



Welcome to the CEO Corner with Rich Hobbs! In *Charting the Manufacturing Landscape for 2024*, Rich delves into a comprehensive overview capturing various client perspectives, outlook surveys, and the pulse of uncertainties shaping our manufacturing sphere amidst consumer dynamics and geopolitical turmoil. For Rich's perspective on what's ahead and the outlook; [Read more](#)

**Celebrating Excellence:  
Kitchen Magic Named "Manufacturer of the Year"**



During the Celebration of Manufacturing at the Lehigh Valley Manufacturing Forum on October 3rd, Kitchen Magic was applauded for their well-deserved recognition as the “Manufacturer of the Year,” a title that reflects not only their exceptional craftsmanship but also their indomitable spirit and commitment to excellence. [Read more](#)

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## What's So Cool About Manufacturing ® Update!

**Lehigh Valley Program:** [Thirty \(30\) student teams](#) from Carbon, Lehigh, and Northampton County middle schools are partnering with 30 area manufacturers to produce their video submissions in the Lehigh Valley Program. All videos will be posted on the “What’s So Cool” website [WhatsSoCool.org](#), and will be open to the public for voting on March 13-15, 2024 for the Viewers Choice Award.

The Lehigh Valley Awards event has outgrown SteekStacks! The awards are now scheduled for Tuesday, March 26, 2024, at **Stabler Athletic & Convocation Center** at Lehigh University in Bethlehem, PA, and will be broadcast live on WFMZ.



**Berks & Schuylkill Program-** [Twenty eight \(28\) student teams](#) that include Berks, Schuylkill and Carbon county middle schools are partnering with 28 area manufacturers to produce their video submissions. All videos will be posted on the “What’s So Cool” website [WhatsSoCool.org](#), and will be open to the public for voting March 8-10, 2024, for the Viewers Choice Award. The Berks Schuylkill Awards Event is scheduled for Monday, April 15, 2024 at the DoubleTree by Hilton in Reading, PA.

**Lehigh Valley & Berks/Schuylkill Dream Teams** - There are three Dream Teams that include 44 manufacturing professionals who visit student classrooms and make presentations about careers in manufacturing. Carbon County is currently recruiting for their Dream Team. *To view the Dream Team members, [Go HERE](#) and scroll.*

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**Lean Culture Immersion  
Go, See, and Learn at the Original Gemba**



In September MRC launched our innovative Lean Manufacturing “Road Trip” to Kentucky for in-depth training and understanding for continuous improvement leaders and stake-holders wanting to develop sustainable Lean cultures.

The Kentucky Lean Tour is a three-day experience guided by Mike Hoseus, co-author of *Toyota Culture: The Heart and Soul of the Toyota Way*. This unique training opportunity is designed and offered only for MRC’s manufacturing community in Eastern Pennsylvania. This is an exceptional platform to network, collaborate, benchmark, and establish best practices with peers from local cross-industry organizations..

**Good news! The next Kentucky Lean Immersion Tour is scheduled for September 10-12, 2024. View the link below for complete details.**

[Go | See | Learn](#)

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## **Empowering Success: ATAS International's Thriving Partnership with Manufacturers Resource Center**



In the realm of manufacturing, success is often fueled by innovation, strategic planning, and a commitment to continuous improvement. ATAS International, Inc., a distinguished Allentown-based family-owned company with a 60 year rich history, embodies these principles. ATAS is renowned for its quality craftsmanship and global influence in manufacturing metal walls, roof systems, accessories, and more.

