

May 21, 2020 - 10:00am ET

Georgia Manufacturers Alliance News Network Roundtable: Relaunching your business!

Hosted by Jason Moss, Founder and Executive Director GMA

Call participants, alphabetically by first name:

- **Andrea Davidson**, Speartek
770-674-3900, xt 104, adavidson@speartek.com
- **Brian Marshall**, Dieselgrid
916-904-4791, brianmarshall@dieselgrid.com
- **Cassie Nettles**, Ad Victoriam Solutions
770-362-7262, Cassie.Nettles@advictoriamsolutions.com
- **Cokkie Eaker**, GMA scribe, Peerless Performance, incentive programs.
847-682-7656, cokkieworks@gmail.com or cokkie@peerlessperformance.net
- **Henry Levine**, HPL Consulting
770-366-6974, henry@hplconsultingllc.com
- **Ille Van Engelen**, VDL Industries
804-426-7897, i.van.engelen@vdlindustriesga.com
- **Joe Paolini**, Bobby Dodd Institute
678-365-0071, joe.paolini@bobbydodd.org
- **Joy Duncan**, Rehabilitation Industries of Northeast Georgia
404-502-1333, joy@rehabindustries.org
- **JT Taylor**, Adhesive and Equipment
770-873-0584, jtaylor@adhesive-equipment.com
- **LD DeKatch**, Fastsigns Snellville,
678-395-5559, ld.dekatch@fastsigns.com
- **Pierre Tanguay**, Consultant at Wheelabrator,
678-378-0473, pierreltanguay@gmail.com. In transition.
- **Roger Grabman**, Grab Innovations & Services,
770-912-7058, roger@grabinnovations.com
- **Russel Dunlap**, Taylor English Duma LLP
678-336-7131, rdunlap@taylorenghish.com

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

This call is specifically focused on what you are doing to relaunch, supporting each other, and sharing best practices on how to support each other about what works, and what doesn't.

(Note from Cokkie: the next section has been combined with information shared by Jason at the end of the call)

The GMA website has been getting a lot of traction and we are receiving inquiries about the need for new suppliers. In order for the GA manufacturers to be ready to fulfill the next wave of orders, and be ahead of the (unprepared) competition, GMA wants to develop a 90 day COVID-19 business recovery plan. This plan will be crowdsourced with input from GMA members and high level executives of major corporations.

For today's call, we want you to come up with your top 3 priorities that your business will need to do in order to be well prepared when orders are coming in. (Note Cokkie: see chat box entries at end of this document)

Cassie Nettles, we use the Salesforce platform to consolidate with other systems in your company so you have one system

- Most employees work remote
- We are pushing employees away who want to come back to the office
- Full transparency: where revenue is coming from, how long we can stay open, has made employees comfort level really good

LD deKatch: We have had a closed lobby for a while now but have been open for business so we have been practicing new procedures with our customers already.

- We are also retail, we had to communicate with our customers via telephone about what the new procedures are. Lots of signage up front.
- A lot of transparency from our owners about how long we can stay open before looking at foreclosure.
- New cleaning procedures for packages that arrive.
- Also employee morale, stress level has gone up with new procedures. Owners have been constantly checking in to see how they can help.
- We help each other with each other's jobs to alleviate stress.
- If multiple locations, make sure we have consistency - even with customers, so it becomes muscle memory.

- Having been open for the last few months so the new way has become a habit.

Cokkie Eaker: through my involvement with GMA, we have seen business grow. Our goal is to make sure we are ready for growth, looking at our back office to be able to support growth, supply chain etc.

Ille van Engelen: VDL Industries, contract manufacturing. Next 90 days:

- We have postponed the July 8 GMA tour, per HQ in The Netherlands.
- Avoid large groups of employees, lunch breaks etc.

JT Taylor:

- We are actively asking what the procedures of customers and prospects are.
- We need to keep customer equipment running. How do you safely get back into facility to repair or conduct maintenance on equipment in the food industry especially
- Making phone calls as reminders that I'm coming in. 30% do have vendor procedures, 70% do not.
- Personally, I have gloves/masks/disinfectant in the car to make sure others feel comfortable with me.

