

2021 NEWSLETTER

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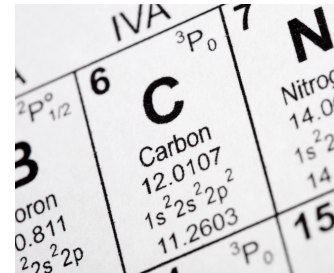
Wow, April and May flew by. It seems everyone we talk with is looking for employees. We are hoping our feature article will give you some ideas on how to help recruit. *Additionally, look for more information on the upcoming MFG Job Fair offered by Michigan Works and the GLBMA.* This event will be held in June. We are just finishing the details on the event and will have something out early next week.

NEW MEMBER Welcome



[Bay Carbon Inc.](#)

Bay Carbon, Inc. is a leading independently owned manufacturer of Silicon Carbide Coated Graphite, Precision Machined High Purity Graphite focusing on the Silicon, Solar Silicon, CMOS & MOCVP areas of semiconductor manufacturing. We also provide a complete line of High Purity Laboratory Graphite and Graphite Powders for use in Industry and Academia.



FEATURE ARTICLE



Ten Tips for Recruiting

In the past few months, we have been contacted by several companies regarding talent. Finding talent today has become a difficult task. We hope that you are using all the local resources from Michigan Works! as well as the many local recruiters. Let's think out of the box for a minute and explore some options.

1) **Host "Taking applications open house."** Instead of just handing them an application, hand them safety glasses and have your plant manager or supervisor show them the plant. Explain where they would be working and what the work entails. At the end of the tour, offer them an application and a place to fill it out. We suggest a small office or conference room where you can post benefits, company milestones, safety records, and an overall feel for the company culture. Maybe you can display a photo collage of past company events.

- 2) **Consider an employee referral program and provide your employees with recruiting cards.** We have seen some complex step referral programs, or they can be simple programs. Whatever you decide to do make sure you communicate the process and reward the appropriate employee in the company. If you use recruiting cards, make sure everyone has a supply to carry with them. Recruiting cards are business cards with "Now Hiring" with the company name, phone number, and website on one side, and on the other side you may have "Tell them (blank line) for employee's name said you were awesome!" You may also want to add the time and dates applications are taken.
- 3) **Have you gone viral? Try some non-traditional media.** Make a video of the day in the life of a "welder" or whatever position you are trying to fill. Start a podcast about your company culture and what it is like to work at your company. Interview, what we call the lifers, you know the person that has been there long term and have them share why they are still working there. Post on Facebook and LinkedIn and other social media that your targeted audience may be on. Try a pay-per-click ad on social media. It's all the rage in larger markets has been 15-second wacky commercials.
- 4) **Billboards. They are an investment but a great way to get the word out that you are hiring.** Your local media company can help with the design. But remember you want to keep it to ten words or less. This is where you can highlight your plant or a lifer by using your own photos. (Keep in mind photos and graphics need to be at a high resolution.)
- 5) **Seek opportunities in unlikely places or consider a partner program.** Consider sporting events, concerts, or community events, or other places where people may gather. Remember you must seek permission or maybe you want to become a sponsor and hand out a small giveaway that has your logo and now hiring! Otherwise, each community has access to the Michigan Rehabilitation Services. Reach out to your regional office to see if they have any employees that fit your needs.
- 6) **Host a "Hiring Happy Hour."** Select an hour of high traffic volume and advertise with a yard sign or social media message that you will be hosting one to two hours on-the-spot hiring with beverages and snacks while they mingle. This will give an opportunity to hold on-the-spot interviews.
- 7) **Coordinate a hiring fair with your local Michigan Works!** Or use a recruiting company.
- 8) **Re-evaluate your job descriptions.** Does this position really require five years of experience? Could you hire someone with basic knowledge? Each county has a skilled trade center and they would happily share your entry-level jobs. In addition, several area high schools have classes that specialize in skilled trades or manufacturing trades. Most of the area high school counselors share job opportunities.
- 9) **While working with the local skill centers and high schools maybe offer a paid co-op or intern position.** Co-op positions follow the school calendar and may be evaluated each semester or trimester. Intern positions can follow the school year or summer break. A co-op or intern is more than likely to stay with a company after completing their schooling. Not sure about high school students, try a local community college or university student. They offer the same opportunities and encourage all students to do at least one internship during summer break.
- 10) **Have you tried a direct marketing campaign?** The USPS offers a program called Every Door Direct. You select the neighborhoods you want to send an oversized postcard or flyer to. It is a little bit of manpower to prepare but it could fill gaps in employment.

Whatever method you use to recruit know that you are not alone. Everyone is seeking employees. Today, it has come down to more than just the wages. The number one item that has come from the COVID pandemic is that flexibility may be more key than ever. We have seen companies start to offer pet insurance, company holidays, paid birthdays, and more just to employ more people. Keep in mind you need to reflect on your company culture and remain profitable.

GLBMA MONTHLY HIGHLIGHTS



The GLBMA is pleased to announce they have received the Industry 4.0 Readiness Grant from the MEDC. The GLBMA will be surveying regional manufacturers on their knowledge and implementation of Industry 4.0. [Read complete details here.](#) Watch for more details in the coming months on this initiative.



