



California's Manufacturing Network

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FOR IMMEDIATE RELEASE

## **MEDIA RELEASE**

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### **North Bay Food Industry Group and CMTc Join Forces to Provide Assistance to Small and Medium-Sized Manufacturers in North Bay Counties**

**Torrance, CA** – November 6, 2018 – The North Bay Food Industry Group (FIG) and California Manufacturing Technology Consulting (CMTc), in conjunction with its California's Manufacturing Network, have joined forces via a new strategic alliance. The primary goal of this alliance is to provide innovative and efficient ways to make growth services available to specialty food and beverage companies in the region.

CMTc's proven California Manufacturers Accelerator (CMA) program will be offered to provide technical assistance to help small and medium-sized manufacturers (SMMs) in North Bay counties grow profitably. The program is designed exclusively to jump start business growth by offering management and technical expertise needed to identify and solve business issues. The CMA program provides a one-on-one subject matter expert to deliver meaningful assistance and generate a positive impact on profits.

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Additionally, the two non-profit organizations will share information on state and local incentives; develop targeted programs to support SMMs in North Bay counties; and host regional training and informational events throughout the area. Carolyn Stark, Executive Director of FIG states, “This is an exciting opportunity for FIG members and local manufacturers to work with CMTC to improve their manufacturing processes. By doing so, they will become more competitive and allow them to grow their businesses. These services fill a need for North Bay manufacturers and we look forward to a long and fruitful partnership with CMTC.”

“This alliance is part of CMTCs goal of expanding its “California’s Manufacturing Network” to serve more manufacturers in Northern California”, states Gil Gonzales, Director of Strategic Partnerships for Northern California. The Network is a collaborative of manufacturing-focused partners capable of delivering a broad range of technical assistance services to SMMs in both urban and rural areas statewide. The Network’s mission is to generate a positive financial impact for manufacturers and the California economy.

CMTC works exclusively in the manufacturing sector throughout California. CMTC is one of fifty-one Centers across the nation in the Manufacturing Extension Partnership (MEP) National Network which is part of the U.S. Government’s effort to develop and deploy technology, management and technical expertise for SMMs focused on improving their productivity and global competitiveness. CMTC’s mission is to serve as a trusted advisor to manufacturers providing solutions which will grow their businesses and the California economy. For more information about CMTC and California’s Manufacturing Network, please visit [www.cmtc.com](http://www.cmtc.com).

#### **About CMTC**

CMTC, a private non-profit corporation, was established in 1992 to provide consulting services to small and medium-sized manufacturers in California. In 2016, The U.S. Commerce Department’s National Institute of Standards and Technology (NIST) awarded CMTC the designation to be California’s Manufacturing Extension Partnership (MEP) Center. This designation makes CMTC the lead organization for delivering services to small and medium-sized manufacturers in California with support of partners throughout the state. Through its collaboration with these partners, CMTC will enhance operational performance, new product development, market expansion and technology adoption for manufacturers in both urban and rural centers. CMTC is part of the MEP National Network™ which is a unique public-private partnership that delivers comprehensive, proven solutions to U.S. manufacturers, fueling growth and advancing U.S. manufacturing.

#### **About FIG**

The North Bay Food Industry Group has a primary mission to create a thriving economic community by uniting specialty food and beverage companies in the North Bay to face shared challenges and opportunities to strengthen the industry. FIG brings people in the regional specialty food and beverage industry together to share knowledge, build connections, and collaborate. By connecting people with years of experience to those just starting out, FIG is building a community of innovation and success for the local industry. FIG provides a platform to connect industry professionals and the members of the "innovation ecosystem" that will grow the industry in the North Bay.

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