Comment Jason Moss: Scott from Delta Metals on Monday's call, said that as a manufacturer, they have employees get a doctor's note before they come back to work. This a precaution and trust factor in consideration of others.

Joe Paolini: Jason toured Bobby Dodd Institute last week, a video will be coming out.

- We are a non-profit works who in the adults with disability community
- Need to be safety conscious because of our audience
- Reopening will be slower, now July 1st, probably will be pushed back
- We are well equipped to work from home
- Have expanded work from home for benefit consulting is big
- Developing relationships outside of our core business is important to support our revenue stream.
- WFH will continue, because lots of staff have disabilities and it is safer for them.
- WFH has been more productive and more effective.
- It was important to give technology to some of our staff, we were able to do so with support from grants and the technology community.

Roger Grabman:

- It is important to ask what your customer/client's pain point is. Anxiety! So take steps to reduce the anxiety to show you care.
- Promote my own adaptability of resilience.
- When I do a safety audit, I need to check the appropriate use of PPE. Greatest risk for medical personnel is taking contaminated PPE off, if they remove it incorrectly, it poses a risk. You should have someone watch that process.

Andrea Davidson, SpearTek, a specialized B2B technology ecommerce for manufacturers and distributors. Automated orders, integration etc.

- Going back to the office, but don't have as many safety rules. Some new procedures.
- Most important is communication with coworkers as well as customers, and suppliers

Russ Dunlap, patent attorney at Taylor English.

- This week I received an email from the office manager with a schedule and process for reopening on June 1.
- It is a soft return. We have been able to operate pretty well WFH, already had software and IT in place to make that happen, since March 13. Have paralegals and staff rotating to get back into office.
- Process: good communication from office mgrs, our firm's counsel, some of communication was in form of a survey: who can WFH full time indefinitely, how many want to come to the office 2 days/week, how many HAVE to be in the office in order to get work done?
- Some attorneys will come back full time on June 1
- Most of us want to WFH or go in the office 2 days/week or so
- Communication is also having access to PPE, making the attorneys wear them and how to wear them.
- In public office space, we are required to wear masks and use finger thimble to press buttons on copy machine
- Working with building management to make sure they do what is necessary. Limited entry: when you order food - you go outside to receive the delivery, vendors are not allowed in. Key card entry. This is dictated by building management, not TE
- Most of us will keep WFH.

Jason Moss perspective:

- #1 as an association: be smart, be safe about returning to normal.
- What is the process, what are the guidelines
- Took a break in the mountains, reset, came away with: we in GA, we have a 90 day window of unbelievable, unfair advantage. Our website traffic at GMA in last month has exploded with companies trying to find suppliers. Imagine if you manufacture a tractor, they need bolts. Your bolt supplier in MI - if they are not essential - will not be open. The tractor manufacturer will source a new supply chain. We have to act on this.
- #2 developing a marketing plan. The old marketing plan is not going to work anymore. You need to be crystal clear with your team and within GMA members, on sharing best practices as to what is working! As an assoc exec: the stats, in the USA there has been a \$146 Billion worth of sales that did not happen or will be delayed because of cancelled trade shows. My question for you is, are you ready? Those \$146B has to be back filled somehow. The sales funnel, converting them to customers, that funnel was capped on 3/1. Trade shows are gone, your sales force should look elsewhere, follow up on leads from previous trade shows!!! Use technology, IMTS (tradeshow) is big in Chicago, they do not expect to go live until a vaccine is available!

Theme of 2020 Summit: Leading the way with GMA!

Regarding Governor Kemp's announcement to open up business in GA, like it or not, Georgia was big in the news, the focus was on us and that is why we are getting more website traffic. We need to be bold leaders to move forward safely! Be proactive and be ready to open.

Cokkie:

1. If I'm looking to secure that bolt order from the tractor manufacturer, I don't want to produce a large inventory without a purchase order. However, we need to get our supply chain ready when the big PO comes!

Jason, you have to reach out to customers, ask them, when are you placing this order, and get your processes ready.

2. how do I get the tractor to call ME for the bolt order, and not my competition? How do I find new business without trade shows? Do I check out last year's exhibitors and call them?

