

[View this email online.](#)



News for Manufacturers



[Services](#) [Blog](#) [Case Studies](#)

FEBRUARY 2019

WELCOME to CMTC's "News for Manufacturers" eNewsletter!

In this issue: 10 Effective Cost-Saving Tips for Manufacturers; California Competes Tax Credit; Social Media for Manufacturers; Instagram; Association for Manufacturing - Bay Area Summit 2019; CMTC Hires New Chief Financial Officer; New Dates: ExporTech Inland Empire (Corona); Are You Utilizing the Full Potential of Your Profile Page; Sacramento Valley Manufacturing Initiative Career Pathways in Manufacturing; and more!

Industry News



10 EFFECTIVE COST-SAVING TIPS FOR MANUFACTURERS

When it comes to cost-saving techniques, many manufacturers instinctively look toward making cuts; this could mean anything from laying off employees to pulling back on new technology. However, these methods can bring down morale and quash innovation, which allows competitors to get ahead.

Good news: there are other ways to save money that won't hurt business—and can actually help it thrive. We have compiled a list of ten ways to save that may help to cut costs without cutting personnel or creativity. These ideas often involve several small cost-cutting efforts that ultimately add up to a significant amount of savings, and they can be applied to manufacturers across all industries.

[Read More>>](#)



CALIFORNIA COMPETES TAX CREDIT

The California Competes Tax Credit is an income tax credit available to businesses that want to locate in California or stay and grow in California. Businesses that apply must commit to certain employment or project investment requirements as part of the credit agreement. There is no fee to apply.

Questions regarding the application process can be directed to calcompetes@gobiz.ca.gov or (916) 322-4051.

The next application period is March 4 - 25, 2019.

A total of \$219,793,004 in California Competes Tax Credit was made available for allocation in the 2018-2019 fiscal year. Any amount not already allocated during the prior two application periods will be available during the March application period.

[Find Out More>>](#) [View Application Guide>>](#)



SOCIAL MEDIA FOR MANUFACTURERS: INSTAGRAM

Just when you've gotten used to Facebook and Twitter, along comes Instagram. Instagram has been around since 2010 but didn't really gain traction until 2013. **Today it boasts over 1 billion active users across the globe.** Instagram is a very visual medium, and is largely used for posting photos and short videos up to one minute in length. It is the preferred social network of Millennials and Generation Z—even beating out heavyweights Facebook and Twitter. **Over 2 million businesses are active on Instagram**, and 80% of users follow one or more of them. This makes Instagram a must-have marketing tool—and a great way to reach those elusive younger markets.

And, remember, by using social media, you can promote your business to a broader audience, boost your sales, and recruit new talent...and do it for much less than you would pay using traditional advertising.

[Read More>>](#)



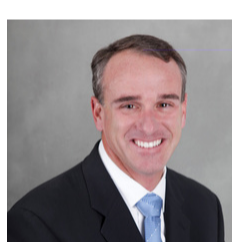
ASSOCIATION FOR MANUFACTURING - BAY AREA SUMMIT 2019

The Association for Manufacturing - Bay Area (AMBayArea) will be holding their 2019 Summit on April 30th at the Chabot Space & Science Center in Oakland, CA. Co-sponsored by Manex, part of [California's Manufacturing Network](#), the Summit is a great opportunity to hear from industry experts, participate in breakout sessions and connect with peers. This year's Summit Keynote will be delivered by Rosemary Coates, the Executive Director of the Reshoring Institute.

Last year's event sold out, so register early! Early bird registration discounts end February 26th.

[Read More & Register>>](#)

Spotlight on CMTC & California's Manufacturing Network



CMTC HIRES NEW CHIEF FINANCIAL OFFICER

CMTC is pleased to announce that Patrick Billiter will be taking over the positions of Chief Financial Officer, Vice President of Finance and Administration, Treasurer and Secretary. He is filling these positions held by Jack Van Buren, who will be retiring on March 1st after 23 years of exceptional service with CMTC.

Patrick Billiter, CFO

Patrick brings over 20 years of experience as a proactive and results-oriented executive leader to CMTC and its California's Manufacturing Network. His diverse background includes positions with Fortune 500 companies in the financial services, computer hardware and quick service restaurant industries.

