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MARCH 2019

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

In this issue: 10 Manufacturing Blogs and Podcasts to Follow; NIST Announces 2019 Opportunities for Small Businesses; CMTA Introduces the New "Making California" Agenda; Social Media for Manufacturers: LinkedIn; CMTC's 2018 Impact Report; Technology Showcase and Acquisition of Capital Event - Sign Up Today and Attend Tomorrow; El Camino College Business Training Program; and more!

Industry News



10 MANUFACTURING BLOGS AND PODCASTS TO FOLLOW

Want to stay in the know when it comes to the manufacturing world? A wealth of information is just a mobile device away. There are countless manufacturing blogs to subscribe to and, while it was difficult, we narrowed it down to five. If you're less of a reader and prefer listening to a podcast while you hit the gym or commute to work, we've provided five of our favorite podcasts too.

[Read More>>](#)



NIST ANNOUNCES 2019 OPPORTUNITIES FOR SMALL BUSINESSES

The U.S. Department of Commerce's National Institute of Standards and Technology (NIST) has announced the fiscal year **2019 Small Business Innovation Research (SBIR) Phase I Notice of Funding Opportunity**. The program encourages domestic small businesses to engage in federal research and development (R&D) that has the potential for commercialization.

Phase I funding aims to establish the technical merit, feasibility and commercial potential of the proposed R&D efforts and to determine the quality of the awardees' performance before additional funding is granted in later phases of the program.

[Read More>>](#) [View Grant Synopsis and Apply>>](#)



CALIFORNIA
**MANUFACTURERS
& TECHNOLOGY
ASSOCIATION**

INTRODUCING THE "MAKING CALIFORNIA" AGENDA

The California Manufacturers & Technology Association works to improve and enhance a strong business climate for California's 30,000 manufacturing, processing and technology based companies. Since 1918, CMTA has worked with state government to develop balanced laws, effective regulations and sound public policies to stimulate economic growth and create new jobs while safeguarding the state's environmental resources.

CMTA is currently working with policymakers that understand the importance of the manufacturing industry's priorities of workforce development and a competitive environment for economic development. **The new "Making California" Agenda includes legislation and programs that have been introduced to benefit California's manufacturers.**

[Read More>>](#)



SOCIAL MEDIA FOR MANUFACTURERS: LINKEDIN

There are nearly **600 million users on LinkedIn**, with two new users joining every second. This makes the social media giant one of the best ways to promote your company and products. While being on Facebook, Twitter, and Instagram all help your business connect with others, LinkedIn is truly the place for manufacturers to thrive. It can give you the ability to tap into existing connections, make new ones, and get noticed (**it's also the top-rated social network for lead generation**).

Click on the Read More link below to find out how to get started on LinkedIn and the various steps which can help you put together a marketing strategy.

And, remember, the way people communicate and interact with companies is changing, and manufacturers need to change with them. By joining social media sites like LinkedIn, you can reach customers where they're at, and engage them in a whole new way.

[Read More>>](#)

Spotlight on CMTC & California's Manufacturing Network

CMTC'S 2018 IMPACT REPORT

CMTC's mission is to ensure that manufacturers flourish by identifying areas of improvement in capability, process and systems to create financial impact. Every year all CMTC customers are surveyed by an independent third-party to verify that we have delivered impact to our clients. **In 2018, CMTC provided solutions to improve the growth and profitability of more than 1,100 small and medium-sized manufacturers.**

The economic impact results include:

- A contribution of \$3.7 Billion to California's GDP
- 28,570 total employment impact
- \$337 Million in local, state and federal tax revenues

[View 2018 Impact Report>>](#)

[View 2018 Year in Review Brochure>>](#)

Made in CA Program News



SIGN UP TODAY AND ATTEND TOMORROW'S EVENT!

Hopefully, you've been receiving our email invitations about our upcoming event that CMTC is co-sponsoring with the Long Beach Small Business Development Center: **"Technology Showcase and Acquisition of Capital for Small and Medium-Sized Manufacturers"** taking place **this Thursday, March 28th in Long Beach**. If you haven't already signed up, we're still taking registrations. We've had a terrific response so far and this promises to be a great event to learn about advanced manufacturing technologies and the process of raising capital for procurement, as well as providing a great opportunity to network with other manufacturers. Free lunch included!

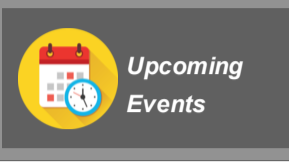
[Read More>>](#)



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

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

JOIN NOW

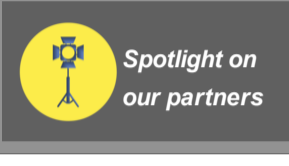


AMbayArea Summit
Oakland, CA
April 30, 2019
[Event Details](#)

93rd Annual World Trade Week Kickoff Breakfast
Los Angeles, CA
May 2, 2019
[Event Details](#)

Inland Empire - Women in Manufacturing
San Bernardino, CA
May 10, 2019
[Event Details](#)

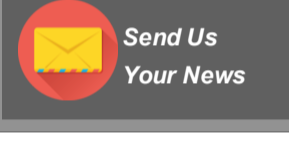
[CMTC's Events Page](#)



El Camino College Business Training Center

The El Camino College Business Training Center (BTC) has a proven track record of improving the bottom line for every kind of business and industry, large or small. The BTC can provide an immediate impact on your business by delivering high-quality training and assistance to help meet your need for a more productive and competitive workforce.

[View a List of Featured Programs](#)



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

[In Honor of International Women's Day, CMTC Celebrates Women in Manufacturing!](#)

[10 Effective Cost-Saving Tips for Manufacturers](#)

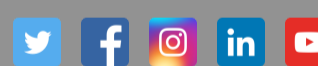
[16 Manufacturing Conferences to Attend in 2019](#)

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

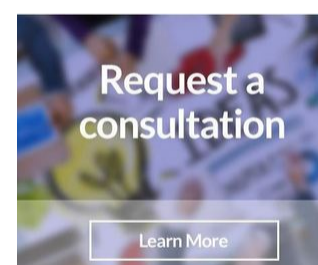
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If you know of any manufacturers that would benefit from the information in this newsletter, please forward it to them. For those who would like to receive our newsletter on a regular basis, [Sign Up Here for Newsletter.](#)

Questions or Comments?

Contact Newsletter Editor Marjorie Dunn at mktg@cmtc.com

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

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