, in the current economic climate where exporting has plummeted and business in general has slowed, does a business make the most of its international-trade efforts?

A vital conference for improving your international business program has been developed to help answer this question. The conference is designed for sales and marketing executives, general managers, purchasing agents, C-suite, and IT employees of mid-market and large corporations *which are already conducting international trade and wish to increase their activity.*

There will be four track sessions run simultaneously. Each track will include three speakers on topics related to the title and be followed by a panel discussion to include both the experts and the audience. Each panel will have a moderator and may include participants in addition to the speakers.

Track One: International Supply-Chain Management

Track Two: Mitigating Risk in International Trade

Track Three: Global Success Demands a Multi-lingual, Culturally Sensitive Web Site

Track Four: Researching International Markets

The keynote speaker is John Zogby, President and CEO of Zogby International, a worldwide research and marketing firm. The keynote address is based on his latest book "The Way We'll Be: The Zogby Report on the Transformation of the American Dream."

Registrants may sign up for individual half-hour meetings with international experts listed below to address their corporate questions and concerns.

1. John P. Tracy, International Trade Specialist, U.S. Dept. of Commerce/International Trade Administration
2. Edward Kowalewski, director, New York State international trade programs, Empire State Development Corporation (ESD)
3. Gerald R. Schaye, Director, International Trade Development, ESD. ESD's Canadian trade representatives from the Montreal and Toronto offices will be on site for consultation. In addition, their representatives in South Africa and Israel will be available via a live hook-up
4. Thomas Cummings, Regional Director of the Northeast and Mid-Atlantic Region, U.S. Export-Import Bank
5. John Riley, Sr. Vice President RBS Citizens Bank (specialist in currency risk)

Registration and breakfast start at 8 am and conclude with an awards luncheon at 1:30 pm. Morning Program Only: \$50, Luncheon Only: \$45, Program & Luncheon: \$85

Register at: www.bizeventz.com

or contact Tary Simizon at (315) 579-3925 or tsimizon@bizeventz.com

To learn more about the program, contact Jim Cunningham at (607) 725-1225 or jcunningham@amt-mep.org

AM&T is pleased to partner with Citizens Bank, the title underwriter for the event, MACNY/The Manufacturers Association, the Central NY Technology & Development Organization (TDO), Mohawk Val-

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2009 Technology R&D Competition

The National Institute of Standards and Technology (NIST) has announced a 2009 competition for multiyear research funding in two major areas of national interest, civil infrastructure and manufacturing, under its Technology Innovation Program (TIP). TIP expects to provide cost-shared funding for approximately 25 new R&D projects.

TIP promotes technological innovation by providing funding support to challenging, high-risk research projects that address critical national needs. The merit-based, competitive program can fund R&D projects by single small-sized or medium-sized businesses or by joint ventures that also may include institutions of higher education, nonprofit research organizations and national laboratories. The 2009 TIP competition is open to projects developing new technologies for the practical application of advanced materials, including nanomaterials, advanced alloys and composites, in manufacturing; and the monitoring or retrofit of major public infrastructure systems, including water systems, dams and levees, and bridges, roads and highways.

Manufacturing

TIP officials plan to allocate approximately \$15 million in first-year funding for R&D projects in manufacturing that would enable better, more cost-effective use of advanced materials in innovative products. New and improved materials underlie many new product innovations. High-strength alloys, aluminum and magnesium are used to

build stronger, lighter and safer vehicles; super alloys are used to make higher efficiency gas turbines; composites make larger, more efficient wind turbine blades and higher performance aircraft; and nanomaterials are finding their way into better performing batteries, energy storage devices, high voltage transmission lines and healthcare applications.