[Read Media Release>>](#)

Everyone at CMTC would like to thank Jack for his many years of service and friendship and we all wish him a very happy retirement!



NEW DATES!!! EXPORTECH™ - INLAND EMPIRE (CORONA)

CMTC is excited to bring our next ExporTech™ program to the Inland Empire. Please note that the **sessions have been rescheduled to Tuesdays, April 2, May 7th and June 11th** in the Multi-purpose Room at City Hall in Corona.

Three great reasons to sign up!

- ExporTech is the only national program that helps individual companies develop an export plan (in 10 weeks!)
- Exporting companies tend to grow 22% faster than non-exporters
- Through CMTC's ExporTech Scholarship Program, **your initial investment for the entire three sessions is only \$750!**

[Find Out More & Register>>](#)

Made in CA Program News



ARE YOU UTILIZING THE FULL POTENTIAL OF YOUR PROFILE PAGE?

First of all, CMTC would like to thank all of you who have signed up for our Made in CA Program! We now have almost 1,200 members and we are growing at our fastest pace ever. Some of you are new to our program and some of you have been part of our program since its inception in 2011!

As a way to make sure that you're getting as much as possible with your Made in CA profile page, we've put together a few quick tips for you. Remember, your profile page is a valuable "free" marketing tool that you can use to promote your company, and your products and services. Utilizing the full potential of your profile page can help people find you (both on CMTC's website and in search engine results), and that's a good thing when you're looking to grow your business!

[Read More>>](#)



[Find out more about our Made in California program>>](#)

[Click to view our recent Made in CA Featured Manufacturers!](#)

[JOIN NOW](#)



Menifee Mini-Maker Faire
Menifee, CA
March 9, 2019
[Event Details](#)

Big Ideas Conference & Expo
Redondo Beach, CA
March 19, 2019
[Event Details](#)

ExporTech™
Inland Empire (Corona), CA
April 2, May 7, June 11, 2019
[Event Details](#)

AMBayArea Summit
Oakland, CA
April 30, 2019
[Event Details](#)

[CMTC's Events Page](#)



Sacramento Valley Manufacturing Initiative (SVMI) Career Pathways in Manufacturing
(a blog posted by CMTC Service Partner, SVMI)

In April 2018, facing growing pressures to recruit and retain critical manufacturing talent, a group of 60 manufacturing CEO's organized as the Sacramento Valley Manufacturing Initiative (SVMI) to address the need for a qualified, trained workforce, with critical support from the California Manufacturing Technology Consulting (CMTC) and Valley Vision. SVMI proactively develops vocational, educational and workforce initiatives and programs leading to fulfilling manufacturing career paths for the region's students and workforce. SVMI efforts ensure that the Sacramento area is viewed as a region of manufacturing excellence...

[Read More](#)



Want to be featured in our eNewsletter?
If you have any important news about your company that you would like us to announce, send it to mktg@cmtc.com. Include your name, company name and phone number.



CMTC's Recent Blog Posts

[16 Manufacturing Conferences to Attend in 2019](#)

[Get the Updated Guide to Human Resources \(eBook\)](#)

[Should I Hire a Consultant? Advantages and Considerations](#)

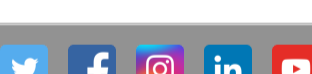
[Social Media for Manufacturers: Facebook](#)

[Social Media for Manufacturers: Twitter](#)

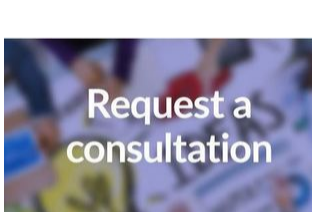
[View All Blog Posts](#)

[View Archived Newsletters](#)

[Follow CMTC](#)



[Follow Made in CA](#)



Share our newsletter with other manufacturers!

If you know of any manufacturers that would benefit from the information in this newsletter, please forward it to them. For those who would like to receive our newsletter on a regular basis, [Sign Up Here for Newsletter.](#)

Questions or Comments?

Contact Newsletter Editor Marjorie Dunn at mktg@cmtc.com

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

California Manufacturing Technology Consulting® | 690 Knox Street, Suite 200, Torrance, CA 90502 | 310-263-3060

Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

690 Knox Street, Suite 200
Torrance, CA, CA | 90502 US

This email was sent to .

To continue receiving our emails, add us to your address book.

