

**May 28, 2020 - 10:00am ET**

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

**Hosted by Jason Moss**, Founder and Executive Director GMA

All call participants are GMA members, contact information is on GMA website.

-----  
DISCLAIMER: These notes were taken by one of the participants and have not been approved or endorsed by any person or any entity mentioned herein, the Georgia Manufacturing Alliance, or Jason Moss. These notes serve as a helpful tool. It is the responsibility of the reader to confirm the facts. Statements in this report should not be quoted without confirmation by the author. Resources can be found at [www.georgiamanufacturingalliance.com](http://www.georgiamanufacturingalliance.com) via links and documents provided by guests and posted on the GMA website.  
-----

**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. Introduce yourself and what you are seeing in the marketplace, share best practices on relaunch and retooling for continued success.

**Jason Moss:** Visited Lowes at Snellville, the parking lot was full - 1 in 10 were wearing masks. My prediction, if no new influx of hospitalizations in 2 weeks, we'll have a rapid recovery nationwide, with more growth for a long time!

**Joe Paolini, Bobby Dodd Institute**, a non profit to employ people with disabilities. Four different offices: Atlanta, Jonesboro, a call center in College Park and a consulting office in Decatur. Business has been good, custodial is a great revenue source and we have solid contracts that range from yearlong to multi years. GA Tech is one of them. Originally we cleaned 1-2 buildings, now 7-9 buildings, adding approximately 18 employees. With medically fragile employees, we are slower in re-opening our four different buildings.

Hardest part is not knowing reopening rules wherever you go.

Sanitizer business: long term income source with J&S Chemical. Need connection in packaging and commercial bottling world. OSHA packaging requirement, etc.

Jason Moss: go to GMA LinkedIn page and post "we are looking for bottling expertise (not sale)". Cokkie: enter #bottling or #bottlineexpertise in the search bar of LinkedIn and then tag one of the results in GMA's LinkedIn posts.

**Justin Hughes, Dieselgrid**, supply chain transportation Atlanta 150 mile radius. My benchmark is when Mercedes Benz stadium will open up again, hopefully before September 1st. PPP loans only last 8 weeks, so at the end June/beginning July we will see some changes. Our sales have increased somewhat but are not great yet. Huge gatherings will bring the economy back. It all depends on how the virus will respond in large crowds.

**Comment Joe Paolini:** Memorial Day was one of my markers, let's see what the virus markers will be in a few weeks, same as 4th of July, and Disney reopening their parks.

Comment Jason Moss: Our Summit is still a go, we were excited to see new exhibitors and members who we did not know, sign up!

**LD DeKatch, Fastsigns Snellville.** We are doing a lot of Covid signage, and have a catalog, see link: <https://p.widencdn.net/r2qlw8/COVID-Sign-Guide>

With everyone out and about again, it will be interesting to see if the virus returns. Signage is an important communication tool, but there will always be a level of uncertainty how people will respond.

**LD to Justin:** if you have a video of guidelines to send as an email ahead of your deliveries, it would be another way of communicating.

Justin to LD: we are making a video as action items. We have a location, action items and a script. Once it is done, it will be uploaded on the GMA website.

Roger Grabman: do a close caption because it will affect the search results.

Roger to LD: can you brand partition? Yes!

**Ille van Engelen, VDL Industries,** we are getting new machinery in, we are busy with companies who are still running full speed. We do Food Truck Friday to keep spirits up. I hope people use common sense so we can reopen faster and the economy will recover faster. More business will be coming to the US instead of going to China.

We make sure people take breaks at different times, also flexible hours. Most office people have their own office. The rule is that when you feel sick, just stay home, it wont affect your sick days. We have visitors wear a mask, inside our company masks are optional. Front desk wears a mask as she deals with deliveries. Team leaders wear a mask, besides that we make sure we stay 6ft apart. We supply masks and hand sanitizing bottles for those who need it.

Comment Jason Moss: our website is exploding with new visits from people out of state. Make sure your company profile clearly states what you do and the services you provide. Type in key words. Do a test to make sure your company shows up.

**Michele Murphy, Benefit Resources:** we do life insurance as well so some conversations are personal. Amazingly, even keeled people are now more ready to share their opinions, and are very vocal about it. Lots of places have confusing signs and a mismatch of signage. Nobody is going to read an entire paragraph of text - use bullet points. Standard signage would be good, it is more easily recognizable and the message is clear.

Comment Jason Moss: With clear signage, you have the option to enter the facility or not.

Michele, yes same as the "no smoking" standard signage, a cigarette with a red line through it. Same as Hazmat signage.

LD DeKatch: Fastsigns nationwide is working on standard Covid signage for visual messaging.

**Roger Grabman, Grab Innovations:** I visited a client last week, the rules were that visitors will wear a mask, are screened for temperature, needed to answer 6 questions and was only allowed in per invitation. Previously it required VP approval but that has been eliminated. Some food items are getting more expensive, some people are encouraging themselves to be more afraid.

**Cokkie Eaker, Peerless Performance and GMA scribe:** Incentive programs. I was asked by an event planner whether to host a June 23 (!?) event, they seemed to have a large enough space to allow for social distancing and by the same token, not everyone is ready to attend. You have to start somewhere!

**Peter Chamberlin, Innover Digital :** we help companies understand data better, to analyze things more clearly. One of our customers specifically services pregnant women to care for them so they deliver full term. Hospitals get 300 million for a baby who is born early but very little if the baby is born at full term. So, insurance companies like babies to be delivered full term. We are looking at risk factors. We also help manufacturers with visibility of their inventory. We usually travel a lot, but are now via Zoom. Personally, seeing things getting back to normal, I played golf this weekend. Restaurants are opening, a great sign!

**Closing comment Jason Moss:** we are committed to grow manufacturing in GA and bring the right suppliers and partners in. Need more people on these calls, please invite people for next Monday's call, we'll have great announcements that day. We need more manufacturing insights. Reach out to a couple of manufacturers and invite them to join us next Monday!

**Suggestions:**

Justin Hughes: need to have a list of raw materials available <in GA>.

Cokkie Eaker: perhaps hosts one of the calls at a different time. Joe Paolini seconded that.