

July 2024



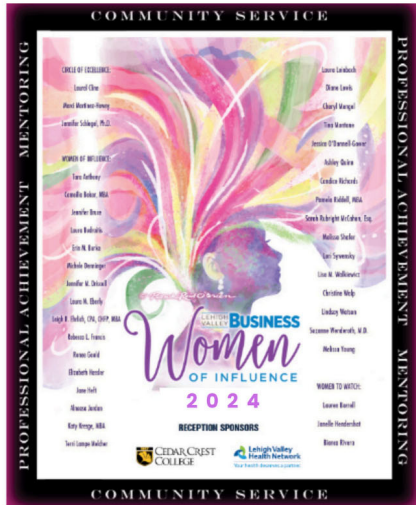
In our CEO Corner, Rich Hobbs delves into **"2024: The Second Half,"** as he reflects on the current state of manufacturing in the Lehigh Valley, economic uncertainties, and political anxieties surrounding the upcoming presidential election. Rich talks about key challenges, opportunities, workforce issues, business strategy, and the growing interest in automation and advanced manufacturing techniques (AMT). For more insights, read the full article on the MRC Blog. [READ MORE](#)

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



The Kentucky Lean Tour 2024 is sold out. Save your seats NOW for the 2025 Tour, another 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. Be sure to register today to take advantage of our early registration pricing! Seats are limited: [READ MORE](#).

MRC in the NEWS!



Congratulations! **KAREN BUCK** Women of Influence 2024

The Women of Influence Awards were held on May 8th at DeSales University Center where Karen Buck, Director of Workforce Initiatives at MRC, was among those honored by Lehigh Valley Business. Karen exemplifies professional success, community commitment, and mentorship. Her unwavering leadership and dedication to introducing students to manufacturing STEM careers through MRC's "What's So Cool About Manufacturing?" initiative makes her a true trailblazer.

"What's So Cool About Manufacturing™" Update



- Lehigh Valley - 12th year
- Berks Schuylkill - 9th year

We are currently recruiting manufacturers to partner with registered schools for our 2024/2025 Season.

If your company is interested in partnering with a school or becoming a program sponsor, contact Karen Buck at (484) 442-4866 or email Karen at karen.buck@mrcpa.org.

Check out all previous years' videos and their manufacturing partners on the What's So Cool.org website [Video Library](#).



MRC's 4 Dream Teams (Berks, Carbon, Lehigh Valley, and Schuylkill) include 65 active Dream Team members who collectively visited 222 classrooms and reached 8,641 students with career stories and hands-on activities

MRC's program is expanding in Pennsylvania. Presently there are eight (8) programs serving 28 PA counties.

We are always looking for ways to expand our Dream Team and collaborate with new schools and manufacturers. If you have an interest in joining the Dream Team or offering the Dream Team opportunity to your employees, please contact Amber Morris at amber.morris@mrcca.org.

The MRC Workforce Initiatives Team, Karen Buck and Amber Morris, will present both MRC-created programs at the MI Workforce Summit in Minneapolis in October.

[Lehigh Valley
Dream Team](#)

[Berks
Dream Team](#)

[Schuylkill
Dream Team](#)

[Carbon
Dream Team](#)

Da Vinci Science Center in the NEWS Revolutionizing Education in Allentown: The Da Vinci Science Center Partnership



MRC is thrilled to help participate in the new Da Vinci Science Center at PPL Pavilion in downtown Allentown. We are especially proud that MRC played a role in the Manufacturing Wall Display at the Center and its funding. This exhibit highlights the importance of manufacturing and its history in the Lehigh Valley. The center also pays homage to the region's manufacturing heritage with the "Science in the Making" Gallery featuring a life-size Mack Truck. [READ MORE](#)

Featured Success Story Ashland Technologies, Inc.

From the world's leading roller coasters and Virtual Reality experiences to vending machines and food equipment in nearly every country, Ashland Technologies, Inc. turns metal into thrills!



