

April 27, 2020 - 10:00am ET

Georgia Manufacturers Alliance - Town Hall

Jason Moss, Founder and Executive Director GMA, host

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About GMA:

Even though the world is changing, GMA's mission is the same, only the tools have changed to all digital. 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.

This week - change in call schedule and format!

Monday - 10am, Town Hall

Tuesday - 10am, Task Force

Wednesday - 10am, Virtual Networking limit to 30 GMA members

Thursday - 10am, Round table

Friday - 4pm, Fun Friday

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

The past six weeks we were sharing Best Practices during a "new normal" with a mandatory Shelter In Place order, however now that Governor Kemp has started to reopen GA for business again in a limited way, companies have to adjust to another "new normal" by implementing mandatory pandemic preventative measures such as PPE and social distancing.

We are seeing challenges as well as opportunities. Every company needs to assess their level of risk for reopening considering their employees' safety as well as safety for their customers and supply chain. Officially, if you are manufacturing a product you were deemed an essential business.

On May 4, KIA will be going back to producing cars again on a limited basis. The manufacturing supply chain servicing the automotive industry will be positively impacted by this.

TIPS:

1. Sloan, hired a professional safety firm for employees to ask questions anonymously
2. Sloan, look for buying opportunities
3. Tom: digitize your supply chain! Your competitors are.
4. Tom: supply chain risk analysis
5. Jason Lammers: digitizing on YouTube as alternate to trade show presence

Sloan MacKarvich - TieDown metal fabrication, GMA member

We service the transportation and agriculture industries among many with 70,000 different products in 8 facilities. Everything has been affected.

- Some businesses closed for their suppliers to catch up, but TieDown has been open the entire time. Last week was tough, but we are doing what we can to make employees feel safe to come to work.
- We also see possible opportunities, how can we support new normal - so much geared into the hygiene space. Wash hands frequently - 1 wash station, 1 break area - now mobile wash station. Behaviors need to change, permanently.
- This is also a great time to buy raw material supply such as plastics, those suppliers need to find an outlet because automotive is closed. You can get some great deals.

Jason: status, what happened to the active Corona case?

- We quarantined that entire department. All the employees from that department eventually tested negative. So all is good. It did not get out of control.

TIP: We implemented a professional safety firm. We implemented an anonymous hotline for our employees to reach out to the dedicated safety professional instead of management which is a big help, worth every penny.

Jason: how about forecasting?

- Sadly, we were on target hitting the reduced numbers for March and April, about a 40% drop, and we expect a 50% drop into May.

Jason: how about your marketing efforts?

- We are not doing trade shows right now. Fortunately, most were at the beginning of the year so at least we got some in. September is a big month, the solar power show is big for us, not sure what to do yet.
- Lots of digital media: Constant Contact, emailing. It's a great time to buy advertising space, you can get 50% concessions, either obtain their contact list or the like.

Jason: do you have any recommendations regarding a game plan for balance of the year for manufacturers bringing their systems back up?

- Communication is #1 by far. Whether with employees, suppliers, end users, customers; good communication is key, inspiration is important.
- #2 = enforce hygiene and social distancing. You may have to be a pest but employees tend to go back to old behaviors, but strict enforcement may be the reason why we don't have any cases here. Perhaps employees feel safer at work than anywhere else!
- We came up with permanent walking signs/lines. Flags that say - every 6ft - "stop here". We try to do as much as we can.
- Maintain a positive mindset!

Comments Jason Moss: Engineers are trained to figure out “how it wont work”, on the flip side, there are others who only think how it will work, watch those two types of people interact! Thanks for keeping new ideas flowing and letting us know. TieDown has tons of patents, always looking for new ways.

Tom Valentine - Logistics, Supply Chain, Freight

Manufacturers are affected upstream and downstream.

- Freight: trucks are still out there but you have to have freight to move. Rates are down because there are more trucks out there. Customers are still looking to do things differently.

TIP: Digital supply chain in transportation, inventory, sales orders; no more spreadsheets, technology is out there and affordable. All competitors are digitizing their supply chain, for real time visibility. Whether supply chain or distribution side, need to digitalize.

- LeanCor: Robert Marchenko, keynote speaker for key supply chain conferences. We are working on a supply chain risk analysis, talking to companies, looking at their methodical process. We do a current state analysis of your supply chain, what are your risks for the next pandemic? Jason is working on something like that with Justin Hughes, will connect Tom with Justin after this call.

Ille van Engelen - VDL Industries, GMA member

We are still manufacturing, few employees from the office will return next week. Employees are in separate offices, and we only have 5-7 employees at one time in our break room, we have our guard up. I'm the sales manager, we are slow with new business. I'm being respectful of other companies, not being too pushy.

Pierre Tanguay - Wheelabrator, GMA member

- Last year our company spent about \$750,000 to switch from cubicles to an open environment, now everyone wants partitions, it may be the new normal. How do we protect employees who HAVE to sit next to each other?
- We have few cancelled orders. The aftermarket is based on usage, we make equipment that tears itself up from inside/out, is down 25%. Capital equipment is holding up well.

Mike McShane:

We received a facility management email regarding:

1. Well
2. Fitness

It originated from the office industry - certifications on how to get/keep employees to better health in their environment, from office to factory floor. Program teaches that criteria.

Jason Lammers - Grenzebach, GMA member

www.grenzebach.com Our YouTube channel is:

<https://www.youtube.com/user/TheGrenzebachGroup>

- We decided to still work from home. Shop floor workers are still doing well, business as usual, just 6ft apart, it is not affecting the way we work.

- Sales: any building material related sales has been down. Projects not cancelled, but put on hold, some indefinite. Before the pandemic hit we were shifting focus to interim logistics market = retail and commercial which we expect to launch 6-8 months from now
- Trade Shows: one was moved from March to end June in ATL. We have cancelled most onsite trade shows for the rest of 2020, but going digital.
- Digital trade show: for LogiMat Europe, Hamburg/Germany we are filming for Youtube. Will be recording parts of our manufacturing process from machining to assembly.

Hadden: We will get back to new normal in May.

Cokkie Eaker: One of our local grocery stores has instituted one-way isles. I was shopping just before closing, the only one in the store, and broke the rules, oh no!

Roger Grabman: warehouse and manufacturing space will be more expensive. Regarding cubicles: air circulation is still a problem - how about plastic curtains for when you need it or localized air cleaners in each cubicle. Atlanta Build Expo trade show still at Cobb Galleria July 15-16.

Michele Murphy: How do you add items to www.buyfromga.com? Email support@georgiamanufacturing.com, but make sure it is really made in GA, double check it. If consumers buy USA, the supply/demand will change in our favor.

Brian Weber: is doing lots of content writing. Right now, if you have time, build up content whether B2B or B2C.

Heather: Nice to be back!

Brittany: Nice to be back, but not comfy in this chair, need to get my spot back!

Comments Jason Moss:

Buy Local - www.buyfromga.com

GMA has scoured Amazon for products Made In Georgia. You can find Made In Georgia products on this website. Once you click on an item, you will be directed to Amazon for fulfillment. By starting at this website, Amazon pays GMA for advertising and that money will be used to support Georgia Manufacturers. For instance, Duracell does not see the value of GMA membership, but once we show how many orders are bought through GMA to promote local business they will see the value of membership.

Thank you all for attending!

(note from Cokkie: I had to take a phone call unexpectedly at 10:56am so I don't have the closing notes. Please listen to the recording for the end of the call.)