

June 1, 2020 - 10:00am ET

Georgia Manufacturers Alliance - Roundtable Town Hall

Host: Jason Moss, Founder and Executive Director GMA

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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, to support each other and share best practices. 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.

Welcome by Jason Moss

Addressing the nationwide and local unrest and protests about Black Lives Matter. Tonight there is a protest in Lawrenceville which affects GMA as we are located in Lawrenceville, but we need to do what we can do to be successful in business, bring people back to work and get the economy rolling again.

Jason's interview with AJC last week:

<https://www.google.com/amp/s/www.ajc.com/business/georgia-manufacturing-shaken-virus-but-so-me-ramp/GpCdY3VLf5YQVS1gwnHGZM/amp.html>

- 70% of workers polled are concerned making ends meet.
- Shipments 7% down in April, 15% down in May from GA Port Authority.

Comment Jason: Common thread among leaders: the power of communication to their teams.

Another AJC article:

<https://www.google.com/amp/s/www.ajc.com/business/economy/month-after-lockdown-end-georgia-economy-still-reopening-slowly/qdxt6ohTPu49Zz85XTfCSP/amp.html>

The biggest jump in GA spending since the lock down has been in:

Participants guesses: home improvement, technology, games, alcohol, toilet paper, essentials in groceries since restaurant spending is down, hand sanitizer, personal grooming.

AJC Result: Clothes! Spending is up but still 30% down from last year.

Comment Jason:

We have an unique opportunity ahead. The workers are looking to leadership in business for guidance. As manufacturing in GA gets rolling again, everything else follows. GA is the leader.

GMA, is working on returning to normal schedule

6/2 - Tuesday, Alpharetta networking, usual time

6/4 - Thursday, Retooling call has been changed from 10am to 3pm

6/5 - First live event for GMA is this Friday! Limit to 20 people, pre-register only. 4-5pm

6/26 - DeNyse Plant tour, registration required.

Targeting July live networking 7/7 and 7/10 if all is clear.

What are you seeing in the marketplace?

Russ Dunlap, Taylor English. Russ focuses on patents and intellectual property.

- Have stayed busy.
- Few clients have new ideas with different virus related matters, ie masks and new ideas for when market picks back up
- Today our office is opening back up. Not a requirement but we are open if you want to go in.
- My customer, Muehler water products, their products and business has not changed
- Another customer, Pratt industries, manufacturer of cardboard boxes/packaging, their business has not changed.

Bruce Siegal, Taylor English: we appreciate your support as well. Works in the intellectual property department but more in trademarks. Lots of sports related, but corporate as well. Seeing an increase in fraudulent requests regarding immediate action with US Trademark Office = scam.

Comment Jason: Taylor English is a big sponsor of GMA, had legal education sessions scheduled this year at Taylor English, look forward to starting that.

JT Taylor, Adhesives and Equipment.

- Doing customer calls inside their facility. Wear masks, sign paperwork. In SC and TN as well, we are putting business on the schedule!
- Auto industry in MI, some manufacturers are rolling products off.

Jason Lammers, Grenzebach Corporation. We manufacture material handling equipment, we do sheet metal. See website.

- Soft opening today, engineering is back. Everyone is getting screened, and needs to wear a mask. Only in your own office can you take your mask off.

LD DeKatch, Fastsigns Snellville:

Covid related signage is online at <https://p.widencdn.net/r2qIw8/COVID-Sign-Guide>. We can modify for the specific needs of your space, and brand items.

- Lot of Covid guideline signage: pick-ups, parking directional signs, HOAs with new pool guidelines. So you can tell which industries are opening back up.

- New business openings, some rebranding as well.
- Did signage for Ryan Carver's sports facility.

Roger Grabman, Grab Innovations, professional engineer specializing in safety/OSHA.

- The savings rate has jumped.
- An alphabet of different anticipated recoveries.
- Scott Sherline coming up with advice regarding control systems
- I spoke with Joe Paolini this morning. I have a contact with used bottling equipment.

Rob Kuehl, Maier American, we manufacture rotary joints and have a repair center here. We supply Coca Cola, Pepsi, Nestle for bottled water, also Clorox, Proctor & Gamble. Our small piece for equipment is crucial, especially for essential businesses so we are essential as well.

- Nobody here had Covid, but family members have.
- WFH is totally new and will extend beyond Covid.
- Our business has taken a small hit, as our customers have taken a hit.
- Expecting to be slower the next 90 days.
- Used to work for Grenzebach about 5 years ago!

Jason: what are you doing about marketing and trade shows through the end of 2020?

- We put all exhibits on hold
- We let the product do the speaking, we don't market a lot.
- We are putting a lot of effort into direct emailing for lots of prospecting.

Jason: new sales opportunities because other states are still in lock down. Our website is exploding with requests from other states, who is manufacturing what?!

Keaton Smith, owner of Country Innovation and Supply, small labeling company.

- Serves the elementary schools
- Prices are coming down in K95 masks, 3 layer masks
- Producing pre-saturated hand sanitizing towelettes
- Turner Properties, bought 200,000 towelettes from us. Easier for them to hand out to individuals than constant company wide sanitizing. Have 20,000 employees.
- Stickers: health stickers for elementary schools.
- How about masks for kids, great for advertisers to put on washable face masks for kids.
- Noticing the trend that companies are evaluating their employees to see how well they persevered during this time. Who are their real drivers.
- We are part of an innovation with baseball training aid, may need Russ and Bruce for patents.

Brian Marshall, DieselGrid. Supply chain trucking company, 150 mile radius Atlanta.

- Visited the GMA office last Friday, loved meeting everyone in person!
- We have new automated technology coming out to communicate driver with factory
- We are thriving

Cokkie Eaker, Peerless Performance, <safety> incentive programs

Seeing a lot of great connections within GMA on these calls. Introductions are being made, business is being conducted. Working on a spreadsheet to record everyone's wants/needs and area of expertise. To be shared on Google Drive.

Ashley Edwards, Insperity, HR Outsourcing

Love hearing the updates from all the companies. We seem to be trending back up with business.

Closing Comments, Jason Moss:

Please register for other events, would love to give everyone a chance to speak and let us know your success stories.