

April 20, 2020 - 2:00pm ET
Georgia Manufacturers Alliance - Task Force

Host: Jason Moss, Founder and Executive Director GMA

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TIP: www.buyfromgeorgia.com - another GMA website!

Welcome by Jason Moss - Today's topic is Manufacturing Task Force

This is our fourth Task Force call. Our goal is to rally resources and available tools in the State of Georgia to combat the Corona COVID-19 virus, whether it be materials, supplies, resources, labor or creativity, and to connect industry leaders to share best practices. The purpose and mission is to find out how we can work together to win this battle. The Georgia State government is overloaded already but we as the Georgia Manufacturers can bring a lot to the table as well.

GMA is considered an essential business in the area of providing essential news. Please register online for these calls so we can send you the show notes as well as any other resources and links. For participant contact information, see member directory at GMA website.

Product "needs list" - Georgia Department of Economic Development:

Approximately two weeks ago, Bert Brantley, COO, was on our Task Force call and we asked him for a top 10 most needed products list. If GA entities needed supplies, we as representatives of GA manufacturing, wanted to make sure we can *supply Georgians by Georgians!*

Ashley Vernon who works with Bert, emailed me the following link late last week. Make sure to read it and check out the links provided therein:

<https://mailchi.mp/georgia/thank-you-for-your-offer-to-help-georgia-fight-covid-1430304?e=527659b8cb>

Comment Gene Kim, JX Nippon ANCI: had contacted Bert previously and received the same response. It is not a State of Georgia marketplace. It aggregates people who can supply materials or products to fight the Coronavirus, it goes through the marketplace, if there are no real takers then it goes to Amazon, as I understand it.

Jason, regarding the link, at first glance, it seems to suggest:

1. Amazon marketplace
2. Get with local hospital suppliers
3. Links to organizations that have items such as masks, there are national organizations links but GMA cannot do that.

Jason asking participants "What are you doing?"

Kim Falkenhayn, Okabashi shoes - GMA member:

Re: Okabashi. This week is the first week we shipped our "buy 1 - give 1" orders listed on our ecommerce site. When someone buys 1 pair of shoes, we'll donate 1 pair. Shoes are not a necessity item for health care workers but we received a lot of great messages from buyers for recipients. It was heartwarming to see this positive response - a great Monday for me!

Even though flip flops are not essential, when you walk through Costco or your grocery store, your feet are touching everything so have a designated pair of shoes for shopping or wash your shoes, otherwise you are tracking into your house. Okabashi flip flops can be fully sanitized, wash machine and even dishwasher safe!!!

Re: Masks - we are seeing volatility concerns in getting masks into the USA, it is a struggle to get international freight here. Connecting KN95 masks to the first responders and hospitals is a struggle. International air freight relies on passengers, freight has been bumped off flights.

LD DeKatch, Fast Signs, Snellville - GMA member:

We are still making masks, face shields, they are not protecting healthcare workers but still useful. Just donated 15 masks to the oncology ward. We learned that on one floor all the nurses had plenty of masks but on another floor the admin staff had 1 mask per week. Have been making countertop acrylic shields, some with openings for payments; curbside pickup and social distancing signage. A few customers are moving forward with projects, they have time. Staffing agencies are going to be very busy. Husband is a DJ so no events past 6 weeks, all canceled for 1.5 months. His weddings have been rescheduled only 1 cancelled (family England), proms canceled, graduation parties cancelled. Usually in the Fall I never see him.

When people do open, what is a sense of protection they would need? How do you protect DJs when they go back to work? We are trying to figure out solutions for them.

Jason expressed gratitude to businesses giving back!

Mike McShane - McShane Realty Partners

We are looking at facility management (industrial real estate business), looking at wellness which is part of Leed Certification. Distancing machinery, what does it mean as far as a simple space plan? Real estate issues are facility issues. Next planning phase is spacing.

LD: Also room design - space things out, how about events.

Cokkie: yes, event planners may only be able to fit half the people in the same room as last year. What will that do to current contracts, do you have to increase attendee pricing if you can only fit half the people? Same with my son's wedding this October, the venue holds 200, what am I going to do with 100 - which family do we not invite?! It's a mess, but will decide on Plan B closer to the date. I smell a backyard wedding coming up at my house!

