

June 22, 2020 - 10:00am ET

Georgia Manufacturers Alliance - Roundtable Town Hall

Host: Jason Moss, Founder and Executive Director GMA

Attendees:

Andrea Davidson	SpearTek	678*471-4724
Biff Hadden	Retired Colonel	770-615-2455
Brian M	Dieselgrid	
Brian Weber	Link Your Sales Solution	770-362-7262
Cokkie Eaker	OSHA and sales incentive programs	847-682-7656
Henry Levine	Financial Advisor	770-366-6974
Ille Van Engelen	VDL Industries	804-426-7897
John Barrett	RR Donnelley	678-896-7365
Joshua Lebarre	Sonnen	310-853-2404
JT Taylor	Adhesive and Equipment	770-873-0584
Michele Murphy	Benefit Resources	770-680-1741
Mike McShane	Commercial Real Estate	
Pierre Tanguay	Super guy looking for new opportunity	678-378-0473
	MBA, Engineer, Lean 6-Sigma Green Belt	
Roger Grabman	Grabman Innovations	770-912-7058
Ryan Carver	Clear Choice Telephones	404-623-3976
Scott Moseley	EPac	770-265-1337
Shelly Head	Rosenthal & Rosenthal	470-367-1077
William Coakley	KaMin	478-750-5452

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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

How is business recovering/rebounding, what are the updates, manufacturing and supply chain, either one! What I see happening right now:

2020Q1- \$146 billion business lost as a direct result of trade shows not happening in the USA.
2020Q2 is pretty much gone now as well.
2020Q3 is transitioning.
2020Q4 should be a good launch point for new growth

GA Manufacturing Summit is happening, exhibit and attendee fees will be refunded if the Government is canceling it. For now, go ahead buy a ticket, exhibits are filling up faster now.

Introducing: John Barrett, VP RR Donnelley Atlanta, John prints the GMA directory. We are one of 50+ commercial printing companies in the USA, but also have presence overseas.

- Glad May is over, traditionally the softest month, it was brutal this year.
- Most business in travel industry: Delta, Disney Vacations, Marriott hotel chains have dried up. No pick up, but when I traveled to Wisconsin just recently on United, the plane was 80% full.
- Healthcare industry - ANOC annual notice of change, benefit package changes printing, has increased.
- Restaurant business, lot more to-go menus for Waffle House, IHOP, ChickfilA so a little pick up there
- No Covid cases here
- We take temperatures, have masks when in the facility, we do lots cleaning between shift changes, social distancing as much as possible. Most meetings online - Google Hangout - it is a little odd, you don't get the sense of each other.
- Lot of sales people still Working From Home
- So far so good, June is looking better, we are 40-45% better than May.
- We dont do trade show printing, but it is flat. A friend prints bibs for running, that is flat.
- Have seen a pick up after being zero for a few months.
- Most companies market online. We are attacking it as a crisis, reaching out to existing customers, and old customers. Making connections with old relationships.
- You can not just stop by at someone's office, we need to email or hopefully have their cellphone, in order to touch base.

Jason: we are doing more video communication, and short videos for our Summit introductions. Will do more video in emails.

Do you see changes that you made for the pandemic, that are here to stay?

- More of a change in approach. The idea of looking at past accounts was new for us.
- Manufacturing has changed, we obtained certification for the healthcare industry, for example, to be able to print temperature gauges.
- We had to look at different markets.
- My boss suggested obtaining GMP certification because other commercial printers had that certification. Wanted to fill that need for the Atlanta area.

Jason: how about printing books?

The magazine industry has been declining for a while, same for catalogs. We have not seen a revitalization of both. We do both, supply print and a digital version.

Feedback from the field:

Andrea Davidson, SpearTek, B2B Ecommerce specialist, build websites for online purchasing.

Rob Kuehl, Maier America, used to service RRD with Heidelberg printing. Now, trying to increase sales, provide rotary joints components to different industries, a german product.

Shelly Head, Rosenthal & Rosenthal, provide financing to businesses. Asset based or factoring for receivables, etc.

Joshua LeBarre, Sonnen, Dir of Operations, we manufacture battery storage systems for residential use. Just hired someone, we are working towards our new 2020 strategic plan.

Mike McShane, industrial real estate business, what is going to happen when PPP ends. Landlords have major problems, it's a cash flow issue. We are looking at medical equipment, what needs to be next to a hospital - what type of commercial real estate would you need, that is our next niche.

Ryan Carver, Clear Choice Telephone, this is a great platform to find out what GA manufacturers need.

Michele Murphy, Benefit Resources, employee benefits in the insurance space. We advocate for the employee. I like to find out who needs what and how I can connect each other.

Col Biff Hadden, Regional Coordinator for Dept of Defense, Defense Health Agency, I assist service members find employment. HaddenMA@magellandfederal.com. Hearing lots of companies tell employees to count on working from home for a long time. DOD says Zoom is more productive. Companies are looking to reduce office real estate. Manufacturers want more supplies on site as not to have to rely on transportation and overseas suppliers as much. Would like to introduce three companies to GMA/ Jason Moss to find GA suppliers in this network.

Jason: if someone wants to connect with GMA, email me or tag me on LinkedIn. A warm introduction is the best way to connect each other. You can post jobs on our website as well, job seekers can post resume.

Pierre Tanguay, agrees with Jason, it is a great time to hire super people, like me! Ate at a restaurant that has been in business for 100 years, this weekend - selling hamburgers/hotdogs. Super cool.

Roger Grabman, Grabman Innovations, professional engineer. Residential real estate is also changing: more need for extra home office space!

Scott Moseley, Epac, full service flexible packaging company, digital printing, think pouches. We do a lot of food packaging so doing well there. Standup pouches for masks, powdered milk for FEMA, business is good. July 16 touring Epac!

Henry Levine, lot of positivity out there, it still makes sense for caution as far as social distancing and masks in different settings. Son is quarantined for two weeks because Office Depot coworker contracted Covid. Store is closed for deep cleaning. Manufacturing is doing a great job but in the public, seems to be a different story.

Cokkie Eaker: mentioned circuit board manufacturer for Defense who she visited with this weekend. It is an essential business. Received PPP in second round, that is running out mid-July, business is low. Expects 2023 to see old volume again. However, my company is still seeing good OSHA compliant safety incentive program business!

Closing comments Jason Moss: a shoe manufacturer wanted to get into the African market to increase sales, so flew 2 sales people into Africa at opposite ends of the country. Guy 1 reported, send me back, nobody wears shoes here. Guy 2, at the other side of the country, reported: nobody wears shoes here, start manufacturing, it is a great opportunity!

Keep highlighting the good stuff! Find someone on these calls to connect with, figure out a way how you can introduce them to someone else!