

**April 30, 2020 - 10:00am ET**

**Georgia Manufacturers Alliance News Network Roundtable: Relaunching your business!**

Host: Jason Moss, Founder and Executive Director GMA

Guest: Holly Gotfredson, American Metalcraft, GMA Member

Pre Registered participants, alphabetically by first name:

Cokkie Eaker, unofficial GMA scribe

Doug Waterman, Quality Consulting Group

Hadden, Dept of Defense staffing

Holly Gotfredson, American Metalcraft

Joshua Sheppard, Sentry Pest Control

Justin Hughes, Dieselgrid

LD DeKatch, Fastsigns Snellville

Michele Murphy, Benefit Resources

Mike McShane, commercial real estate

Neil Gallien, Abatix

Pierre Tanguay, Wheelabrator

Ryan Carver, Clear Choice

Scott Duma, partner Taylor English Duma - GMA Sponsor

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**Welcome by Jason- Today's topic is Reopening, what are your plans?**

Today's call will be focused on reopening your business again.

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GMA was founded in 2008, in challenging economic times, we were having to figure out how to do things differently. First, teaching manufacturers how to do elevator speeches, they were not used to that! We are in different times right now but at the same time very similar, you can play to win or play not to lose. Today is a relaunch/retool call with the mindset to share Best Practices. Let us know your wins or brutal failures, let us know, share for someone else's benefit.

**Introducing to Holly Gotfredson, President of American Metalcraft**, a great friend and GMA supporter.

American Metalcraft manufactures architectural products made out of metal, our sister company is Finishing Dynamics that finishes our products in standard or custom colors. Products such as metal panel systems, rain screens, sunshades, floor stands, column covers etc. We service companies from casinos to hospitals to hotels and corporate headquarters. The company was started in 1986 by my father in law.

- We are considered an essential business so we continue production during COVID.
- The entire front office was working remotely within 3 days
- This included office staff, account managers and project management
- Technology has allowed all of us to work from home, which is great.
- Use Microsoft Team for the office
- I work more on the financial and accounting side and have used the Cloud for about 5 years so no changes there.
- Production: delays in some projects, others are escalated
- We continue to take orders.
- We follow CDC guidelines in our production facility, it has slowed us down somewhat but we want our employees to be and feel safe.
- No active cases at American Metal Crafts

Jason: remote office back in soon?

- Right now cautiously optimistic to make sure production is as safe as possible. Remote office will continue through the end of May then we'll assess. We have the tools.

Jason: today Governor Kemp will decide to extend SIP for GA or not. What are your next steps?

- In the last 4-8 weeks, suppliers and customers have had some layoffs, the pandemic has affected them. Long term, not sure. Right now, orders, quotes, projects proceeding as normal. Mix view on the future projects. Economy will see growth in 5-6 months, this will help everyone to move forward. Our customers are architects, builders and planners.

Jason: Some companies are not expecting to come back, what are you seeing?

- Construction is essential but companies are cautious. Most have taken advantage of the CARES Act but if this continues for 12 months, some will be affected.

Comments Jason: GMA advisors recommended to apply for PPP since we dont know when this is going to end, you can only serve your community when you stay in business. Take advantage of resources that are available! Holly, thanks for being part of the call.

**Questions for Holly:**

**Cokkie:** 1) what safety measures have you implemented on the floor, what worked and what did you have to tweak? 2) are you doing any trade shows?

Answer: Our business already had PPE in place such as face masks, safety glasses - paint: tyvek suits so not much change there. In the welding and packing departments, we had to reconfigure those areas to reduce the number of people. With the front office working remotely, we reduced exposure. We also asked our employees to minimize trips outside of work. No concrete data to report effectiveness but we do not have any positive cases so that is good! Regarding trade shows: we have one at the end of November and hopefully we can participate in that. The AIA hosts a large Las Vegas convention, they will be doing that virtual.

**Comments participants:**

**Doug Waterman:** Need to rethink office space expansion, coupled with retail vacancy, from 5% to 45% vacancy projected. Either great opportunity for commercial real estate, if you want to take that chance.

**Pierre Tanguay:** Consider the density of personnel - if previously 100 employees in a space and now you can only fit 50, you need more space!

Jason: factories are staggering shifts. Nationally the President is not expanding mandatory social distancing, it is up to the States.

Re: September 15 GMA Summit. Will be offering virtual attendance.

**New proposed GMA initiative with Justin Hughes/Dieselgrid:**

A certification process for basic procedures, a Code of Conduct, in all areas of the supply chain to prevent or minimize pandemic contamination.

Comments Justin and Jason:

Justin Hughes sees a lot because they deliver freight in the metro Atlanta area. Conclusions:

1. If you lose suppliers or vendors, you are shut down
2. Let's be self-sufficient in the State of Georgia and depend on each other
3. Renewable resources are part of that.

This pandemic reduced connectivity. We have "Known shipments", shipments which are trusted that be safe. Now apply that concept to all aspects to our business: HR and Finance. All providers being safe and secure. For instance, if Walmart is infected, we wont deliver.

Jason:

- Need to form committees to observe each point of the Supply Chain and establish a Code of Conduct
- GMA can become the certifying body for all steps to verify companies who are actively following CDC guidelines
- For instance, when you need to retool to service the supply chain, you need to implement the top 20 items and abide by policies that will be enforced.
- Sticker in the window "Certified Safe GMA partners" so suppliers feel good and safe to enter that facility to deliver or pick up goods.
- Not to add burden, but rather add confidence

**Question to the participants by Jason:**

Are you interested in exploring this in a more engaged conversation? What does it look like for each part of the supply chain? Is there a demand for it, do you want a voice to lay out those guidelines? Build a relaunch/retool committee to get a certification.

**The following call participants indicated they wanted to help/get involved with this project:**

LD DeKatch, Cokkie Eaker, Philip Braton Jr, Pierre Tanguay, Doug Waterman, Mike McShane, Hadden, Ryuan Carver, Scott Duma

**IT'S SURVEY TIME....!!!**

1. How has the Coronavirus impacted your overall business?
  - a. 73% lost revenue
  - b. 20% increased revenue
  - c. 7% no change in revenue
2. Employee Count:
  - a. 67% Stayed the same
  - b. 33% Decrease
  - c. 0% increase
3. What changes have been made to your overall company work schedule (multiple choice)
  - a. 47% no change
  - b. 20% Increased hours
  - c. 20% Modified shifts
  - d. 13% Reduced hours
4. When will you be comfortable to attend or exhibit at an industry trade show?
  - a. 33% unsure
  - b. 20% June
  - c. 20% September
  - d. 13% August
  - e. 7% July
  - f. 7% October
  - g. 0% May
5. What is the status of business travel for your company?
  - a. 53% Essential travel only, starting soon
  - b. 27% Regular travel, starting soon
  - c. 20% Emergency only
  - d. 0% All travel canceled through 2020

(Comment Cokkie: would have like to see "No Decision yet" or "unsure" option)

6. What marketing tools will you use for the balance of 2020 (multiple choice)

- a. 100% networking
- b. 87% social media
- c. 47% print media
- d. 40% Live events (trade shows)
- e. 7% radio
- f. 0% television
- g. 0% no marketing spend for 2020

**Closing comments Jason Moss:**

Please share your favorite part of this call on our Li post.

**Some of call participants' favorite parts were:**

Holly's insights

Hear about wins/losses

Learning about new suppliers, doing business with each other.

New insights about office space

Supply chain understanding and validation for small business sounds like a good plan, a simple checklist would be great. These standards will be here for a while.