The 2009 TIP competition addresses improved technologies to produce these new materials and to rapidly integrate them into products while maintaining the material's unique properties. TIP is seeking proposals for new technologies for predictive modeling to enable improved material properties and better process design tools and for improved methods to scale up advanced materials production from laboratory processes and to integrate advanced materials into products. This 2009 TIP competition will be limited to technologies for nanomaterials; composites; and super alloys, alloys and smart materials—the three classes of materials considered most critical to potential growth areas for manufacturing. Further details of this segment of the 2009 competition are in the competition white paper "[Accelerating the Incorporation of Materials Advances into Manufacturing Processes](#)" available at:

[www.nist.gov/tip/comp_09/white_papers/
manuf_wp_032009.pdf](http://www.nist.gov/tip/comp_09/white_papers/manuf_wp_032009.pdf)

Around the Southern Tier - call number or visit www.amt-mep.org/events.htm for details

- Apr 21** Principles of Lean Manufacturing Training — AM&T — 607-774-0022 x302
- Apr 22** Small Business Training Program, Part 3 — Binghamton SBDC — 607-777-4024
- Apr 22** Taxes: A Guide for Small Business Owners — Corning SBDC — 607-937-6861
- Apr 23** Annual Business Show — Greater Binghamton Chamber — 607-772-8860
- Apr 29** Women Business Owners Roundtable — Binghamton SBDC — 607-777-4024
- May 14** Business After Hours — Corning Area Chamber — 607-936-4686
- May 18** 2009 CCMR - Kaust-CU Symposium — <http://www.ccmr.cornell.edu/symposium>
- May 19-20** Ninth Annual SmartStart UNYTECH Venture Forum — 518-465-8975
- May 20** Women Owned Business Roundtable — Corning SBDC — 607-937-6861
- May 21** Business After Business Reception — Chemung Chamber — www.chemungchamber.org
- June 11** Business After Business Reception — Chemung Chamber — www.chemungchamber.org
- June 21** Fall 2009 Jumpstart Application Deadline — <http://www.ccmr.cornell.edu/industry/request>
- July 16** Business After Business Reception — Chemung Chamber — www.chemungchamber.org
- Aug 13** 23rd Annual Golf Classic — Otsego County Chamber — 607-432-4506



Principles of Lean Manufacturing

Tuesday, April 21, 2009

8:00 am - 4:30 pm

Owego Treadway Inn

This AM&T workshop is designed to give an overview of the tools and techniques of lean manufacturing by applying classroom learning with a 4-shift, hands-on simulation. The first "shift" simulates the day-to-day activities of a typical batch manufacturing company. Each subsequent 'shift' is preceded with an introduction to several lean tools. These tools are then applied in the following 'shift' to improve the process and the bottom line. By the '4th shift', participants are utilizing as many of the tools as they can to further improve the process and the bottom line.

The impacts will be tracked and presented after each 'shift', demonstrating the value of the improvements to the overall operation. We find this workshop to be a great introduction to lean tools and techniques. Participants begin thinking of ways they can apply the tools for improvements in their daily job activities.

Contact: Norma Cushner at AM&T
607-774-0022 ext. 302 or on-line at:
<http://www.amt-mep.org/events/index.htm>

Location: Owego Treadway
Sign-in: 7:30am - 8:00am
Class: 8:00am - 4:30pm
Fees: \$50/attendee for AM&T Associates
\$100/attendee for others
Continental breakfast and lunch
are included.

Some Lean Facts:

- As lean has evolved, its potential impact has broadened
- The philosophy, once limited to the shop floor, has found its way into all facets of organizations
- Resources freed by lean can be reallocated to improve the sustainability of an organization



Alliance for Manufacturing & Technology

...helping organizations achieve & sustain growth,
profitability and world-class performance

A NYSTAR Designated Regional Technology Development Center and a NIST MEP Center

May 2009 Newsletter

The Antidote for Recession Depression

"Recession depression" leaves business owners wallowing in fear without focus. If this describes you--pondering the mere survival of your business during the current economic trend instead of planning for growth--now would be a great time to employ the following strategies by Suzy Girard-Ruttenberg. Focusing on planning during down times gives you an edge over the competition. The following proven strategies can help.