The GLBMA is encouraging all regional manufacturers to participate in the Industry 4.0 Signature Initiative part of the [MEDC five-year plan](#) by completing an Industry 4.0 Assessment. These are currently being scheduled by your local MMTC office. [Click for more information.](#)

The GLBMA is proud to offer some online training opportunities through the MMTC Northern Lower office. Check out some of the opportunities below.



June 16, 2021
Getting More Done

Learn how to use David Allen's model of task management and productivity outlined in his book, *Getting Things Done: The Art of Stress-Free Productivity*, to improve your work and life.

[Register Here!](#)



June 1, 2021
Lean Office Practitioner

Learning skills such as process mapping, problem-solving 5S and standard work, Lean Office Practitioner will develop an individual's capability to contribute to an organization's lean transformation.

[Register Here!](#)



June 16, 2021
8D Problem Solving

Root cause analysis and problem-solving tools are presented and demonstrated in this virtual session. The necessary tools are outlined with examples of how to apply them.

[Register Here!](#)

SUMMER CAMP: APPLIED PROJECT MANAGEMENT

AUGUST 2-6, 2021 | 8:30AM-5PM | TRAVERSE CITY, MI | \$1,950/PER PERSON

Join the experts at the Michigan Manufacturing Technology Center's (The Center) first-ever Summer Camp in Traverse City. Over the course of one week, participants will have the opportunity to complete an accelerated five-day Applied Project Management program while experiencing the beauty of northern Michigan in the summer. [Download flyer here.](#) [Register now.](#)

MEMBER SPOTLIGHT



The GLBMA will be highlighting one manufacturer and one associate member each month. We want everyone to know about all the wonderful opportunities in the region.



Erie Custom Signs

Erie Custom Signs began in 1962 as Erie Marking Tool, specializing in industrial tags. In November 2009, Mike and Lisa Shabluk purchased the company and renamed it Erie Custom Signs. Their vision was to provide quality custom ADA signage utilizing Raster Braille. In March 2010, they expanded and changed the shop's focus to successfully align with their vision.

After 8 years and many changes in equipment, software, and buildings, Erie Custom Signs now has 16 full-time employees working within the sales department, art department, finishing department, engraving department, routing department, painting department, and shipping and receiving department. All departments collaborate to provide the best customer service and support possible.

Thank you Mike and Lisa for your continued work in the ADA sign compliance market.



Tuscola Technology Center

The Tuscola Technology Center (TTC) is a Career and Technical education facility operated by the Tuscola Intermediate School District in Caro, MI.

TTC offers 19 programs to 11th and 12th grade students from the local districts within the Tuscola ISD and adult residents of Tuscola County. The TTC's Mission Statement is "a commitment to serve. . . a promise to educate."

The TTC Beliefs: We are an extension of the local school district and expand educational services. Our programs provide a practical application of academic knowledge. Education is lifelong process; and all are capable of learning and can become employable. We promote personal growth and acknowledge individual achievement through job skill training in simulated and actual work environment. Input from business and industry is essential in the planning and development of curriculum and selection of equipment, materials and supplies. Programs deliver career training and excellence to all area residents using state-of-the facilities and equipment.

Thank you to Eugene and the staff of the Tuscola Technology Center for

providing a solid education in the
Career and Technical fields.

PARTNER NEWS



YOUR ACTION IS NEEDED: Help MMA Fight Permanent COVID-19 Rules

The Michigan Occupational Safety and Health Administration (MIOSHA) is promulgating permanent COVID-19 Workplace Safety Rules and the time has come for manufacturers and job providers to speak out against this unjustifiable power grab. We know that COVID-19 will not last forever and neither should COVID-19 work rules, especially those that ignore updated CDC guidance, increased vaccination rates, and the science.

Share your story and voice concerns about these unhelpful rules. [Submit your written comments using the MMA Action Center](#) and participate in [MIOSHA's virtual public hearing Wednesday, May 26, 2021, at 9:00 a.m.](#)

Is your business adequately prepared to run without you one day?

As a business owner, there's one guarantee, your exit is inevitable. To ensure a smooth transition, having a solid exit plan is a necessary course of action, even if you have no intention of implementing that plan anytime soon.

Join [Prometis Partners](#) for our Business Owner Fireside Chat series to participate in an interactive panel discussion with other business owners to learn about their exit planning experience, including the valuable lessons learned, and ask questions during a Q&A session.

Mark your calendar! Fireside Chats are happening once a month from 8:00 to 9:00 am EDT on the following dates:

May 18th—Planning for the Unexpected

June 15th—The Value of a Plan

July 20th—Have You Thought About the 5 D's?

August 17th—Leadership is Critical to Success

September 21st—The 4 C's

[Learn more](#)

SME offers Student Membership for Free

SME is the only professional organization that represents members from all facets of manufacturing. From practitioner to educator to researcher to students, we provide our members with invaluable connections to industry peers; trusted knowledge and resources on manufacturing technology and trends; solutions to industry's most pressing issues; the latest job postings; and career-enhancing leadership opportunities. Membership is free for students and offers access to instructional and career supports.

