

April 20, 2020 - 10:00am ET
Georgia Manufacturers Alliance - Town Hall

Host: Jason Moss, Founder and Executive Director GMA

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Welcome by Jason Moss - Today's topic is Manufacturing Town Hall

Today we will focus on the current state of manufacturing and how companies are dealing with the Coronavirus crisis. Even though the world is changing, GMA's mission is the same, only the tools have changed to all digital. Check our new schedule for upcoming events on our website! These calls are designed for manufacturers and for those who support the manufacturing industry throughout Georgia.

All calls are via Zoom and lasts approximately one hour. Please register online so you can get the links to the calls, any resources discussed on the call, and its show notes.

NEWS:

We are hosting this call to get you up to date on what happened last week as it relates to Manufacturing and the Coronavirus. What are you doing as preparation for the re-launch. Governor Kemp is hosting a call at 4pm today. Originally it was forecasted that GA would hit its peak around April 26 but now, looking at different models it looks like we have already passed our peak, but reality is nobody knows for sure!

NEXT week - change in call schedule and format!

Monday - Thursday at 10am

New formats: Tuesday 10am Task Force; Wednesday Virtual Networking limit to 30 GMA members

Friday - 4pm, Fun Friday

Regarding Wednesday's Virtual Networking call:

As an association we provide best practices, we connect our members to new suppliers/vendors and new customers. GMA is not a leads group but manufacturers need good support people in order to thrive. This call is for members only, a B2B call, 30 people max with 50/50 manufacturers and suppliers. Tell us in 2 minutes who you are, what you do. Once slots fill, we may do more calls.

This Thursday's Recover Roundtable call:

What are you doing to get your business back up to speed. We give you tools, other events etc to grow your sales and make the right connection with service providers. The more information you have, the quicker everyone can recover. Let's put a game plan together, share best practices, be as productive as possible right now for recovery. Everyone sells to somebody!!! What is a new normal?

***** Josh LeBarre, Sonnen Inc.**

Director of Manufacturing for Sonnen Inc, Tucker, GA. We manufacture energy storage systems for residential use. Battery system in your home, takes power from the grid or solar. It provides for home automation usage with integrated devices such as Google Nest, etc.

- Sonnen Inc in business for 5 years. Sonnen Global in Germany, in business for 10 years. Recently acquired by Shell's new energy division. GMA toured our plant about a year ago.
- We don't manufacture the batteries, we integrate them into other products, coupled with a superior software package to help it do autonomous operations for the homeowner.

We started preparing for this pandemic in January:

- We expedited shipments and also stocked up due to anticipated Chinese New Year which always slows down shipments.
- We capitalized on already developed partnerships. We worked with our supply base. We engaged in open conversations about how we are going to pull together. Suppliers in China, Germany, Japan and Italy

Change in our operations:

- Past six weeks, modified work schedule. Some teams working from home, some teams such as supply chain, planning, sales operations, engineering are alternating routines. Production and warehousing come in every day.
- Some drastic changes on the production floor as social distancing was not possible. Changed the layout to keep our employees safe.

What's next:

- How to bring our employees back who have been working from home for so long. Need to incorporate time for commuting again.
- Current employees who are coming in without traffic need to add more commuting time due to increased traffic again.
- Our supply chain will take longer due to crowded roads again.
- What is our contingency plan when we return to a normal routine as a manufacturer.

Jason: what is happening with your international supply chain?

- Batteries from China are being shipped monthly.
- We stocked up end December in anticipation of Chinese New Year, glad we did!
- We are slowly recovering and in constant communication with our supply chain
- Daily phone calls with China, either here at 2am or there at 2am!

Mike Fisher: do you have any decline or cancelled orders on the sales side?

- Yes, but we are looking on a monthly basis. Our sales team is actively engaged with our customer to keep relationships
- No real cancellations, just postponing deliveries so expect a crazy Q3 and Q4.

Another side of our business are virtual power plants. For instance, a 600 unit apartment complex in Utah, each has a Sonnen unit, to offset demand on utilities. Those projects are still moving forward. Take for instance, the 3Q19 fires in California, citizens need to be resilient and are looking into Sonnen. Most everybody after a disaster make items such as paying off credit card debt a priority. During this Coronavirus crisis, people are cautious but will not be hindered by doing their normal business.

***** Mike Fisher, Terracon:**

Terracon is an engineering and environmental services company nationwide. We remain very busy, we are an essential business because we work in the telecommunications industry which is on the security side of businesses in the United States. We have been a GMA member for two years. Jason, thanks for hosting these great calls!

- Our executive leadership early on chose to encourage employees to work from home
- We already had the technology and capability in place, it was a seamless transition.
- Corporate communication to employees is excellent. We get daily downloads from executives and safety team on what to expect, and how to conduct when we are in the field
- Industrial hygiene services has dropped off some, until this crisis ends
- This is to best time for companies to invest in industrial hygiene but companies are protecting their cash flow
- We have a very strong safety program and have been given plenty PPE when do onsite visits

Traffic: relating to Josh' comment about less traffic on the roads right now. We do real time vehicle monitoring and everyone's driving score has improved! Nobody wants to end up in the ER at this time.

