

Newsletter

Great Lakes Bay Manufacturers Association

We are starting to see more green and love seeing everyone getting out and about. We thank everyone who was able to attend the Casino & Euchre night event in March. It was great to see everyone enjoying themselves.

We just rolled out our Young Mfg Mentor program and announced our golf outing. We look forward to continue growing our special interest groups (SIG) such as the Quality and Women in Mfg'ing. Look for more details on the WIM's May event, you won't want to miss this gathering.



Wildfire Credit Union

Wildfire Credit Union strives to be the most trusted financial partner for our members, build life-long relationships, and have an impact full of light on members and community. We serve the entire state of Michigan allowing anyone who works, lives, worships, or attend school in the state of Michigan to join Wildfire.

FEATURE ARTICLE: The Six Words That Will Massively Improve Your Employee Recruitment in 2022

January 28, 2022

By Matt Fieldman, Executive Director of America Works

[Originally published as a Manufacturing Innovation Blog](#)

Up and down busy streets nationwide, the same six-word banners stand outside in front of hundreds of businesses. Affixed to poles on front lawns or hanging above entrance doors, these inescapable banners, while the numbers may vary, almost always have the same wording:

“Now Hiring! \$18/hour, plus benefits.”

“Join Our Team Today! \$16/hour.”

“Start Today! \$17/hour plus healthcare.”

The problem? These banners aren't working. These six words – umpteen dollars per hour plus benefits – have lost all their meaning in a world with a talent shortage and simply not enough workers.

Put simply, \$18 per hour plus benefits is table stakes. That's what today's employees are expecting, and you're just another face in a crowd when you advertise only your starting salary. Would you eat at a restaurant that proclaims, "Eat here today! We have food"? Would you go to a movie whose tagline reads, "Something to do for two hours"? Would you travel to a country that advertises, "Visit here – we're not your house"?

Of course not.

So, think about it: if you get a potential candidate's attention on your banner for five seconds, why would you advertise the least interesting aspect of working for your company?

Let's face it, your six-word banner has been failing you, and it's time to move on. The solution? Shake up your employee recruitment banner. [Six word stories](#) have an incredible power to engage people, cutting through the clutter with a concise, poignant message. So stop advertising your manufacturing business like a commodity and start pushing what makes manufacturing exciting. Before today ends, go online and order yourself a banner that proudly proclaims:

Make Cool Stuff with Awesome People.

Want to riff on this? No problem! You could be more specific with something like, "Build Medical Equipment Alongside Amazing Colleagues." Or maybe switch it up, with "Join Incredible Doers Developing Cool Technologies." Or consider driving home the local aspect: "Connect with Cool Clevelanders Constructing Computers." Feel free to use whatever works best for your business but keeping it short and simple is critical. Couple it with an outstanding recruitment video that follows [this script](#), and you've got yourself a vastly improved employee recruitment strategy for 2022.

Six Words to Stand Behind

Why do I stand behind these six words? I'll let the research speak for itself.

First, the "Make Cool Stuff" answers the critical question, "Why should I work here?" Yes, you may be a Tier 4 supplier to an automotive or aerospace OEM but tying that gasket or fixture to a cool end product (for example, a car or airplane) is absolutely critical to your recruitment marketing. As one CEO put it [recently](#), employees "want to work for companies that have a mission and a purpose that they believe in." Plus, those three words add clarity, saying to potential applicants, "If you want to make cool stuff, join our team, because that's what we do here. If you're more interested in healthcare, or law, or some other more intangible industry, that's fine too, but save us both time and effort and don't apply to work here because you won't be happy."

The second part, "with Awesome People," addresses two essential components that today's employees are demanding. [Research](#) shows that workers want to join an inclusive, accepting community. If you're going to get people off their couches, or to stop working from home, you have to give them what every human seeks: new and meaningful relationships.

At the same time, workers want recognition for their efforts. As one article [discussed](#), we're moving from "The Great Resignation" to "The Great Retention," and retaining workers is all about recognizing employees for their efforts. Every gesture counts, so why not call out your amazing workforce right there on the employment banner that hangs outside your plant 24/7? Using just those three words, you can clearly demonstrate your respect and appreciation for your employees. This says a lot not just to a potential candidate, but to the workers you rely on every day.

Of course, attracting that applicant is just the first step. [The Great Recognition](#) is not just about improving marketing, it's also about improving your workplace and becoming an "employer of choice." For example, back up your "awesome people" claim by encouraging personal and career development through [apprenticeships](#) and other learning opportunities; attract the best people by offering flexible shifts and benefits that people actually want; and make sure to invest in that sense of community through employee resource groups and team events. As I've argued in the past, [workplace development is the new workforce development](#), and 2022 is the year of investing in your workplace. But it starts with attracting people's attention, and a banner that talks about why someone should join – and advertising the inclusive, supportive community they're joining – is a great start.