High School Student Membership includes the following benefits:

- Manufacturing Engineering Magazine

- Knowledge & Resource Center
- Chapters
- Member-Exclusive Newsletters
- SME Connect
- Events & Competitions
- Journals & Technical Papers
- Jobs Connections & Mentorship Program
- Scholarships & Member-discounted Services

Learn more at: <https://www.sme.org/sme-membership/join-sme/>

Memberships are also available for Emerging Professionals and Postsecondary Individuals at a discounted price. Please check the SME website for additional information. Share with your employees.

Patrick Curry Interviewed by Cold Brew Conversations

Patrick recently did an interview with Greg Serio from People of Manufacturing with his Cold Brew Conversations channel. You can watch the [video here](#).

Child Care Concerns addressed by Tri-Share Grant

We have all been working to combat the workforce challenges in the Great Lakes Bay Region as a result of the Covid-19 pandemic. One area that has been brought to the surface is the need to address the challenges our workforce faces with childcare as a barrier to reengaging in the workforce. Click for [Program details](#). The program contact is Rich VanTol at 989-667-3285 or email vantolr@baisd.net.

Todd Hall release his first solo album

For our music lovers and hometown followers, Todd Michael Hall has released a new album. "Some people had asked me what I have been doing since appearing on The Voice last year. Mostly working, but in my free time I did manage to co-write and record a new classic rock-inspired album that is being released on Rat Pak Records on May 7th." Hall said. More information can be found at [Ratpak Records](#).

MMA offers Webinar - Retaining Your Hard-Won Talent

Wednesday, May 26, 2021 • 8:30 a.m.

The COVID-19 pandemic has changed much in our personal and professional lives, not the least of which are the reasons your employees may choose to stay or leave. With recruiting harder than ever, make sure you're retaining your hard-won talent by helping them navigate the ever-changing workplace, aligning your HR and Communications teams to effectively communicate expectations and work plans, and training your front-line leaders to support retention. Join MMA, Sigred Solutions, and leading manufacturing executives for a dynamic roundtable discussion with leading manufacturers who are implementing creative and effective solutions to grow and retain their workforce.

Panelists:

Tracy Fuerst, Vice President of Corporate Communications and PR for Magna International, leads a global team that is bringing the Magna story to life inside and outside of the company. Her record of achievement in more than 15 years at Magna is remarkable and her work to convey crucial information throughout the COVID-19 pandemic to

Magna's 159,000 worldwide employees, including the development of Magna's Smart Start-Up Interactive Playbook, was key to the global mobility technology company's successful emergence and recovery from the crisis.

Candace Kettner, Director of Talent for The Shyft Group, is a strategic, results-oriented HR leader who plays a leading role in shaping the collaborative organizational culture and engaged workforce at The Shyft Group, the North American leader in specialty vehicle manufacturing and assembly for the commercial and fleet vehicle industries as well as for recreational vehicle markets. Candace has extensive experience in HR and talent management for manufacturing companies, including Dayco, Valeo, Parker Hannefin, and ZF TRW.

[Register here.](#)

Part 2 of The Profitable Talent Lifecycle webinar series. Check out [Part 1](#), available on-demand.



Check out the latest issue of the [MiMfg Magazine](#).

CURRENT EVENTS



May

25 Coffee Clutch

June

9 23rd Annual Golf Outing

17 Quality SIG Meeting

29 Coffee Clutch

July

14 Hot Topic Discussion

27 Coffee Clutch

August

10 Beverages & Conversation

19 Quality SIG Meeting

24 Coffee Clutch

September

21 Coffee Clutch

30 7th Annual Casino Night

October

1 National MFG Day

5 Plant Tour

13 Hot Topic Discussion

21 Quality SIG Meeting

26 Coffee Clutch

29 MI Career Quest

November

4 Tentative Annual Dinner

10 Beverages & Conversation

30 Coffee Clutch

December

16 Quality SIG Meeting

QUALITY SIG



Our next Quality Special Interest Group Meeting

The Quality Special Interest Group (SIG) is a professionally facilitated group of the Great Lakes Bay Manufacturers

Topic: Documentation

Date: Thursday, June 17, 2021

Time: 8:00 am to 9:30 pm

Location: Blended Meeting Choose In-Person (location to be determined) or Virtual - TEAMS Meeting (link provided one week prior to the meeting)

Register Link: [Click to register now!](#)

Constant Contact

Association (GLBMA). This SIG focuses on providing a forum to discuss and review quality systems, validate the need, and discuss industry updates, new regulations. It will also serve as a place where Quality employees can discuss issues in a confidential setting.

MFG CHAMPIONS

Learn how to become an MFG Champion!
Support the GLBMA for years to come.
Call Tanya at 989-964-2881 or email tblehm@svsu.edu




Welcome as a 2021 MFG Champion



Proud to Manufacture



Great Lakes Bay Manufacturers Association | at SVSU, 7400 Bay Road, CCB313E, University Center, MI 48710

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