ATAS navigates the dynamic industry landscape with a keen focus on excellence. Central to ATAS's journey of sustained success is its strategic collaboration with the Manufacturers Resource Center (MRC). A relationship spanning many years, MRC has become the go-to resource for ATAS, providing third-party assistance that transcends the conventional realms of manufacturing support. To read more about the ATAS Success Story and the \$250K in savings they achieved [Read more](#)

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**Peer Forums**

## Stay Ahead of the Curve: Choice of Peer Forums

Engage in insightful discussions, share best practices, and gain practical solutions that go beyond textbooks. Join us on a journey of continuous learning, where your expertise meets the collective wisdom of your peers and experts, shaping a safer, more effective, and people-centric manufacturing environment. If you wish to join the conversation, please contact Diane Lewis for details and to join. Diane can be reached at (610) 554-5196 or [diane.lewis@mrcpa.org](mailto:diane.lewis@mrcpa.org).



MRC HR FORUM

**HR Forum** - Unlocking HR insights! November's HR Forum was a powerhouse of knowledge. We delved into financial acumen with Scott Conklin, exploring strategic budgeting and fostering collaboration for HR investments. Robert C. Nagle dissected the NLRB's Joint Employer Ruling, highlighting vendor contract vigilance. Alka Bahal clarified the latest I-9 changes. Key takeaways? Financial literacy, strategic budgeting, I-9 insights, and implications of the Joint Employer Ruling. Stay informed, stay ahead!



Join MRC Safety Forum

**Safety Forum** - In November we dived into workplace safety for a dynamic session on Risk Management Plans and vital PPE considerations. We talked about Clean Air Act regulations, hazard assessments and compliance. There was emphasis on the essentials of hearing and head protection. Join us monthly for interactive sessions led by experts, sharing best practices for safer workplaces.



**CEO Forum** - MRC offers the CEO Forum for executive leaders with a strong emphasis on problem solving and best practices. The Forum is an opportunity to meet with other decision-makers in a confidential setting to share common growth concerns and challenges. Area CEOs meet and develop action plans and strategies through interactive meetings augmented by expert guest speakers who are recognized authorities. Some sessions will be at member company locations for plant tours and discussion.



**NAVIGATING OPERATIONAL EXCELLENCE: UNDERSTANDING THE SYNERGY OF LEAN MANUFACTURING AND SIX SIGMA** by **Gene Kaschak** - While Lean exemplifies speed and waste reduction, Six Sigma tackles quality and consistency. Together, they form a formidable alliance, creating a comprehensive framework for continuous improvement. [Read more](#)

**SERVANT LEADERSHIP PRODUCES POWERFUL RESULTS THROUGH HUMBLE APPLICATION** by **Wendy Beltzner** - Servant leadership is about changing the focus from market share and revenue growth to supporting those who support the customer, a concept known as the Service Profit Chain. Servant leadership is a proven leadership strategy that provides a high yield to the bottom line. [Read more](#)

**UNLEASHING THE POWER OF ADVANCED MANUFACTURING TECHNOLOGY AND ENTERPRISE RESOURCE PLANNING** by **Shawn Furman** - ERP is just like any other tool, if you use it right, it'll work for you. If you don't use it right, it won't work. Just having a system doesn't solve the problem, but having a well-documented, well-defined system can definitely make an impact. [Read more](#)

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**EMBRACING THE FUTURE OF MANUFACTURING AND HONORING MANUFACTURING DAY** by **Rich Hobbs** - MRC marked Manufacturing Day at the Wind Creek Bethlehem Conference Center on October 3rd where Industry leaders gathered. Notably, the new iTEC state-registered Apprenticeship Program got great attention. For all the engaging details, [Read more](#)

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**EFFECTIVE COMPENSATION MANAGEMENT: UNLOCKING BUSINESS COMPENSATION TRENDS AND STRATEGIES IN MANUFACTURING** by **Diane Lewis** - Amidst the complexities of a volatile labor market, understanding compensation trends and strategies has emerged as a crucial component for senior leaders, transcending the confines of HR, in driving business outcomes and charting a course toward sustainable success. [Read more](#)

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## GET THE RESOURCES YOU NEED TO THRIVE

Contact the MRC Team today for the answers to your biggest challenges.

[SCHEDULE A MEETING](#)

### TRAINING EVENTS CALENDAR



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