“Our incredible employee teams are rapidly accelerating the rate and quality of innovation in both product and process, yielding faster lead times and exceptional quality for customers as well as greater job satisfaction for existing and newly added teammates who are now better able to apply their talents due to this new onboarding effort.” – Bill Wydra, Jr., President

[READ MORE](#)

MRC Latest Blogs



Lean Manufacturing: Meeting the Needs of the Emerging Workforce

by Gene Kaschak
VP, Continuous Improvement
and Leadership Development Strategy
Manufacturers Resource Center

[View Here](#)



The Strategic Role of the CFO

by Ryan Walter
Managing Director
ProCFO Partners

[View Here](#)



Maximizing Energy Efficiency: A Key to Boosting Your Bottom Line

by Shawn Furman
Advanced Manufacturing Technology Manager
Manufacturers Resource Center

[View Here](#)



Mastering Business Success: The Paramount Role of Customer Experience

By Wendy Beltzner,
Senior Director
Leadership Development and Training Strategy
Manufacturers Resource Center

[View Here](#)

2024-2025 FORUMS

HR FORUM - Enhance Your HR Strategies



Join us at the MRC HR Forum, where industry experts and HR professionals come together to discuss the latest trends, challenges, and strategies in human resources. This event is designed to provide valuable insights and practical solutions to help you navigate the evolving HR landscape.

Don't miss this opportunity to network with peers, share best practices, and gain the tools you need to elevate your HR initiatives. [View Here](#)

WORKPLACE SAFETY FORUM - Prioritize Safety



Ensure your workplace is a safe environment for all employees by joining the MRC Workplace Safety Forum. This forum focuses on the latest safety regulations, innovative safety practices, and effective risk management strategies. Learn from an industry leader and safety expert who will provide actionable insights to help improve your safety protocols and foster a culture of safety in your organization. [View Here](#)

LATEST ADVANCEMENTS AT MRC

AMT 101 | AUTOMATION MANUFACTURING TECHNOLOGY



September 24, 2024 | 8:30 AM - 4:30 PM

Manufacturers Resource Center

This course focuses on the strategic aspects of automation adoption in manufacturing, emphasizing benefits, ROI analysis, and project development.

Designed for manufacturers with varying levels of automation experience, this course provides a comprehensive understanding of how to effectively leverage automation to improve productivity, efficiency, and cost.

Through interactive discussions, case studies, and practical exercises, participants will learn how to assess the feasibility of automation projects, calculate ROI, and develop well-defined implementation plans tailored to their manufacturing needs.

By the end of this course, participants will have the knowledge and skills to strategically assess, plan, and implement automation projects within their manufacturing facilities, leading to tangible improvements in productivity, efficiency, and cost.

For additional details and to register, [CLICK HERE](#)

New Factory Simulation! INTRODUCTION TO LEAN MANUFACTURING



Berks County
October 8, 2024

Lehigh Valley
November 1, 2024

Schuylkill County
February 5, 2025

8:30 AM - 4:00 PM

Rev Up Your Operations with Lean Manufacturing!

Discover the power of Lean Manufacturing in our immersive Introduction to Lean Manufacturing workshop. This hands-on experience will transform your understanding of process improvement and equip you with cutting-edge methods to streamline your organization's productivity.

Step into the driver's seat of efficiency with MRC's exclusive Land Cruiser manufacturing simulation—the very same training tool previously used by Toyota at their Georgetown Kentucky location.

NEW WORKSHOPS

- **Servant Leadership**
 - **Conflict Management: Mastering Conflict Resolution**
 - **Change Management: Navigating Transitions With Confidence**
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MRC RESOURCES REMINDER!



MRC is an industry leader in training manufacturing employees in all aspects of the business. Download our 2024-2025 Training and Events Schedule. [View Here](#)



Our on-demand webinars provide manufacturers with a valuable, no-cost resource to expand their knowledge on a variety of topics that can enhance their businesses' products, processes, and financials. [View Here](#)

MRC NEWS

MRC News is a valuable resource where you'll find all our latest press releases and industry-related news. [View Here](#)

SUCCESS STORIES

MRC has helped hundreds of manufacturing companies throughout Pennsylvania. Read some of our client success stories and learn how MRC helps manufacturing clients just like you. [View Here](#)

LIKE, SHARE, and FOLLOW US on Social Media! Thank you!

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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