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NOVEMBER 2018

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

**In this issue:** California Competes Tax Credit - \$75 Million Available; MFG DAY 2018: A Win for California Manufacturers and the Country; Exporting Roundtable and Tour; CMTC's Guide to Human Resources - Newly Revised and Updated; Made in CA Program: We Continue to Grow and Promote Our Program Throughout the State; The One Thing Manufacturing Content Marketers Must Do Now; and more!

## Industry News



### CALIFORNIA COMPETES TAX CREDIT - \$75 MILLION AVAILABLE!

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](mailto:calcompetes@gobiz.ca.gov) or (916) 322-4051.

The next application period: January 2 - 21, 2019

[Find out more >>](#)

[View Application Tutorial Videos>>](#)



### MFG DAY 2018: A WIN FOR CALIFORNIA MANUFACTURERS AND THE COUNTRY!

The seventh annual Manufacturing Day was a resounding success in California! MFG DAY continues to draw more and more participants each year, and 2018 was no exception, with nearly 2,800 events held across the country. In California, which boasts the nation's largest manufacturing sector, it was all hands on deck in celebration of MFG DAY. Over 250 sites registered as event hosts and an additional 330+ manufacturers and support organizations, including schools, stakeholders, and other organizations, participated in or sponsored events throughout the month of October.

[Read More of CMTC's Blog Post>>](#)

[View CMTC's 2018 MFG DAY RECAP!](#)



### EXPORTING ROUNDTABLE AND TOUR

On Tuesday, January 22, 2019, CMTC will be co-sponsoring the *"Promoting Your Exports - the Flight Path to Success"* event at the LAX Flight Path Museum & Learning Center. This roundtable and tour, **specifically designed for those manufacturers who are already exporting their products**, will allow you to:

- Connect with California Manufacturers who are increasing their sales by Exporting
- Meet with Southern California District Export Council (DEC) Members that can answer questions and help you maximize your export efforts
- Learn about current LAX facilities and participate in the LAX Cargo Tour

[Learn More and Register!](#)

## Spotlight on CMTC & California's Manufacturing Network

CMTC's Guide to Human Resources



### CMTC'S GUIDE TO HUMAN RESOURCES - NEWLY REVISED AND UPDATED!

We created our original Human Resources eBook back in 2015 and it has proven to be a popular resource available for download on our website. We are also currently in the process reviewing all of our other eBooks (Supply Chain, Marketing, Lean, Six Sigma, Going Global/Exporting, etc.) to make sure they have the most up-to-date information available. One of our projects for 2019 is to also create new eBooks around our new advanced manufacturing service areas (Additive Manufacturing, Robotics & Automation and Flexible Hybrid Electronics) in an effort to give you a comprehensive overview of those topics.

In the meantime, while we are busy revising our current eBooks and creating brand ones, please take a moment to review our newly revised and updated Human Resources eBook. We hope it will prove to be a valuable resource for you and your company.

[View/Download CMTC's Human Resources eBook](#)

## Made in CA Program News



### WE CONTINUE TO GROW AND PROMOTE OUR PROGRAM THROUGHOUT THE ENTIRE STATE!

The Made in CA program, which began in 2011, continues to grow at increasing rates year after year. Those of you who recently joined our Made in CA program have brought our total membership to almost 1,200. Although that's a great number, we're busy planning campaigns to reach out to many more manufacturers throughout the entire state of California. Since, until last year, CMTC's Made in CA Program was only available in Southern California, there are many manufacturers in Northern California who are totally unaware of our program...and we want every manufacturer who makes their products in California to be able to utilize the benefits our program offers. **If you have relationships with any manufacturers in other areas of the state, please help us by reaching out to them and letting them know about our program.** They can click on the links in the section below to find out more about our program and join.

**For all of you who recently joined, we're busy working on your Made in CA Welcome Kits!** Look for your Welcome Kits in the mail sometime around mid-December. We apologize for the delay...it's been a busy year!



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

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

[JOIN NOW](#)

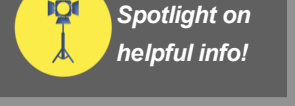


### Promoting Your Exports - the Flight Path to Success

Los Angeles, CA  
January 22, 2019

[Event Details](#)

[CMTC's Events Page](#)



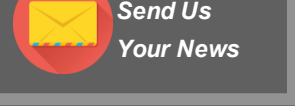
### The One Thing Manufacturing Content Marketers Must Do Now

[New Research]

Too many manufacturing organizations are still talking about themselves in the content they create.

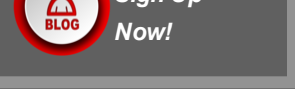
According to new research conducted by the Content Marketing Institute, **51%** of manufacturing marketers always or frequently prioritize their audience's informational needs over their sales / promotional message while creating content. That may seem like a good number; however, when compared to non-manufacturing B2B marketers, **that's 22% lower than the national average of 73%!**

[View article and download the "Manufacturing Content Marketing 2019: Benchmarks, Budgets, and Trends Report"](#)



### 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@cmtec.com](mailto:mktg@cmtec.com). Include your name, company name and phone number.



### CMTC's Recent Blog Posts

[Resources Available to Help Small and Medium-Sized Manufacturers](#)

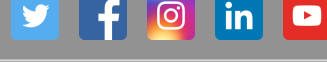
[The Importance of a Good Logistics Strategy in Manufacturing](#)

[Supply Chain Management and Logistics: What's the Difference?](#)

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### 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.](#)

**HAPPY  
THANKSGIVING  
FROM  
EVERYONE AT  
CMTC!**

Questions or Comments?

Contact Newsletter Editor Marjorie Dunn at [mktg@cmtec.com](mailto:mktg@cmtec.com)

Visit our website for additional information and resources: [www.cmtec.com](http://www.cmtec.com)

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