Comment Jason regarding trade shows and non-essential business ramping back up:

- Due to the Coronavirus crisis and its challenges, the trade show industry has seen a big hit.
- Modex was the last major trade show in Atlanta
- Based on statistics: due to trade show changes and cancellations, it is estimated that the U.S. is losing \$145Billion in sales in Q1 and Q2 this year.

Mike: we signed up for a few but are in limbo. We love GMA's annual Summit. We also attend the GA Environmental Conference in late August and the May Georgia Economic Development Association Spring Workshop, both in Jekyll Island but not sure what's happening. If trade shows are cancelled we will need to find other opportunities to showcase our company. Marketing and Business Development make that call.

Josh: we are focusing on online efforts. We have an online certification process. Individuals buy Sonnen and need to have it installed in their homes. We have partners who do the electrical and solar installs. We vet these partners because Sonnen is a trusted brand. Now we are implementing a certification test after someone takes the installation training. When sales ramp up again we'll have enough leads to distribute!

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 - 6

Same - 10

More - 2

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

May - 4

June - 1

June/July - 3

July - 3

Sept - 2

Oct - 2

Q3/Q4 - 1

Q4 - 1

No answer - 1

While waiting for the poll results to come in, Cokkie Eaker read some statistics from the GMID virtual event, which had over 15,000 event planners worldwide attending last week. Cokkie used to be in operations for a manufacturer in Chicago, then switched careers to events, and while being out of work, teamed up with Jason and his staff at GMA!

GMID Question 1: When is the earliest event you'll plan or attend?

6200 answers: 27% September, 16% August, 15% June, 14% July, 11% October, etc

GMID Question 2: What type of events after the Coronavirus crisis:

6900 answers: 62% Hybrid events (combo live and virtual)

***** Joy Duncan, CEO of Rehabilitation Industries of Northeast Georgia.**

Manufacturers typically outsource work to us. Due to staff working from home, they have limited capacity, however we have limited staff ourselves, work in 4 hr shifts and we have been able to maintain.

Challenge: how to market? How do we move forward, when is everyone, so we can too. Love these networking calls, and grateful for the business we have.

Josh Lebarre: great session, I couldn't attend all but love them. As business leaders in GA , we need to talk to each other, what is working, how can we take some of it and improve for our own business. Even after the Coronavirus, we need to continue doing more like these. 4pm Gov Kemp call, how do we get back in business.

Closing comment Jason Moss - LinkedIn, YouTube GMA channel and Google reviews:

“smile “ for the camera, post on LinkedIn. Please comment, later this afternoon, this call and the show notes will be posted on the GMA website. Please connect with us, Jason and GMA, follow us

on LinkedIn. Go to our YouTube channel which has tons of data, follow our channel, like it - and on Google, need reviews. Short sentence, whatever, it goes a long way. Let us know we follow your business as well.

“What was your favorite part today”:

HPL: the positive people and think about the future. I do financial services. What don't I need to do anymore? Let's clean out the sales closet and look at adding opportunities that we were not aware of. Once we are back up, it will be full speed ahead.

Todd Evans: same as Henry - who are primary clients, cater to them, be more efficient with your files, lean-up emails, Li connections. Talks to Li now more than ever. Enjoy reconnecting. I'm a marketing and sales guy, an extrovert who needs prayer.

Ryan Carver - how relationship driven my industry is. If not before, you can not build it now. Communication with key customers is big, it will pay off.

Jonnell Carol Minefee: refocus on business, how to expand, look to bring on different verticals (financial). Loves Brittany for text to remind me to get on the call.

Joy: in the beginning we started talking about sanitizing and limiting crews and now recovery. Efficiency will be done somewhat remotely, allow more flexibility to employees. The Coronavirus crisis will impact our future.

Pierre Tanguay: positive change of discussion from the unknown to how to recover. Supply Chain talks. Attended an earlier call today: if we allow ERP to look at our last month data for planning the future, that is not good! What is our outcome? SOP = sales operation planning.

Roger Grabman: remote meetings, its techniques, never done before. In the past recessions, this one has more optimism of getting out and when we coming back. Safety tip for additional isolation: get ea a designated mouse and keyboard for each employee. Night Shift takes it home, dayshift sanitizes the place and inserts theirs.

MacField Young: seeing what is essential versus non essential in manufacturing. My background is big automotive, well they are shut down which is a big surprise. What functions are essential within the business, is amazing. “What is the core” - traveling is a luxury. Energy, internet, food and its supply chain is essential. Eye opener.

Jason Lammers: how much daily interactions with people and ways of doing business have been taken for granted. Cannot reach people, no more walking to their desks to get an answer, is gone now, so thankful for what I had.

Tony at ASAP TEchnologies: we are essential dealing with aerospace and healthcare - am learning a lot working from home. Today: 145\$ billion lost in potential sales due to U.S. trade show canceled or delayed in Q1 and Q2. Lack of trade show access. Aerospace trade show in early December.

Cokkie: LinkedIn, I am getting more traction because more people are active on it nowadays.

Heather: was guilty of doom/gloom but have evolved in not being so scared.

Brittany: how GMA, building a family, we're in this together - we are all leaning on each other.

Jason: thankful to be part of all of you.

Josh: we get so caught up in our daily lives, everyone is coming closer together in understanding what is going to work, communicating more with other departments. Making lemonade out of lemons. What works, transfer all that information to the aftermath of this crisis.

Jason, remember: Google and Youtube. Let us know how we can help, we're here to commit to your success!