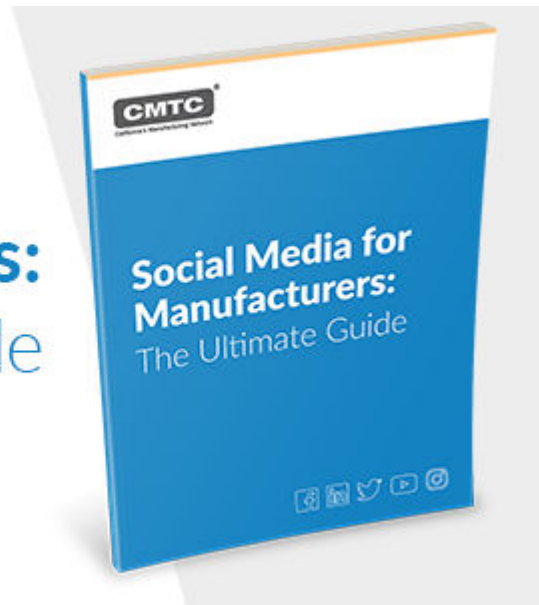




# Social Media for Manufacturers: The Ultimate Guide

Download the Guide



It may seem hard to believe, but in terms of technology, social media is still just a baby. Connecting with others via online social sites gained momentum less than 20 years ago with the arrival of sites like MySpace. Today, social media is a phenomenon, and Americans spend more than [215 weekly minutes](#) connecting with others online through their smartphone, and an additional 100 minutes connecting via laptop, desktop, or tablet.

In this free guide, we'll explore the five best social sites for SMMs, and help you navigate their intricacies.

[Click Here to Download the eBook](#)

## CMTC's Recent Blog Posts



### 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.



### IN HONOR OF INTERNATIONAL WOMEN'S DAY, CMTC CELEBRATES WOMEN IN MANUFACTURING!

There's a common misconception that the manufacturing industry is almost universally male-dominated. In many people's minds, the industry is old fashioned, hanging on to dated gender biases and excluding women from managerial roles that are key to

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](#)

climbing the industry ladder, such as production supervisors and operations managers.

But the fact is, manufacturers are more forward-thinking than ever before, and women now make up nearly one-third of the manufacturing industry workforce in the United States. From working the production line to running their own companies, women are occupying many of the same positions as men. And while there's still a way to go to gain equal representation in manufacturing (especially considering women make up almost half the working population at 47.5%), the figure is still greater than many people anticipate.

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## HELPING SMALLER COMPANIES IN U.S. WITH CYBER DEFENSE

### **EXTRA: Details from an industry expert**

Cyber criminals are increasingly setting their sights on today's digitized manufacturing industry as an entry point into government and commercial supply chains.

At the MEP (Manufacturing Extension Partnership) National Network, we see time and again that many small and medium-sized manufacturers do not have the knowledge or resources to upgrade their information systems. The need to address cybersecurity is made all-the-more urgent by the Department of Defense (DoD) cybersecurity requirements. All DoD contractors and subcontractors that process, store or transmit covered defense information (CDI) must meet the defense federal acquisition regulation supplement (DFARS) minimum security requirements or risk losing their contracts.

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## CALIFORNIA MANUFACTURERS INCREASE SALES IN GLOBAL MARKETS

**Manufacturers can access customers and increase sales growth by exporting (selling) their products, components, machinery, and services in global markets.** In spite of the current uncertainty in global trade, Companies continue to expand business in overseas markets. *Why?* There's abundant business opportunity.

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## EXPORTECH™ COMPANY UPDATE

Co-Owner Breann Shook and Sharla Marocchi completed ExporTech O.C. (Irvine) in August 2016. Since implementing their export growth plan, Grandma Lucy's has secured the certifications needed to export their premium pet food products in multiple global markets. Relatively new to exporting at the time, export sales now represent about 20% of sales – and continue to grow.

[Read More](#)

## MADE IN CALIFORNIA PROGRAM NEWS

### Why Join the Made in CA Program

CMTC supports manufacturers in the state and provides a complimentary service to promote your company name, brand, and product lines. By joining the Made in CA program, you will receive special event invites, have opportunities to create synergies with other manufacturers, and be able to advertise your products and capabilities.



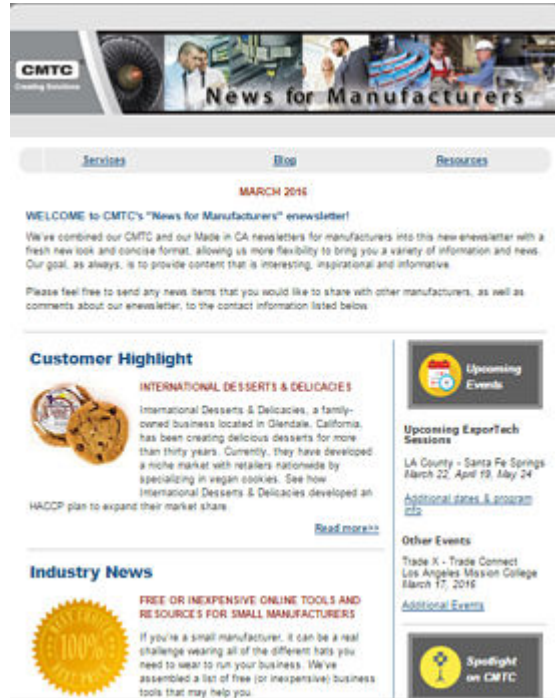


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## UPCOMING EVENTS

**April 30, 2019**

### AMBAYArea Summit 2019\*

Chabot Space & Science Center

Oakland, CA

[Find out more and register.](#)

*\*Co-Sponsored by Manex (part of California's Manufacturing Network).*

**May 2, 2019**

### 93rd Annual World Trade Week Kickoff Breakfast\*

InterContinental Los Angeles Downtown

Los Angeles, CA

[Find out more and register.](#)

*\*CMTC is hosting a table at this event.*

**May 9, 2019**

**U.S. - Caribbean Business Conference 2019**

*Webinar starts at 3:00 p.m. EST*



[Click Here to Register](#)

**May 10, 2019**

**Inland Empire - Women in Manufacturing\***

San Bernardino International Airport, Domestic Terminal  
San Bernardino, CA

[Find out more and register.](#)

*\*CMTC is one of the event sponsors.*

**May 15, 2019**

**South Bay World Trade Week**

**Manufacturers' International Connection Breakfast**

8:00 – 11:00 a.m.

Torrance Cultural Arts Center  
3330 Civic Center Drive  
Torrance, CA 90503

[Click Here to Register](#)

**May 16, 2019**

**2019 Orange County World Trade Week Breakfast & Forum\***

Irvine Marriott  
Irvine, CA

[Find out more and register.](#)

*\*CMTC is hosting a table at this event.*

[Visit Our CMTC Events Page](#)

## Questions or Comments?

Please contact our newsletter editor Steven Brand at [mktg@cmtc.com](mailto:mktg@cmtc.com).

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



**TYPES OF METAL ADDITIVE MANUFACTURING PROCESSES**

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