



PRESS RELEASE

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Contact: Ellen McKewen

(310) 263-3018

emckewen@cmtc.com

www.cmtc.com

CMTC's "Made in California" Program Continues to Grow with over 175 Participating Manufacturers

TORRANCE, CA – [California Manufacturing Technology Consulting®](http://www.cmtc.com) (CMTC) launched a "[Made in California](#)" program for Southern California manufacturers approximately six months ago. The program has had an overwhelming response with over 175 manufacturers participating. The online program showcases the products made in Southern California to the public while providing an Internet-based forum for manufacturers to connect and discuss industry issues. The program has been so successful that CMTC is now enhancing the program with additional benefits.

"In this economy, it is vitally important to recognize and support those manufacturers who continue to stay in California anyway we can," stated Jim Watson, President and CEO of CMTC. "Southern California Manufacturers play an important economic role in the State's economy and comprise the largest concentration of manufacturers in the nation."

The purpose for developing the program was to raise awareness about the importance of manufacturing in California and to recognize the diversity of products that are produced in the State. CMTC has dedicated an entire section of its website to the program. Qualifying Southern California manufacturers can [sign up for free](#) and receive a [company profile](#) page to feature their products and services, share company news, display pictures and videos. The program creates a community of manufacturers to share knowledge, expertise and increase their visibility. In addition, each week a manufacturer is featured on the CMTC home page.

"Our customers understandably care about whether vendors are doing their best to keep jobs right here in America. CMTC's "Made in CA" program enables us to show customers that we are indeed committed to manufacturing and keeping jobs in California. "We are extremely proud of the "Made in CA" designation," stated Noah Taft, Senior VP Marketing & Sales at [California Faucets](#).

At the national level, potential business opportunities are distributed to participants through the [Buy American Supplier Scouting Program](#). "Our field staff indicates that manufacturers are very thankful when they are contacted regarding a Buy American Scouting opportunity to provide a product that would otherwise be made by a foreign supplier," said James Watson, President and CEO of CMTC. "Even if they don't have the capability to handle the request, they comment that very few organizations contact them with potential business."

Program participants can also join [LinkedIn](#), [Facebook](#) and [Twitter](#) Made in CA pages so they can further expand their visibility, create synergies by connecting with other manufacturers and converse about important industry topics such as innovation, process improvements and growth. Social media followers will also receive industry news and can network with potential new customers.

ABOUT CALIFORNIA MANUFACTURING TECHNOLOGY CONSULTING A private, nonprofit corporation established in 1992, CMTC is an affiliate of NIST MEP, under the Federal Hollings Manufacturing Extension Partnership (MEP) program, a network of more than 60 centers across the country that provides assistance to small, medium and large manufacturers. CMTC serves Fresno to San Diego/Imperial County. For more information, visit www.cmtc.com.

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