So don't delay. Order that banner today, display it prominently, and let the employment applications start rolling in!

This blog is part of a monthly series brought to you by the America Works initiative. As a part of the MEP National Network's goal of supporting the growth of small and medium-sized manufacturing companies, this series focuses on innovative approaches and uncovering the latest trends in manufacturing workforce development.



Thank you to our evening sponsors, prize, and gift donors.

Thank you to our event sponsors:

High Roller:

Michigan Manufacturing Technology Center

Jackpot:

**Kurek Tool, Inc
PF Markey**

Double Zero:

International Engineering/Woody's

Gaming Table Sponsor:

**Wolgast Corporation
Yeo & Yeo CPAs & Business Consultants**

Prize and gift sponsors continued:

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Saginaw Intermediate School District
AVU Registrations
Vantage Plastics
Apple Mountain
The Sawmill Golf Club
Green Hill Golf, Inc.**

Thank you to our prize and gift sponsors:

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Moltus Building Group
Heritage High School
Ron's Rustics
Case Systems, Inc.
Yeo & Yeo CPAs & Business Consultants
Michigan Manufacturing Technology Center
Fullerton Tool Company
The General Agency**

Lost and found - Someone lost or left a sweatshirt at the Casino & Euchre Night. If you can identify the sweatshirt, please call the GLBMA office to claim your sweatshirt.

We are also looking for John Rombach and Darcy L. if you can call the GLBMA office, that would be great.



The grass is turning green and weather is getting nicer out! That means it is golf time. And time for the GLBMA Golf Outing

When: June 15, 2022

Time: 8:00 am Registration
9:00 am Shotgun start

Where: Maple Leaf Golf Course
158 N. Mackinaw Road, Linwood, MI
Cost: \$500 team/\$150 Individual
Registration: Will open May 2nd - gather your team!



BECOME A SPONSOR TODAY!

All sponsors signed up by April 28th will be included in the invitation May 2nd.

They are back - time for a Plant Tour

Just confirmed and details will be announced shortly but save the date for June 9, 2022. At 4:30 pm, we will take a tour of the Hemlock Semiconductor Operations in Hemlock, MI. Watch for your event announcement.



Industry 4.0 Readiness Grant Announces Pilot Projects

The Great Lakes Bay Manufacturers Association (GLBMA), along with our regional partners, presented ceremonial checks for the pilot projects selected to receive the regional Industry 4.0 Readiness Initiative Grant from the Michigan Economic Development Corporation (MEDC).

Thank you to Saginaw Future and Bay Future for their assistance with these projects.



**Amigo Mobility
International**



**Bay Machining and
Sales, Inc.**



Kremin, Inc.



Mission: To enhance, grow, and retain youth from the region through mentoring.

Vision: The vision of the Young MFG Mentors is to grow the talent pool for professional manufacturing jobs through mentoring and developing relationships with the next generation.

What: The Young MFG Mentors is a program of the Great Lakes Bay Manufacturers Association. The program is designed to engage members with the local talent and next generations of manufacturing. Engagement is through social events, a match program, and communication. The program is application based, and activities are centered around manufacturing. We will provide a list of targeted activities.

Who: The **Mentor** are members of the GLBMA and a local manufacturer. Mentors should have an interest in developing youth and their soft skills and increasing their knowledge around manufacturing professionals. They should have support of their company and be able to commit to 20 hours through out

the year for in-person events and communication through email. [See application here.](#)



Tuesday, May 10, 2022

Studio 154
67 Saginaw Road, #3
Sandford, MI 48657

6:00 pm - 8:00 pm

Cost: \$40

Join us for an evening of fun making a Farmhouse circular sign. Photo of sample projects to the right.

Snacks will be provided and we encourage you to bring your favorite beverage.

[Link to register](#) - please note this event is limited to 50 people. See website for more details.



Save the date - **Tuesday, September 13, 2022** for another night of networking with like minded women in manufacturing. This event will be announced shortly.

In addition, mark your calendar for a fun-filled, learning bus trip to the big D. This is being planned for **Thursday, November 11, 2022**, and the estimated cost will be \$100 including transportation, lunch, and prizes on the bus. You won't want to miss this event.

Thank you to PNC Bank for sponsoring the Women in Mfg'ing Special Interest Group.



Our next Quality Special Interest Group Meeting

Open to anyone in quality or plant operations. You do not have to be ISO certified to attend.

The Quality Special Interest Group (SIG) is a professionally facilitated group of the Great Lakes Bay Manufacturers Association (GLBMA). This SIG focuses on providing a forum to discuss and review quality systems, validate the need, discuss industry updates, and new regulations. It will also serve as a place where Quality

Date: June 22, 2022
 Time: 3:00 to 4:30 pm
 Location: Saginaw Valley State University
 in the Scott L Carmona College of
 Business, 3rd floor, room 313.

employees can discuss issues in a
 confidential setting.