Internal Strategies

Embrace the elephant. Don't ignore the proverbial elephant in the room. Acknowledge and discuss the challenges of a recession with key employees. Constructive conversation can re-ignite their commitment, focus their activities, calm their panic and identify where they may need additional training or support.

Redesign your current agreements. Review current contracts and agreements with vendors. Can you renegotiate pricing, ask for special payment terms or reconfigure your requirements to reap some savings? Vendors may not be able to accommodate specific requests, but they can make alternative recommendations to provide relief.

Refine processes and procedures. Slower times in your business create excellent opportunities to redesign systems and procedures to reduce mistakes and enhance sales. You can also find ways to save time and money, such as simplifying fulfillment, streamlining paperwork and enhancing communication between sales and purchasing.

Cut non-impact expenditures. These costs don't directly benefit your bottom line. This is a good time to sell off useless inventory, terminate consistently underperforming employees or eliminate unprofitable product or service lines.

External Strategies

Separate from the pack. Companies that have the courage to separate from the pack and increase their advertising during recessionary times benefit substantially in market share by increasing sales, brand preference and awareness.

Don't cave on price. Every time you lower your prices, you train customers to devalue. This will diminish your brand strength and compromise your profitability. The discounts you offer should be reserved for upgrading, renewing and harnessing loyal and long-term clients.

Reinvent your elevator speech. Look at what you do best and ask yourself how that may benefit your customers during this challenging time. If you don't know, ask your clients. Don't hesitate to alter how you describe your company's services to reflect a value proposition that's recession-sensitive. A recently reworked financial services company's elevator speech became: "We help clients grow during the good times and reduce their risk during the difficult ones."

Drill near the oil. Focus your energies on "super serving" your richest resource: existing and loyal clients. Going the extra mile for these clients by offering them heightened service and support can help preserve and even expand your business with them during a recession.

Most companies adopt a herd mentality when coping with a recession by bailing out of everything as intently as a frantic boater bails out water of his sinking ship. Historically, most recessions last 18 months, and this window of time allows highly focused companies the opportunity to not only survive but also get an edge on the competition.

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

Upstate NY's Largest Venture Forum

AM&T is pleased to support the Center for Economic Growth and the Upstate Venture Association of New York in presenting the ninth annual

SmartStart UNYTECH Venture Forum

May 19-20, 2009

Contact Elena D'Agnesse at 518-465-8975, elenad@ceg.org, or <http://www.smartstartvf.com>

Associates' Corner

Featuring



Silicon Carbide Products, Inc. (SCP) is proud to be in its fifteenth year of operation as an American owned and operated manufacturer located in Horseheads, NY. Founded in September 1994 by Martin Metzger and Mark Witmer, SCP currently employs 26 full-time employees.

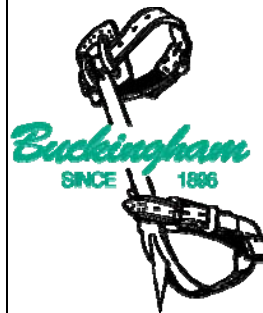
SCP produces custom cast materials primarily for high abrasive wear, corrosion protection, and hi-temperature industrial needs. Market applications include coal fired power plant burner liners and flue gas spray nozzles used for acid rain and heavy metal removal, mining components, material handling liners, foundry molten metal pump sleeves, hydro cyclone apexes, pump components, centrifuge port liners and more totaling over 1700 different unique components to date installed globally in over 16 countries.

SCP has launched a new product line for components made from SCP's internally developed reaction bonded silicon carbide. The new material's enhanced wear and thermal properties offers new market growth and further positions SCP as a leader in their industry. SCP uses its rapid prototyping capabilities for internal needs and also offers this service to their customers.

With the assistance of AM&T's staff, SCP has completed ISO-9001:2000 Certification, Strategic Planning, Sales Training and Lean Manufacturing including "5S" programs.

