

MANUFACTURING MINUTES \ \ March 24, 2022



By Rob Newbold, Director of Client Services, Manufacturer's Edge

“If you're in a bad situation, don't worry it'll change. If you're in a good situation, don't worry it'll change.”

—John A. Simone, Sr.

In the two years since March 2020, adjusting to change has wearied us and made us stronger. Adaptation has become the norm. Manufacturers have shown remarkable resiliency – not surprising since continuous improvement is encoded into the DNA of a healthy business. Headlines indicate that manufacturing growth continues to occur in most industries, even as new threats emerge to the profitability and productivity of the sector. For leaders, navigating waves of constant change on your own can be difficult.

Hi, I'm Rob Newbold. As the new Director of Client Services for Manufacturer's Edge (ME), my role is to be a champion in providing tangible solutions through consulting expertise to guide you as you navigate change. Developing ways to address manufacturers' problems with relevant, meaningful content, and well-delivered solutions is in my DNA because I have firsthand experience with relevant solutions making a difference in my former manufacturing company's success.

As a quality manager for a small medical device company, I quickly learned how important it was to have a partner from the Manufacturing Extension Partnership (MEP) National Network at my side. Our team tried to implement a quality system on our own and failed poorly. Through the MEP, we were able to acquire the guidance we needed to create a quality program and to manage from it. The value of our company increased enough with this system that, coupled with a well-maintained client base, the owner was able to sell the company. At that point, I had to adapt to change and reached out to the Illinois Manufacturing Excellence Center to see if I could join the team and help support other companies the way they had assisted us.

For the past eight years, I've been on the frontlines of serving manufacturers with ME's national network partner in Illinois, IMEC. In my five years as a Regional Manager and three years as part of the leadership team as Client Engagement Manager, I had the opportunity to serve hundreds of manufacturers as they worked through situations involving their people, processes, and products. My clients were not simply sales goals, but caring leaders who wanted to do better for their communities, employees, and their customers. Most of the clients I served became repeat customers – needing increasingly sophisticated services as they grew into more advanced manufacturers. Leading a business development staff of 16, I guided our team to become managers of accounts with strategic intent to grow with our clients as their needs shifted from learning lean principles to developing a more agile workforce, to introducing advanced manufacturing digital and automation tools.

Now, it is with great excitement that I can bring the learnings gained from my interactions with hundreds of Illinois manufacturing leaders to expand the depth and breadth of solutions that Colorado's manufacturers need to stay ahead of their competition. As manufacturers have had to adapt to situations, so too, has Manufacturer's Edge adapted. Our team is on a mission to be your go-to resource for thought leadership and manufacturing support.

To that end, it is imperative that we expand the suite of solutions we offer by listening and responding to the leaders of manufacturing companies on what your needs are today. No longer is a four-to-eight-hour lean training the only method of delivery – we must provide learning systems that match how you work.

In the coming weeks, we'll begin weekly webinars with experts from around the state and the US. They will share content in short bursts that you can use to improve your business immediately. Experts in business continuity, supply chain, cybersecurity, and impacts of stress in the workplace are already scheduled.

The core solutions we've offered, such as continuous improvement, quality, factory optimization, and supervisor training, will be retooled and modernized. Services in the areas of advanced manufacturing, workforce improvement, cybersecurity, and technology will be developed. Partners in identifying and growing your customer base are being onboarded. Sources for improving your utilization and analysis of the data needed to make decisions are being vetted. Expanded programs to support food manufacturers, aerospace and electronics, fabrication, and machinery are in development.

Manufacturer's Edge is not just waiting for the situations to change, we're cutting a new path to be the team you call first when your manufacturing problems need new solutions

We know that we must prove our value to you through listening, showing results, and building trust. My email is: newbold@manufacturersedge.com and I want to hear what we can do for you.

[Learn More](#)

CMA

7TH
ANNUAL

2022 COLORADO
MANUFACTURING
AWARDS

Join us for the
**WINNERS
REVEAL
& GALA!**

Thursday, April 7, 5PM
The Cable Center, Denver

REGISTER HERE ▶

The 7th annual [Colorado Manufacturing Awards](#) recognize excellence and innovation across the region's manufacturing industries and economy.

The only program of its kind in the United States, the CMA program brings together business leaders in a celebration of the modern manufacturing economy — a multi-industry, consumer, and technology-driven sector reshaping America's rich industrial legacy.

