



DECEMBER 2019

Welcome to CMTC's *News for Manufacturers* eNewsletter!

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Happy New Year!

*Thank you for helping
manufacturing thrive in California.*

We wish you inspiration, opportunity, prosperity and joy in the coming year!

*With our thanks, from all of us at
California Manufacturing Technology Consulting*

In the News



SFMADE AND CMTC JOIN FORCES TO ADVANCE BAY AREA URBAN MANUFACTURING

SFMade, a 501(c)(3) nonprofit organization that supports local manufacturers throughout the Bay Area, and CMTC, a 501(c)(3) nonprofit organization delivering consulting, technical assistance and workforce development services to small and medium-sized manufacturers (SMMs) across the State, are pleased to announce their collaboration – through CMTC’s California’s Manufacturing Network – to serve SMMs in the Bay Area. This joint effort to expand manufacturers’ access to direct technical assistance is facilitated by the Bay Area Urban Manufacturing Initiative (BAUM). Launched in 2016, BAUM is a coalition of city governments led by SFMade to sustain and encourage the Bay Area’s interconnected regional manufacturing ecosystem.

BAUM seeks to strengthen regional connections between manufacturers, local governments, and State resources to grow regional manufacturing in the Bay Area. Kate Sofis, CEO of

SFMade states, “With its position at the epicenter of technology, design, and innovation, the Bay Area has the potential to shape the future of manufacturing. We must work together to ensure that our region seizes this opportunity to retain and create middle-class jobs for a more equitable Bay Area.”

The coalition consists of 30 Bay Area jurisdictions including the cities of: Antioch, Berkeley, Brentwood, Concord, Contra Costa County, Emeryville, Fairfield, Fremont, Hayward, Livermore, Milpitas, Morgan Hill, Napa, Newark, Oakland, Oakley, Petaluma, Pittsburg, Pleasanton, Richmond, San Francisco, San Jose, San Leandro, San Rafael, Santa Rosa, South San Francisco, Union City, Vacaville, and Vallejo.

Funding for the program is being provided by the Governor’s Office of Business and Economic Development (GO-Biz) through the Small Business Technical Assistance Expansion Program (SB TAEP). This program was created to expand the capacity of Federal small business technical assistance programs in the state. SB TAEP has been authorized for 5-years to support the expansion of technical assistance for small businesses. The program has a specific focus on women, people of color and veteran-owned businesses along with businesses in low-wealth, rural, and disaster-impacted communities.

About SFMade

SFMade is a 501(c)(3) nonprofit organization that supports local manufacturers who create jobs and career pathways for local residents who have overcome barriers to employment for a more vibrant, equitable, and resilient economy. Founded in 2010, SFMade has emerged as a full-service hub that connects low-income job seekers to employment and training opportunities; provides local manufacturers with educational resources and customized, one-on-one services; and arms policymakers with strategies and intelligence to create the conditions for home-grown manufacturers and their employees to thrive. From bringing manufacturers into high school classrooms and creating internships to provide early exposure to the field, to creating the region’s first and only nonprofit industrial space real estate development company, SFMade is working constantly to help manufacturers flourish and to ensure low-income residents have access to jobs with wages that keep up with the cost of living.



Manufacturing Impact • CMTC Case Studies

LATEST CMTC CASE STUDIES

CMTC, as one of fifty-one Centers across the nation in the MEP National Network, is part of the U.S. Government's effort to develop and deploy technology, management and technical expertise to small and medium-sized manufacturers to improve their productivity and global competitiveness.

Once completed, CMTC summarizes their collaborative work with a manufacturer and develops a case study document illustrating the process and impact. Case studies are selected to be posted online.

Click here to browse case studies recently posted on <https://www.cmtc.com/cmtc-case-studies>:

- Klatch Coffee
- ADF Visual Display Products
- DaMar Plastics
- M&R Engineering
- Unity Clothing



RECOMMENDED BOOKS WITH MANUFACTURERS IN MIND

For the end of 2019 or the start of 2020, it is a great time to discover inspiration and insight. We are hearing some buzz about great books and wanted to share those titles with you. All these published works are available in print and may be available in digital media as well. Reach out to us if you have other titles to recommend for future newsletters.

One Small Step Can Change Your Life: the Kaizen Way by Robert Maurer, Ph.D.

“During the rough patches, understanding that fear is normal, and a natural sign of ambition, makes us more likely to hold on to hope and optimism-qualities.”

Start with Why: How Great Leaders Inspire Everyone to Take Action by Simon Sinek

“People don't buy what you do; they buy why you do it. And what you do simply proves what you believe.”