Additional Dates:
 Wednesday, **September 14, 2022**
 Wednesday, **November 9, 2022**



The General Agency host Cyber Security Hot topics and trends with John Immordino from Arlington/Roe

Wednesday, April 20, 2022
Registration/Networking: 11:00 am

Presentation: 11:30 am

Conclude: 1:30 pm

Lunch is provided and it is free to attend, but registration is required

Mid-Michigan College Community Room - CLAB 186 & 187
2600 Summerton Road
Mount Pleasant, MI 48858

Covering key topics such as:

- Remote working cyber security risks
- The rise of ransomware and likelihood of attacks
- Multi-factor authentication and its importance
- 3rd party IT and how to mitigate risk
- Determining appropriate limits of cyber coverage

In person attendance is limited so RSVP to Zach Natzel at znatzel@ga-ins.com to ensure your spot today! [Download flyer here.](#)



MMTC presents the Industry 4.0 Showcase in Midland

Join us for this exciting event to learn more about Industry 4.0 machines that are being used today.

Date: April 21, 2022

Time: 9:00 am to 11:00 am

Where: The Great Hall Banquet & Convention Center, 5121 Bay City Road, Midland, MI

[Register to attend here.](#)

Can't make this date work? The Showcase will be in Port Huron on April 19th. For complete

details or to register for this event [click here](#) or the GLBMA office at 989-964-2881.

Connex Michigan is here!

CONNEX™ Michigan is a cloud-based, industry-designed software platform that centralizes the Michigan supply chain network into a searchable scouting database and integrates with the national Manufacturers Marketplace. Sponsored by the Michigan Manufacturing Technology Center and supported by the Michigan Economic Development Corporation, CONNEX™ Michigan is designed to be the premier system for domestic supply chain sourcing and networking.

CONNEX™ Michigan highlights a member company's assets, certifications, equipment, material types and other relevant industry information to help other manufacturers find them. It allows manufacturers to view and post requests for proposals and requests for surplus materials or equipment, as well as other unique needs posted by members to the platform.



Request login access to get started

JOIN CONNEX™ MICHIGAN BETWEEN JANUARY 28 & APRIL 30, 2022 AND GET FREE ACCESS TO THE MANUFACTURERS MARKETPLACE (A \$500/year savings) & CONNEX™ MICHIGAN FOR LIFE!

[Download program flyer here!](#)
[Download FAQ sheet here!](#)



Check out the latest edition of the Michigan Manufacturers Association's MiMfg Magazine.

[View here](#)



Click region to register for that session

[Central Michigan](#)
Tuesday, April 12 | 9:00 am

[Northern Michigan](#)
Thursday, April 21 | 9:00 am

The Lines Have Been Drawn

With new district lines drawn by the Independent Citizen Redistricting Commission, never has there been a more consequential election for manufacturers. Join MMA and Adrian Hemond, CEO of Grassroots Midwest and political science expert, as he details the impact these changes will have on your region and the manufacturing industry as a whole.

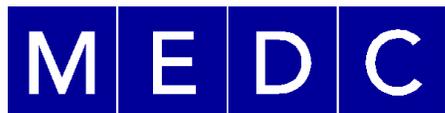
[Click for details.](#)

Koops Automation Systems Announces Acquisition of Wright-K

Technology, Inc.

HOLLAND, Mich.— Koops Automation Systems is expanding its manufacturing capacity by acquiring a Saginaw, Mich., company.

Koops, a designer and builder of innovative automation systems and equipment for manufacturers, has purchased Wright-K Technology, Inc., a long-established designer, builder and rebuilder of custom industrial machinery. Read complete details here.



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

2022 Tri-State Small Business Virtual Training and Matchmaking Summit

May 12, 2022
9:00 am - 12:00 pm

The PTACs of Indiana, Michigan, and Ohio invite you to register for the 2022 Tri-State Small Business Virtual Training and Matchmaking Summit where businesses will have the opportunity to meet virtually with government agency buyers and representatives, as well as large prime contractors. This FREE virtual training and matchmaking event will provide businesses with the resources and key insights you need to thrive in the Federal marketplace! Buyers include: Air Force Life Cycle Management Center, Army Corp of Engineers, Boeing, General Dynamics Land Systems, NASA Glenn Research Center, TACOM OSBP. A supplier application is required to meet with buyers and due by **April 25**. General event registration is also required and separate from the application.

[Apply today.](#)

INTEGR8 2022 Conference



May 10, 2022
7:00 AM - 5:00 PM

Last year when we made the decision to move Integr8 to May 10, 2022, we knew it was time to reinvent the conference. We're proud to say that this year's conference is set to be our biggest yet.