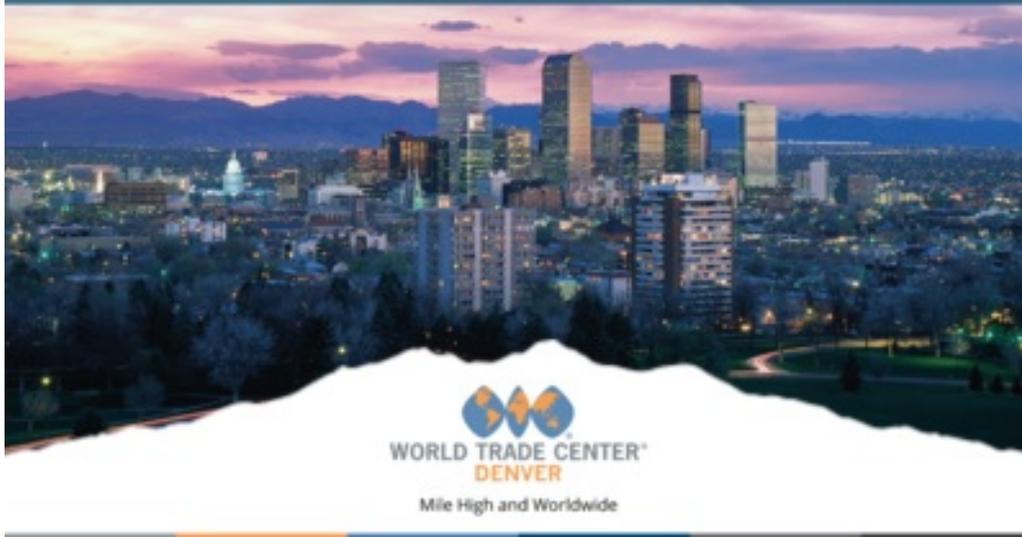
[VIEW THE ROSTER OF INDUSTRY AWARDS, THIS YEAR'S FINALISTS, PAST WINNERS, AND MORE>>](#)

Register

49th Annual WORLD TRADE DAY

May 24, 2022

Registration Now Open!



Have You Registered for the Largest International Conference in the Rocky Mountain Region?

[World Trade Day](#)

49th Annual Conference

May 24, 2022

11:00 am - 6:00 pm (MT)

Hyatt Regency Denver

We are excited to be back in person for our [49th annual World Trade Day](#) and have a great day planned for you. Learn new insights from local and global experts, network with peers on topics of interest and your specific industry, set up B2B meetings, develop new skills to apply in their business, and see what's new in the international business community.

We will reconnect at check-in, enjoy a lunch and keynote speaker, breakout into trade talks, spend time at the expo, and network at the closing reception. Topics that will be covered include Geopolitics, Global Opportunities, Global Supply Chain and Logistics, Global Culture, Marketing & Sales, and resilience through Covid-19.

World Trade Day is the place to learn, to be inspired, and to re-connect with “old friends” and meet new friends. [Take a look back at the last time](#) we convened in person for World Trade Day in person!

MEPNN Webinar: How to Effectively Attract and Retain Talent



Dave Rea and Todd Tommaney will discuss realistic steps to give manufacturers a competitive advantage when it comes to hiring the right people.

Today's talent market is more chaotic and competitive than ever. With the "Great Resignation," employers have seen people at all levels leave their jobs in large numbers. Manufacturers across the country report a shortage of qualified workers. The market and societal forces behind these challenges are likely long-term and can't be ignored. Your company needs fresh ideas to effectively attract and retain talent.

In this webinar, you'll learn realistic steps to give your company a competitive advantage when it comes to hiring the right people. You'll hear market insights to inform your recruitment and retention strategies and get practical tools that any manufacturing company can put into practice.

In this webinar you'll learn:

- Why some employees stay while others leave
- What really matters to your current staff and to potential employees
- What you can implement today at zero cost to your company
- Which best practices will help your firm in the current labor market
- How to consider work-life balance issues that matter most to employees

Learning objectives:

- Uncover novel approaches and sources for finding talent
- Learn how to write an effective job posting
- Learn new ways of communicating with the emerging workforce
- Discover the importance of keeping a pulse on your firm's organizational health
- Understand how to develop career paths that attract and satisfy a diverse workforce

For more information, email jennifer.rosa@nist.gov.

[Register](#)

Simply CYBER

with Jennifer Kurtz



(vol 47)

LEAST PRIVILEGE: TAKING RESPONSIBILITY

Every privilege comes with a responsibility. If you don't take the responsibility, you will lose the privilege.