The Design of Everyday Things by Don Norman

“Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating.” “It is easy to design devices that work well when everything goes as planned. The hard

and necessary part of design is to make things work well even when things do not go as planned.”

Generation Z Unfiltered: Facing Nine Hidden Challenges of the Most Anxious Population by Tim Elmore

“These kids are growing up with social media, and while I don’t think social media is evil or wicked, if they’re on social media they are being bombarded by as many as 10,000 messages a day. I don’t think our brains are meant to take in 10,000 messages a day, so mentally they are just overwhelmed.”

Wherever You Go There You Are by Jon Kabat Zinn

“You might be tempted to avoid the messiness of daily living for the tranquility of stillness and peacefulness. This of course would be an attachment to stillness, and like any strong attachment, it leads to delusion. It arrests development and short-circuits the cultivation of wisdom.”

Grit: The Power of Passion and Perseverance by Angela Duckworth

“I won’t just have a job; I’ll have a calling. I’ll challenge myself every day. When I get knocked down, I’ll get back up. I may not be the smartest person in the room, but I’ll strive to be the grittiest.”

The Perfectionists: How Precision Engineers Created the Modern World by Simon Winchester

“Why is precision important? What are the different tools we use to measure it? Who has invented and perfected it? Has the pursuit of the ultra-precise in so many facets of human life blinded us to other things of equal value, such as an appreciation for the age-old traditions of craftsmanship, art, and high culture? Are we missing something that reflects the world as it is, rather than the world as we think we would wish it to be? And can the precise and the natural co-exist in society?”

The Sales Acceleration Formula by Mark Roberge

“What is the most important goal the company needs to achieve? Customer count? Profitability? Customer success? Market share? New product distribution? New market penetration?” Then ask yourself, “How can the sales compensation plan be aligned with this goal?” Do not underestimate the power of the compensation plan. You”

Two titles by Charles Duhigg:

The Power of Habit: Why We Do What We Do in Life and Business

Smarter Faster Better: The Secrets of Being Productive in Life and Business

"This process within our brains is a three-step loop. First, there is a cue, a trigger that tells your brain to go into automatic mode and which habit to use. Then there is the routine, which can be physical or mental or emotional. Finally, there is a reward, which helps your brain figure out if this particular loop is worth remembering for the future: THE HABIT LOOP"

Originals: How Non-Conformists Move the World by Adam Grant

"Shapers" are independent thinkers: curious, non-conforming, and rebellious. They practice brutal, nonhierarchical honesty. And they act in the face of risk, because their fear of not succeeding exceeds their fear of failing."

A Splendid Exchange: How Trade Shaped the World by William J. Bernstein

"The forces that drove Britain and the United States to control the world's shipping lanes in the nineteenth and twentieth centuries, respectively, first saw light of day in Greece's need to feed itself with imported wheat and barley."

Made in California Proud

Holiday Gifts Made Closer to Home

ALLIANCE FOR
american
manufacturing

Alliance for American Manufacturing 2019 Made in America Holiday Gift Guide
<https://americanmanufacturing.org/blog/entry/the-2019-made-in-america-holiday-gift-guide>

Search among California manufacturers on [Made in California page](#). Each region in California is home to manufacturers who produce innovative and original

products; whether it's fine chocolates, milled soaps, craft beer, foot care brushes, custom frames, guitars, jellies and jams, slim wallets, pet products, BBQ islands, tiny cabins, spices, sauces, dressings or dresses, California manufacturers are making things happen by making the things used around the world.



#MadeinCAProud

Studies demonstrate that consumers are seeking out—and willing to pay more—for American-made products because they're known for their quality. That means sharing your Made in CA logo can really pay off.

Simply take a photo of your Made in CA logo and post it to Twitter, Facebook or LinkedIn using the hashtag **#MadeinCAProud**. The logo can be on the wall (frame and display your certificate), on your packaging, on your website, or even in a selfie! When you share the photo, we'll then feature it on our main Made in CA webpage and repost it in our social media posts in 2020. Increasing your company's online visibility at no cost to you can only be a plus!

<https://www.cmtc.com/made-in-california-profile>

Ready to Join Made in CA

Complete the online form and include a copy of your logo artwork and NAICS code.

<https://offers.cmtc.com/join-the-made-in-california-program>

Events

2020

January

Wednesday, January 22

11:30 am -1:30 pm

Technology Showcase and Accessing Capital Seminar

SBDC hosted by El Camino College

13430 Hawthorne Blvd
Hawthorne, CA 90250

[Click here to RSVP](#)

February

Thursday, February 20

11:30 am -1:30 pm

Kern County Technology Showcase and Accessing Capital Seminar

CMTC, CSU Bakersfield SBDC, with the participation of the Kern Economic Development Corp.