We've moved into the Suburban Showplace in Novi, MI. Not only is this location more convenient for our international attendees, but the expanded space gives our presenting companies an opportunity to show off everything they have to offer.

Already purchased a ticket from last year? You're all set! Not registered yet? Click the link below to sign up and make sure you have access to our biggest Industry 4.0 conference. As a reminder, all Michigan Manufacturers are eligible for one free ticket through our Essential Membership program. We look forward to seeing everyone on **May 10**.

[View Agenda](#)

[Register here](#)

Michigan Manufacturers receive one free ticket to the event!

Midland ConneCTEd Program offers Summer Camps for Area Youth

[Square 1 Skilled Trades Camp](#): July 11-14 & July 18-21 Students will have hands-on experiences working with tradespeople from the industry. Some of the activities will include welding, carpentry, electrical, safety, self-designed and built carpentry projects, heavy equipment, field trips to construction sites, and more. The camp will be held at the Greater Michigan Construction Academy.

[Bytes- Information Technology Camp](#): August 8-9 Students will explore networking and cybersecurity as well as programming and digital forensics with a strong hands-on emphasis. This camp is perfect for learning about a variety of technology-based careers. This camp will be held at Davenport University in Midland.

Camp flyers can be downloaded by clicking the title of each camp. Additional camps are available and can be found through the link below.

To register for any of the summer camps above please use this [link](#).

Midland ConneCTEd set to host 6th Annual Career Search Event

Career Search 2022 consists of 3 career fairs, for 10th grade students in Midland County and is a great way for YOU to connect with over 900 students who will one day make up YOUR future workforce. Ultimately Career Search 2022 will show students the connection between what they may want to do and how to get there.

Event date and locations:

Friday, April 29th at Dow High School

Monday, May 9th at Bullock Creek High School with Coleman & Meridian Schools

Friday, May 20th at Midland High School

Having a booth at Career Search gives you the opportunity to represent your business and the variety of careers offered! But it also gives you the opportunity to connect with other employers in the region and truly help YOUR future workforce gain a better understanding of their potential future path!

We look forward to partnering with you, if you think you might be interested in having a booth at Career Search 2022 please let me know. We would also be happy to answer any questions that you may! Building our talent pipeline in Midland is crucial to the long-term success of our community and its businesses, and the connections you begin to make with your future workforce will do just that!

For more information or to participate in one or more of these events, contact Kristen Sanborn at 989-631-5892 Ext. 2115 or email ksanborn@midlandesa.org



Automation Alley

Free Essential Membership Available to all Michigan Manufacturers

Join an exclusive network of industry 4.0 enthusiasts and experts with your free Essential Membership, available only to Michigan manufacturers through

this MEDC partnership. Share, listen, learn and engage with the country's foremost experts in digital transformation. [Claim your membership today.](#)

MEP Supplier Scouting Opportunities

The following supplier opportunities are available through the MEP center. These are national MEP Center clients seeking domestic suppliers for the various items. Please contact Tanya Blehm for complete details on how to submit a Supplier Scouting form. Tanya can be reached at tblehm@svsu.edu or 989-964-2881.

Current Opportunities:

- Opportunity: 2022-028 LANG Engraving Mill closes April 15
Submitted by NIST
- Opportunity 2022-029 Aluminum Tubing closes April 15
Submitted by Massachusetts MEP
- Opportunity: 2022-030 Fabricators for Production Equipment closes April 18
Submitted by MANTEC (part of Pennsylvania MEP)
- Opportunity: 2022-031 Custom Mold Glass Bottles closes April 18
Submitted by Maryland MEP
- Opportunity: 2022-032 Xanthan Gum 200 Mesh closes April 18
Submitted by Delaware Valley Industrial Resource Center (DVIRC, part of Pennsylvania MEP)
- Opportunity: 2022-019 Fermented Soybeans closes May 2
Submitted by Oregon MEP
- Opportunity: 2022-026 Cork Grips closes May 9
Submitted by Oregon MEP
- Opportunity: 2022-033 Urea Liquor Formula closes May 30
Submitted by Northeastern Pennsylvania Industrial Research Center (NEPIRC, part of Pennsylvania MEP)



May 2022

- 10 - Women in Mfg'ing Gathering - Studio 154
- 10 - INTEGR8 - Novi, MI (Automation Alley)

June 2022

- 9 - Plant Tour - Hemlock Semiconductor Operations
- 14 - MMA MFG Forum - Ypsilanti
- 15 - GLBMA Golfing Outing





Thank you to our MFG Champions!

If you want to become an MFG Champion, please contact Tanya at the GLBMA office for more details. (989)964-2881.



Proud to Manufacture



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

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