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OCTOBER 2018

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

In this issue: Manufacturing Day Was a Great Success; Facebook Marketing: The Ultimate Guide; Why Is It So Hard to Invest In Technology; State and Federal Agencies and Programs to Assist Manufacturers; CMTC's Advanced Manufacturing Technology Showcase; We're Busy Planning our Made in CA Winter Mixer; the MEP National Network; and more!

Industry News



MANUFACTURING DAY WAS A GREAT SUCCESS!

On Friday, October 5, 2018, manufacturers across California opened their doors to participate in Manufacturing Day activities, kicking off a series of 250 events being held in California . . . not only on Manufacturing Day, but throughout the month of October.

Since its inception in 2012, CMTC has actively participated in, and promoted, Manufacturing Day. This year, CMTC and its California's Manufacturing Network were much more active in sponsoring, organizing and coordinating events statewide. CMTC was also very committed in pairing up schools wishing to attend Manufacturing Day events with manufacturers and other organizations hosting open houses, career fairs, and expos. [CMTC and its California's Manufacturing Network's efforts directly resulted in helping over 50 schools attend various events throughout the state.](#) At these events, students received first-hand exposure about today's manufacturing technologies in industries that employ highly-skilled and well paid individuals while offering exciting, rewarding, innovative work environments.

Watch for our full Manufacturing Day Recap coming soon with highlights and photos of the various events that CMTC attended, hosted or sponsored!



FACEBOOK MARKETING: THE ULTIMATE GUIDE

How to drive demand, create loyal fans, and grow your business!

Whether you've been using Facebook for years, have only dipped your toe in the water, or never used it all, there are many advantages to using Facebook to promote and grow your business.

A Facebook Company Page is a public presence similar to a personal profile, but allows fans to "like" your business or brand. Fans receive content updates from the Page on their News Feed, while the business is able to raise brand awareness, deploy and track advertising, collect detailed audience insights, and chat with users who seek customer service.

And, if you think Facebook isn't a powerful tool that you can use to promote and grow your business, consider this: Facebook has 1.18 billion daily active users and the average user spends 50 minutes per day on Facebook.

So, whether you're just getting started with Facebook or you've been using Facebook for a while and want to refine your marketing strategy, gain insights into your audience, or learn about additional features that you can use, we hope that you'll find this article by HubSpot useful. [It's a great resource that you can refer to again and again whenever you decide you're ready to take the next step in promoting your business on Facebook!](#)

Facebook Marketing: The Ultimate Guide

IndustryWeek. WHY IS IT SO HARD TO INVEST IN TECHNOLOGY?

Much like people who know on an intellectual level that they ought to improve their diet and exercise habits—yet fail to do so—many organizations fail to invest in IT innovation, despite recognizing the clear ROI of it.

A recent IndustryWeek article highlighted the results of *"The State of IT Innovation: A Global Survey of IT and Finance Decision Makers"* which reported that although they believe digital innovation in the plant leads to increased revenue, **90% of manufacturing leaders said they are underinvesting in innovation.** However, [the survey participants who have invested in IT claim they have experienced improved productivity, reduced operating costs, increased revenues, and increased customer satisfaction.](#)

[Read More>>](#)

Spotlight on CMTC & California's Manufacturing Network



STATE AND FEDERAL AGENCIES AND PROGRAMS TO ASSIST MANUFACTURERS

As a non-profit organization, CMTC's mission is to serve as a trusted advisor to manufacturers, providing solutions which will grow both their businesses and the California economy. To help fulfill this role [we have compiled a list of state and federal agencies with programs and services to assist manufacturers.](#) In the coming weeks, we will create a new "Resources" page on our website with all of these programs and services and continually add relevant resources to the list. **If there are specific helpful programs or services that you have utilized, please feel free to share them with us by contacting Marjorie Dunn at mdunn@cmtc.com.**



NEW!!!

[View/Download CMTC's Interactive Flyer](#)



CMTC'S ADVANCED MANUFACTURING TECHNOLOGY SHOWCASE

On Friday, October 19th, CMTC held their first Advanced Manufacturing Technology Showcase to provide solutions to the challenges facing small and medium-sized manufacturers (SMMs) through advanced technology implementation. The CMTC

Technology Showcase provided insights on advanced manufacturing technologies and their real world applications in improving performance. The program included information sessions and live demonstrations where guests learned about new technologies and how they applied to their business. Exhibitors in the areas of Additive Manufacturing, Robotics and Machine Vision, Smart Manufacturing and Flexible Hybrid Electronics provided attendees insights in how SMMs can understand how new technologies can help their business prosper.

With the success of this initial technology showcase, CMTC will now be taking their Advanced Manufacturing Technology Showcase on the road throughout California. **Stay tuned for information on dates and locations for future events.**

NEW!!!

[View/Download CMTC's Advanced Manufacturing Technologies Group Brochure](#)

Made in CA Program News

WE'RE BUSY PLANNING OUR NEXT MADE IN CA MIXER!



Now that Manufacturing Day is over with, CMTC is busy planning our Made in CA Winter Mixer! We've recently partnered with North Bay Food Industry Group (FIG), a membership organization focused on providing community outreach and benefits to specialty food and beverage organizations in the area. Together with FIG, we'll be planning our first Northern California event for our Made in CA program members...as well as prospective new members! **Additional details will be available in our upcoming newsletters.**

[Find out more about North Bay FIG>>](#)



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

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



JOIN NOW



Upcoming Events

There are no new events at this time but remember to check out CMTC's events page often for upcoming events in your area!

[CMTC's Events Page](#)



Spotlight on helpful info!

The Manufacturing Extension Partnership (MEP) National Network

MEP is a public-private partnership with Centers in all 50 states and Puerto Rico dedicated to serving small and medium-sized manufacturers, with CMTC being the largest of the MEP Centers. Last year, MEP Centers interacted with 26,313 manufacturers, leading to \$12.6 billion in sales, \$1.7 billion in cost savings, \$3.5 billion in new client investments, and helped create and retain more than 100,000 jobs. [Find out more about how the MEP National Network helps manufacturers, view a variety of Manufacturing Reports, and discover other great resources on the NIST | MEP website:](#)

[View NIST | MEP Website](#)



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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.



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

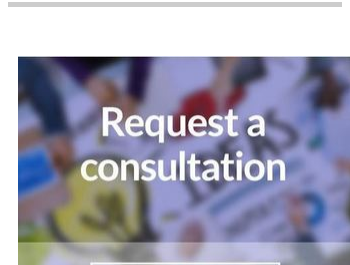
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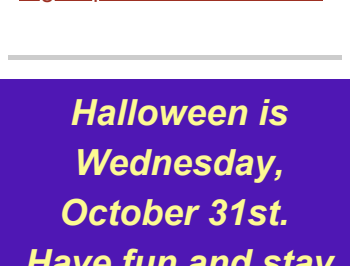


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Questions or Comments?

Contact Newsletter Editor Marjorie Dunn at mktg@cmtc.com

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

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