Live POLL of GMA call attendees:

- 1. Between now and December 31st, in your marketing efforts or attending, will you attend or show the same number of trade shows: more - less - the same.**

Less - 3

Same - 2

More - 1

- 2. What month do you feel personally comfortable attending or exhibiting a trade show?**

June - 2

June/July - 1

Aug - 2

Oct - 1

JT Taylor, Adhesive and Equipment, GMA member, has been in outside sales for 20 years, how do you go virtual with a new product: **instant disinfecting spray!**

Are introducing a Coronavirus disinfectant spray that dissolves. 5 gal pails, \$55. Working as a distributor for HB Fuller, they have used it for years as a disinfectant for flood zones. Has data sheet. How do I get it into the marketplace? Contacting his key customer via phone, in plant visits are not possible. Prospecting some via LinkedIn but looks forward to the GMA Networking call !!!

Jason showed off the latest issue of Trade Show Executive. Based on statistics: due to trade show changes and cancellations, it is estimated that the U.S. is losing \$145 Billion in sales in Q1 and Q2 this year. So, what are you doing differently in marketing to fill this pitfall? We need new and creative ways to continue business and build relationships. Sign up for the GMA networking call this Wednesday!

Comment Jason Moss:

- We have to watch out for the bullwhip effect of overproduction, for instance the masks right now. What are you going to do with the surplus?
- Let's use these calls to make connections that make sense

Jason loves making connections. Gene Kim, did you connect with my introductions?

- Yes, World Emblem, makes emblems on jackets, hats etc has converted operations to making masks, have a manufacturing plant in Mexico but because of volume have transferred business to the U.S. We received our first purchase order, thank you!
- Also with FSI, see their efforts with medical gowns.
- States are asking for filter materials, for medical front line and secondary products.

Roger Grabman, GMA member: there are engineering trade shows for June and July. Spoke with two legislative offices, they are reconvening in August. Not sure what will happen with those trade shows.

TIP, if you have employees sharing computers, buy each employee their own mouse/keyboard - it's difficult to disinfect a keyboard! Yes, I have dedicated shoes and clothes

Jason: www.buyfromgeorgia.com - another GMA website!

Amy Pierson: national account manager for a security company. We are doing lots of training right now. Also checking into thermal cameras for thermal imaging of employees, to take their temperature, but the question is how fast can that be done? For instance when shifts change, how do you quickly test 200 employees? Our business has dried up, no prospects.

Jason: Peachtree Tents and Events, GMA member is offering discounts to anyone referred by GMA. They had to shift their mindset to provide tents for employee pre-screening and outdoor breakrooms for social distancing.

Debbie Smith, College Administrator, Southern California. Works with a large manufacturer association in Southern California. How can we collaborate, is there synergy? We have approximately 4000 manufacturers in our county. We will be hit hard, some are very busy, some are not. Jason welcomed Debbie, glad you found us and are on the call. You can find recordings of our previous calls from the past 6 weeks on our website - News - MFG News Network

Jason: What was your favorite part of this call?

Brittany: loved the washable flip flops information!

LD: shoes that are dishwasher safe? Would love to see my husband's face when he opens the dishwasher. Thank you Jason for all the events you continue to do, to make connections!

Kim: Injection of positivity on a Monday!

JT Taylor: the power of the internet so that Debbie from SoCal can attend! Really looking forward to Wednesday. Jason, you are always evolving!

Roger: connecting, sharing ideas.

Cokkie: Kim/Okabashi's commitment to Corporate Social Responsibility. It is what the young execs are looking for: work/life balance and solid CSR. Great example, Kim!

Heather: hearing from Okabashi and LD what they are doing for healthcare.

Debbie: to see what you are doing in GA. You are inspirational. Community colleges are using 3D printers to make face masks here in SCal. Notto over saturate, our college makes ear

guards. Our college does industrial mechanical training, had to be quick on our feet, go remote to train students. Here to learn as much as I can.

Ami Pierson: this is a new form of a virtual hug. Learning about challenges. Will ask Regional Director to join GMA so I can participate on Wednesday. You seem to be a good connected group.

Comment Jason: 2019 hosted 120 events, including plant tours, 3500 members participated.

Gene Kim: This is a reminder of how social we are. Now I know how my 16 yr daughter feels when she is not allowed her phone! We may need to continue this virtual call, it is very informative, more so than in person. Comment Jason: 2 mos ago: no webinars to 100% virtual overnight = brutal transition but now some of this will stay - now we can reach people nationwide.

Any Pierson - SNL mimicked a teen's first virtual phone call. Very funny!

Closing remarks Jason:

Share your favorite part of today on our LinkedIn page!

Next week the Task Force call will be Tuesday at 10am....