Owens Valley Career Development Center

[Click here to RSVP](#)

March

Wednesday, March 25 - Friday, March 27

CALED 2020 Annual Conference: Getting It Done

Sheraton Grand Sacramento Hotel
13th and J St
Sacramento, CA 95814

California Association for Local Economic Development Conference. CMTC is a co-sponsor of the event.

Register: <https://caled.org/40-caled-annual-training-conference/> Secure the Early Bird rates through 2019.

Regulatory Updates

SB 1343 Harassment Avoidance Training Requirement

To ensure a workplace free of sexual harassment, **employers must satisfy the harassment avoidance training requirement** under Section 12950.1.



CMTC offers web-based events, facilitated by a Harassment Avoidance trainer, to satisfy this legal requirement. This comprehensive course is designed specifically for the small- and medium-sized manufacturer.

Price is only \$35 per person. To register, simply select from the dates below, click on the date that fits your schedule. Training available in English or in Spanish.

Upon completion of the webinar, your company will be sent a third-party survey from our funding partner. This survey is confidential and is used to capture the economic impacts of our projects.

January - February, 2020 Webinars

Classes in English

Wednesdays 9:00 am - 11:00 am	Thursdays 1:00 - 3:00 pm
<u>January 8</u>	<u>January 9</u>
<u>January 15</u>	<u>January 16</u>
<u>January 22</u>	<u>January 23</u>
<u>February 5</u>	<u>February 6</u>
<u>February 12</u>	<u>February 13</u>

[February 19](#)

[February 20](#)

Classes in Spanish

Tuesdays 8:00 am - 10:00 am	Thursdays 10:00 am - 12:00 noon
<u>January 7</u>	<u>January 9</u>
<u>January 14</u>	<u>January 16</u>
<u>January 21</u>	<u>January 23</u>
<u>February 4</u>	<u>February 6</u>
<u>February 11</u>	<u>February 13</u>
<u>February 18</u>	<u>February 20</u>

SB 1343 requires California employers who employ 5 or more employees, including temporary or seasonal employees, to provide at least 2 hours of sexual harassment avoidance training to all supervisory employees and at least one hour of sexual harassment avoidance training to all non-supervisory employees and once every 2 years as specified.

Recent Blog Posts From CMTC



TOP 5 CMTC MANUFACTURING BLOGS OF 2019

...Plus 5 Honorable Mentions!

As the year draws to a close, we always like to take a look back on the events and people that made a difference in manufacturing throughout the past 12 months. We celebrate successes such as Manufacturing Day and the all-new [Manufacturing Month](#), and look at ways to overcome challenges, whether it's maintaining growth or competing more effectively overseas. We also like to take a look at what interested you, our readers, the most in our blogs.

[Read More](#)



**INDUSTRY 4.0: PROVIDING A
BETTER CUSTOMER EXPERIENCE**

EXPORTING? FEDERAL ASSISTANCE IS AVAILABLE FOR CALIFORNIA MANUFACTURERS

Last year, the United States exported \$2.5 trillion—yes, *trillion*—dollars worth of goods and services to foreign countries. Our nation is the [third-largest exporter](#) in the world, trailing only China and the European Union. Within our borders, California is by far the top exporting state, shipping out nearly \$280 billion worth of goods and services in 2018. Have you got in on global trade yet, or are you letting the competition reap all the rewards? For many small and medium-sized manufacturers (SMMs), entering the exporting arena often comes down to a matter of knowledge and cost. But did you know that there federal programs available to assist you?

[Read More](#)

Industry 4.0, sometimes called the Fourth Industrial Revolution or Smart Manufacturing has blurred the lines between the physical and the digital worlds. It's comprised of transformative technologies that will impact all manufacturers, using intelligent or smart machinery to automate and optimize the shop floor, in turn producing more and wasting less—at lower costs.

[Read More](#)

[Click Here to View All of Our Blogs](#)

REQUEST A CONSULTATION

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[Click Here](#)

SMART MANUFACTURING SERVICES WITH CMTc

<https://www.cmtc.com/smart>

ADVANCED ROBOTICS AND AUTOMATION SERVICES WITH CMTc

<https://www.cmtc.com/advanced-robotics-cmtc>

Questions or Comments?

Please contact our newsletter editor Steven Brand at comm@cmtc.com.

Visit our website for additional information and resources: www.cmtc.com.

WANT TO TEST YOUR MASTERY OF MANUFACTURING?

Take this quick quiz to
find out how much you
know about the
industry in California!

[Take the Quiz](#)

SHARE THIS NEWSLETTER



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