—Sadhguru

As an observer of cybersecurity practices (and former corporate IT manager), I can only say “if only.”

Taking away privileges is one of the toughest management decisions, whether one is managing pushback from a child (“all my friends are on TikTok and I need my phone for homework”), an aging parent (“I am not a terrible driver and don’t care if I die”), or a staff member (“I’ve always been able to download any software that might be useful”). And yet following the “least privilege principle” is a low-cost practice that, in essence, promotes a certain economy of information access: use, take, collect, only what you need to fulfill your job. The objective is to make sure everyone has the right tools to get their work done.

A minimalist approach to information—and data—access reduces the cost of protection; there is no need to protect what you don’t collect. It reduces the cost of incident response. Exposure is limited when individuals and systems are “out of play” as attack points. It strengthens controls based on technology, policy, and people. It helps mitigate a huge organizational and personal security risk: misappropriation of permissions.

Such misappropriation can lead to information compromise by both internal and external individuals (or systems) whether trusted or not. The mechanisms underlying least privilege weave through multiple security control families contained in NIST SP 800-171r2 [\[1\]](#).

Enabling these mechanisms requires a solid understanding of how proprietary information flows through an organization, as well as the roles/responsibilities of individuals handling that information. Mapping this information flow and identifying legitimate job requirements can reveal organizational assumptions of trust that contradict the actual condition of trust.

How does “least privilege” work in the real world? (...)

[Read Full Article](#)



Insights from the National Perspective

In addition to Chairing the Colorado Advanced Manufacturing Association (CAMA), I am privileged to serve on the Executive Board for the National Association of Manufacturers (NAM). The NAM consists of some of the largest manufacturers in the US and small manufacturers like me. We spent two days discussing the challenges facing the manufacturing sector.

I thought you might benefit from some of the critical takeaways from this meeting which I have outlined below.

- Workforce shortages will remain for the foreseeable future— possibly 3-5 years.
- The Russian threat is not going to stop in Ukraine. It will affect the world (and already has) for months, if not years to come.
- On a related note, Cyber-attacks are going to increase. However, Cyber security is in our hands. Responding to suspicious emails or emails that “look like” the real thing are the number one reason for security breaches. Our customers are concerned about our firewalls and breaches as much or more than we are. **“We are from the government, and we are here to help.”** A government agency (www.cisa.gov) was created entirely to assist and protect the USA, particularly businesses. They have information for us, and we can alert them when we have had cyber security issues and breaches.
- Fill your gas tanks and keep them full. There will be shortages, and gasoline is projected to go to \$8 and above in some areas. Electric vehicles only cannot solve the problem. We need gas and oil to create electricity. Electricity cannot be stored. It would take two football fields of non-destructible batteries to hold enough power for a city less than one mile by one mile for ONE day.
- COVID is not over. As I write this, more than 90 million people are in a shelter-in-place lockdown as a subvariant of Omicron, known as BA2, is sweeping across China. Stay safe. Do what you can do to keep yourself and your family healthy.
- The manufacturing sector is flat to trending downward. Inflation gives a rosy appearance if we look at sales in dollars, but the double edge sword of inflation is cutting deeply into margins.

Contact Mark



Survey for SMMs: Help Shape the Future

A team of West Virginia University researchers conducting a survey about the real needs and issues of small and medium-sized manufacturers (SMMs) needs your help. The team is learning about SMMs' understanding of specific manufacturing technology and how it impacts their businesses.

The survey takes less than 10 minutes to complete and all input will help focus the team's research. No personal information is collected for the survey and there will be no follow-up communications from the researchers.

As an incentive, after the survey, the first 20 respondents can fill out a separate form to receive a free polo or sweatshirt! For more information, contact Makenzie Keepers at mk0004@mix.wvu.edu.

[Take the Survey](#)



10 Signs Your Manufacturing Website is out of date

Important Factors in Implementing an Effective HACCP

It used to be that simply having a website would set you apart from the competition. You could create a handful of pages, add a little background about the company, sprinkle in some images, set it, and forget it.

But today's world is more digitally connected than ever and if you want your website to be a lead generator, it requires a lot more upkeep—because today, users expect more. Thus, manufacturers and industrial companies are investing in website efforts because it is proven as a key driver of new business and the centerpiece of growth and [digital marketing efforts](#).

If you're worried that your website isn't hitting the mark, check read below for ten easy ways to determine if your site needs an upgrade.

[Read Full Article](#)