For more information, contact:

Martin Metzger
607-562-8599
www.scprobond.com



AM&T Associate Since 3/2009

In 1896 Wilmont Stephens founded The Stephens Company in Binghamton, NY. 'Stephen's Climber' was handcrafted in his blacksmith shop and formed the genesis of entire product lines serving linemen and arborists today.

W.H Buckingham purchased the firm in 1913 and changed the name to what is now known as Buckingham Manufacturing Co., Inc.

New management took over in 1984 when Andy Batty Jr. and Mark McDonough purchased Buckingham Manufacturing. Jim Pennefeather joined as a stockholder in 1994. Together they have:

- Expanded and improved the original products
- Introduced new product lines
- Expanded their sales and distribution system domestically and internationally
- Introduced new manufacturing technology and reorganized production

Today, Buckingham Manufacturing is an ISO 9001:2000 certified, medium-sized company with the expertise and agility to develop and deliver quality products based on customer requirements, lead times, engineering changes and schedule changes. They design and manufacture climbing and work positioning equipment, fall protection gear, and accessories specifically designed for the electric, telecommunications, cable and professional arborist markets following all applicable standards including OSHA, ANSI, ASTM, CSA and CE requirements.

For more information, contact:

Jim Nichols
607-773-2400 or
visit: www.buckinghammfg.com



AM&T Associate Since 4/2008

MPL, located in Ithaca, NY, has been a contract manufacturer of printed circuit board assemblies since 1990. MPL provides surface mount, thru-hole, and mixed technologies, consignment and turnkey options, labor intensive hand and automated PCB assembly, and box build capabilities.

MPL's customers include start-ups to Fortune 500 companies in the fields of networking, telecommunications, computers and peripherals, medical electronics, instrumenta-

tion, and consumer electronics.

Their manufacturing capabilities include quick-turn prototyping, pre-production, and low to high volume production assembly, functional, in-circuit testing, and manufacturability recommendations. In addition, MPL provides board rework, repair, upgrade service and conformal coating.

MPL works under the IPC-A-610 Class II and Class III, Workmanship Standards and is working toward ISO compliance. In addition, they meet all the EPA requirements.

For more information, contact:

Shane French at 607-266-0480
or visit: www.mplinc.com



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May 2009 Newsletter

TWI and the Five Needs

The original Training Within Industry (TWI) program was used to train construction field staff during World War II and was built on the following five needs:

- 1. Knowledge of work:** Information that makes one business different from other businesses.
- 2. Knowledge of responsibilities:** A company's policies, rules and organizational requirements.
- 3. Skill in instructing:** Helping supervisors develop a well-trained workforce.
- 4. Skill in improving methods:** By requiring trainers or supervisors to identify and list each task breakdown, the trainer and learner identify areas for improvement.
- 5. Skill in leading:** Helping the trainers improve their ability to work with staff.

TWI supports the five needs with a three-part program of job instruction, job methods and job relations.

The philosophy of the program is to coach supervisors within the organization so the newly trained staff can teach other members of the industry. Hence, the name, Training Within Industry (TWI).

Contact: Jim Cunningham
607-725-1225 or

jcunningham@amt-mep.org

to discuss your TWI training program

Ask the Experts

To Help Solve Your Material Problems

The Cornell Center for Materials Research (CCMR) uses university experts to help small NYS businesses solve specific problems related to materials use or development.