Jason: email is last resort. Live phone calls, talk to people, build relationships: how are you doing, how can i help you, what is your process right now? Show empathy. They want relationships and be part of a community. Last year exhibitors who may be your customers - call them!

Closing remarks Jason:

This year's Summit will be hybrid. We will offer a virtual ticket, but it will be the same price as a live ticket. We will have Zoom, as some corporations do not allow any travel until Jan 2021, and want to support us. Looking at the call participants, Ille/VDL are exhibitors, Cassie will be there too and Russel/Taylor English are sponsoring the educational sessions!

Henry Levine: I attended a one-day virtual seminar that was really good, they took advantage of technology and it was great!

Cokkie Eaker: what specifically made it great because, or despite, the technology factor?

Henry Levine:

- The sessions were short, 30 min - 45 min max
- Each break had entertainment: magician, music, joke tellers etc , games like online trivia.

Regarding Zoom, we did a local poker game online for charity, in Zoom we can have different rooms.

Jason Moss:

- We will do that for the GMA Summit as well. Who was the provider for that platform? Henry will provide.
- "The GMA community developed a 90 day business recovery plan" will market this as a free tool for the community.
- Let me know what we can do for you, we are here to serve you.

Copied from Chat:

LD DeKatch FastSigns Snellville :

1. Communicating new procedures to customers and employees (emails, signage, meetings)
2. Employee morale - checking in
3. Consistency

Cassie Nettles :

1. Open Communication and Transparency with Employees.
2. Floor Plan Distancing.
3. Formalized Training on Policy Changes

Cokkie Eaker :

- 1) support teams ready for growth;
- 2) communication for WFH employees with office;
- 3) feedback from the field

Ille van Engelen :

- 1 Maintain distance
- 2 training new procedures
- 3 communication

JT Taylor : Sales

- 1) Communicate with customers to know procedures
- 2) Wear proper PPE
- 3) Continue Social Distancing

Joe Paolini :

- Ensure safety of staff.
- Develop relationships outside of your core business.
- Continue to support remote working environments

Roger Grabman, PE :

- 1-enplace business practices to give clients confidence I can assist them safely
- 2-promote my adaptability and & resilience for the sake of & the benefit of the client
- 3) add infectious considerations and the impact of additional PPE to safety audits.

Andrea :

- 1- Educate and train for new safety procedures
- 2-keep in touch with all your customers and leads
- 3-Re-group with team and go over new ways of doing business and check in

Russell Dunlap :

- 1) Ensure everyone's access to proper PPE and enforce use thereof
- 2) Communicate with clients of office status, including recommended meeting procedures
- 3) Work with building management to ensure procedures are adequate for safety, including access to building to third parties

Brian M. DieselGrid :

- 1) Optimize your consumer contact list (and expand to social media)
- 2) Build stronger personal relationships with customers and suppliers
- 3) Take advantage of low advertising costs

HPL (Henry Levine): : OK. here goes. mktg plan - it's obvious that the way we connect with technology works and supplements very nicely in person visits - so how well is your company's personality expressed on the web - facebook, website, linkedin, twitter, key personal on linkedin. - how can folks who want to talk to you get your attention? suppliers and customers.prospects. - Hey how about employees - not only safety - if they are coming. back to work - are they in serious debt are they worried? do they have a way to take care of children while they are away, do they understand the Secure Act and how they can take advantage of this program? and other programs....

Roger Grabman, PE : Some future trends?

- Shared office equipment, copiers, fax machines, vending machines, coffee makes , etc. will become voice activated and no touch.
- Automatic no touch doors.
- Every worker that uses a shared computer will have their own interchangeable keyboard & mouse.
- Maybe voice controlled forklifts?
- Box dispensing of disposable papers for people to grip handles instead of people touching surfaces.
- Additional restroom technologies.
- HVAC changes to increase air exchanges and less emphasis on energy savings. Localized removal of air from work stations so that it does not spread to nearby workers. Work stations will be equipped with localized air cleaner / sanitizers.
- Reduced needs for office space. Increased demands for houses and apartments with potential for home offices.
- Decentralized & reshoring of manufacturing & distribution.