In addition to **one-on-one meetings at your facilities**, the CCMR provides programs presenting valuable information and assistance. Two programs are scheduled: one in May and one in June:

2009 CCMR - KAUST-CU SYMPOSIUM: "MATERIALS FOR A SUSTAINABLE FUTURE"

Monday May 18, 2009

8:00 am - 6:00 pm, Statler Hotel, Cornell University, Ithaca NY

CCMR focuses on advanced materials and the KAUST-CU Center focuses on a new tunable materials platform based on nanoscale inorganic-organic hybrid materials recently discovered at Cornell. The materials processes developed at both centers have applications in multiple fields related to sustainability. This year's program will reflect the current interest on synthesized materials using sustainable processes or enabling them. It will focus on the synthesis of green materials and carbon dioxide capture, sequestration and use. The symposium will include presentations showcasing advances in these fields of research at Cornell. It will also have the ever-popular poster session highlighting the research of graduate students and post docs.

Registration: <http://www.ccmr.cornell.edu/symposium>

Fall 2009 JUMPSTART APPLICATIONS

Deadline: 5 pm June 21, 2009

The JumpStart program of the CCMR is designed to help small NYS businesses solve specific materials related problems, through collaboration with university research centers. JumpStart provides for:

- a one-semester project
- collaboration with one of the 8 participating university centers
- up to \$5,000 in matching NYSTAR funding

Fill out the request for technical assistance at:
<http://www.ccmr.cornell.edu/industry/request/>

CCMR will find the right expert for your company.

contact: Jim Cunningham to
**schedule one-on-one meetings
at your facilities with CCMR personnel**

607-725-1225 or
jcunningham@amt-mep.org



Technology Transfer

Technologies of the Week describe inventions offered for license and anonymous requests for technology, distributed through the yet2.com marketplace, that you and your organization may be able to fulfill. Responding to a Tech Need is the first step to gaining an introduction with a prospective seller or "buyer" for a technology solution.

A Shape Memory Alloy (SMA) technology can provide the same mechanical movement and required forces of an electromagnetic actuator but in a more compact form, while removing the need for motors, gearing, or springs. When tested in the automotive sector, this SMA technology has shown a weight reduction of up to 50 percent, a space reduction of up to 70 percent, and a cost reduction of up to 30 percent, compared to traditional electromagnetic actuators.

<http://link.abpi.net/l.php?20090331A4>

A technology enables polymers with a superior narrow molecular weight distribution to be used in powder coatings. The resin creates a very uniform finish. This technology is applicable to a wide array of resins, utilizing carefully selected control points of composition, temperature, and pressure in a supercritical fluid to achieve the desired molecular weight and the very narrow distribution.

<http://link.abpi.net/l.php?20090331A5>

A company is seeking a one megapixel detector array for the infrared region, to detect two-dimensional radiation patterns. The sensor should have 1000 x 1000 pixels (or at least 512 x 640 pixels), which are individually addressable. The detector array is comparable to a high speed CCD chip, but it must have high sensitivity in the infrared of around 1300 nm. A frame time of at least 1500 full frames per second is required.

<http://link.abpi.net/l.php?20090402A3>

A company seeks fluorescent coating to alter emitted wavelength from UV LEDs. Commonly available off-the-shelf fluorescent inks and paints have proven to not be well-suited to the company's application. The intended application would be as part of a small, low-power, broad-spectrum white light source. This light source would be used to illuminate small areas, as part of a machine vision and test/measurement system.

<http://link.abpi.net/l.php?20090402A4>

Patented 125kHz RFID tags and readers enable tag information to be read and written through metal. The through-metal feature means that tags can be hermetically sealed inside metal parts such as surgical instruments, sterilizers, construction forms, automation, weapons, and similar devices that must withstand harsh environments. The tags resist high temperatures and pressures (240 deg C, 2000 bar), acids, chemicals, and similar conditions where other tags would fail. They can be inserted directly into parts and other devices to build a permanent and robust tagging system.

<http://link.abpi.net/l.php?20090217A4>

A field emission technology overcomes the shortcomings of prevalent emission devices. The structurally simple device enables a stable and controllable field emission current. Application of this device would result in lower power consumption, physical downsizing, and lighter weight of the applied target product.

<http://link.abpi.net/l.php?20090217A5>

For licensing opportunities through Binghamton University research: <http://research.binghamton.edu/TT/LicensingOpps.htm>
For licensing opportunities through Cornell University research: <http://www.cctec.cornell.edu/technology/>

SBIR/STTR INFORMATION: <http://www.sbir.gov/solicitations/index.htm>

"Bionic Nose" Research

Both cancer cells and the chemicals used to make bombs can foil detection because they appear in trace amounts too small for conventional detection techniques. A Tel Aviv University bioorganic chemist has developed the ultimate solution: a molecule that can magnify weak traces of "hidden" molecules into something we can detect and see. Using molecular techniques in nanotechnology, Professor Doron Shabat has engineered new molecules that have the power to identify targets - such as biomarkers in cancer, materials in explosives, or pollutants in water - even when present in miniscule amounts.

Shabat's invention, like a bionic nose, can "sniff out" these trace molecules and amplify them tenfold, making them

noticeable for doctors and crime-fighters. The invention is a molecular sensor that acts in a solution. A chemist would add trace amounts of the test material from the field - a spoonful of contaminated drinking water, for example - into the solution and would simply see if the color of the solution changes. If so, the targeted material - the cancer, or explosive, or pollutant - is present. Shabat plans to develop the technology so that it amplifies signals millions and billions times stronger than they are.

Read the full story here:
<http://link.abpi.net/l.php?20090402A2>



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Tel: 607-774-0022

Fax: 607-774-0026

Jim Cunningham—X 311
*Business Developer
 Principal Consultant*
 jcunningham@amt-mep.org
 mobile: 607-725-1225

Norma Cushner—X 302
Administrative Assistant
 ncushner@amt-mep.org

Robert F. Edwards—X 307
I.S. Administrator
 redwards@amt-mep.org

Ed Gaetano—X 304
Executive Director
 egaetano@amt-mep.org
 mobile: 607-760-3864

Lloyd Johnson—X 312
Principal Consultant
 ljohnson@amt-mep.org
 mobile: 607-227-6229

Bob Mann—X 305
Principal Consultant
 rgmann2@stny.rr.com
 mobile: 607-725-8226

Michael Meador—X 314
*Business Developer
 Principal Consultant*
 mmeador@amt-mep.org
 mobile: 607-342-3208

Carol Miller—X 316
Principal Consultant
 cmiller@amt-mep.org
 mobile: 607-237-8031

Kathy M. Peacock—X 308
Finance Administrator
 kpeacock@amt-mep.org

Carl Terpack
Consulting Partner
 cterpack@stny.rr.com

...helping manufacturers and high-tech start-ups achieve and sustain growth, profitability and world-class performance

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- ✓ **Strategic Planning**
- ✓ **Sales/Marketing Training and Assistance**
- ✓ **EUREKA! Winning Ways**
- ✓ **Lean Enterprise Services**
- ✓ **Complete ISO Quality Services**
- ✓ **TWI (Training Within Industry)**
- ✓ **Project Management**
- ✓ **SEA (Supplier Excellence Alliance)**
- ✓ **Management Operations Improvements**
- ✓ **Process Analysis & Improvements**
- ✓ **MRP/ERP Selection**
- ✓ **Failure Mode & Effects Analysis**
- ✓ **High-tech Start-up Assistance**
- ✓ **Grant Assistance**

Contact: Jim Cunningham at AM&T
 607-774-0022 Ext. 311

mobile: 607-725-1225

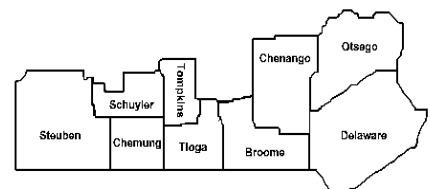
Please add mailbot@amt-mep.org to your address book or safe list to receive AM&T e-News.

To subscribe to the AM&T newsletter or to update your mailing address visit:
<http://amt-mep.org/newsletter.htm>



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Southern Tier Region of NY