

October 2024



### Celebrating Manufacturing Excellence: Crayola Honored as Manufacturer of the Year!

In celebration of Manufacturing Day, the Manufacturers Resource Center proudly awarded **Crayola** the prestigious **Manufacturer of the Year Award** at the Lehigh Valley Manufacturing Forum, held on October 3, 2024, at the Delta Marriott. As a creative powerhouse in the Lehigh Valley, Crayola exemplifies the spirit and innovation that Manufacturing Day celebrates across the nation. Congratulations to Crayola on this well-deserved recognition! [READ MORE](#) (plus video)



Photo left to right: Laudy Allen, Gary Wapinski, Marta Boulos Gabriel (Crayola), and Rich Hobbs (MRC).

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



Our September workshop was masterfully facilitated by Mike Hoseus, co-author of *Toyota Culture*, who brought unparalleled depth and insight from his years at Toyota Motor Manufacturing Kentucky. Mike's hands-on approach and real-world stories helped participants grasp Lean culture at its core, making complex concepts actionable and inspiring. This workshop allowed for some exclusive Gemba experiences! We explored these leading manufacturers to see Lean principles in action:

During our tour at Toyota Motor Manufacturing, Kentucky, Inc. (TMMK), we witnessed how problem-solving on the front lines drives sustainability. At LINAK U.S., a leader in linear actuators, we learned about showcasing Standardized Work, 5S, and Floor Management Development Systems. At Hitachi Astemo, we learned about the importance of highlighting cross-functional Lean systems that are focused on Safety, Quality, Productivity, and Cost. Our visit to Bluegrass Community and Technical College focused on building tomorrow's Lean leaders and we saw firsthand how advanced Lean and technical training is preparing the workforce to meet industry needs head-on.

We capped the experience with a meaningful networking connection at the historic Castle & Key Distillery—fueling new ideas to drive continuous improvement across organizations. [READ MORE](#) (plus video) [2025 Registration](#)

**MRC in the NEWS!**  
Spirit of Innovation Award



On September 14th, Rich Hobbs proudly received the MRC Spirit of Innovation Award at the National Museum of Industrial History Gala. MRC was honored with this prestigious award for its contributions to workforce development and youth empowerment through the What's So Cool About Manufacturing® Video Contests, the PA Dream Teams, and the inside Manufacturing Video Series. [READ MORE](#) & Photos

## "What's So Cool About Manufacturing™" Update

This year's Lehigh Valley Awards event will be held at Lehigh University's Stabler Athletic & Convocation Center on March 26, 2025

This year's Berks Schuylkill Awards event will be held at DoubleTree by Hilton Hotel in Reading on April 1, 2025



The expansion of the What's So Cool About Manufacturing® program across Pennsylvania and the United States means more career awareness in the manufacturing sector among students, teachers, and parents, and greater visibility for our manufacturers.

To view this year's Lehigh Valley Student Teams and Featured Manufacturers. [View Here.](#)

The Berks Schuylkill press release and Student Teams and Featured Manufacturers will be announced this week and posted soon on the [WhatsSoCool.org](#) website.

If you wish to become a What's So Cool? community sponsor, please contact **Karen Buck** at (484) 442-4866 or email Karen at [karen.buck@mrcpa.org](mailto:karen.buck@mrcpa.org).

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



**Meet Amber Morris**, Workforce Initiatives Specialist. Amber brings a rich background in community advocacy and cultural institutions in the Lehigh Valley to supporting education and youth engagement for the What's So Cool About Manufacturing® Initiative and the WSCM Dream Team to inspire the next generation of manufacturers.



We are always looking for ways to expand our innovative Dream Team Ambassador Program and collaborate with new schools and manufacturers. If you have an interest in joining other STEM professionals presenting authentic career stories in the classroom, or offering the Dream Team career exploration opportunity to your employees, please contact Amber Morris at [amber.morris@mrcpa.org](mailto:amber.morris@mrcpa.org).



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 nine (9) programs serving 36 Pennsylvania counties.

[Lehigh Valley Dream Team](#)

[Berks Dream Team](#)

[Schuylkill Dream Team](#)

[Carbon Dream Team](#)

## LVEDC talks 'Tech and Talent for Tomorrow's Lehigh Valley' at Fall Signature Event



The Lehigh Valley Economic Development Corporation's (LVEDC) Fall Signature Event, highlighting the region's rapidly growing science, technology, engineering, arts, and mathematics (STEAM) industries was hosted at the DaVinci Science Center and focused on how local businesses are attracting, acquiring, and retaining the workforce needed to support this growing sector. For details and photos, [READ MORE](#)

## Featured Success Story Sharp

With its multiple Lehigh and Northampton county facilities, Sharp brings state-of-the-art pharmaceutical packaging expertise to the region. As the headquarters of an international enterprise, Sharp's Pennsylvania-based project managers coordinate the commercialization of primary and secondary packaging for over 50 new pharmaceutical products annually



"We've always had a relationship with MRC," says Sharp's Senior Vice President of Technology & Corporate Development, Rick Seibert. "When we need structured training—whether for operations or back office, to support the client/relationship management, or in the Continuous Improvement group—our first question is, 'what does MRC offer?'"

[READ MORE](#)

## 2024-2025 FORUMS

### HR FORUM - Enhance Your HR Strategies



**HR Kick Off - Labor & Employment Update: What Employers Need to Know** - This year's HR Forum kicked off with a Labor & Employment Update with insights. We took an in-depth look at significant regulatory changes, including updates on • Unfair Competition & Restrictive Covenants • Wage and Hour • EEO • Pregnant Workers Fairness Act • Pay Equity/Transparency • Workplace Safety and Health • Civility in the workplace—critical topics for employees today.

It was a powerful start to our 2024-2025 cycle! To join the conversation, please contact Diane Lewis at (610) 554-5196 or message her at [diane.lewis@mrcpa.org](mailto:diane.lewis@mrcpa.org).

### WORKPLACE SAFETY FORUM - Prioritize Safety



**Kicking Off the 2024 Workplace Safety Forum!** Our first session brought industry professionals together to focus on Safety Fundamentals and the critical elements of a strong Safety Culture.

Discussions included: ♦ What is Workplace Safety? ♦ Can productivity and safety coexist? ♦ Top management driving a safety-first culture ♦ Reactive vs. preventive safety approaches ♦ Elements of a Positive Safety Culture ♦ Safety Goals ♦ Safety Committees ♦ Incident Investigations ♦ New Hire Orientation ♦ Site Inspections, ♦ Safety Education & Training ♦ 6-step process for investigations and corrective actions.

**Join the conversation**, share lessons learned from accidents, discuss best practices and learn from a well-rounded environmental health and safety authority who can provide guidance. Contact Diane Lewis at (610) 554-5196 or email [diane.lewis@mrcpa.org](mailto:diane.lewis@mrcpa.org).

## LATEST ADVANCEMENTS AT MRC

Leadership and Organizational Development  
Critical skills to foster a positive, productive, and adaptable workplace:

**These skills contribute to a resilient, motivated, and cohesive team environment, which is essential for any organization aiming to thrive in today's ever-changing landscape.**



**Conflict Management** is essential for maintaining a harmonious work environment. Conflict management helps employees resolve differences constructively, reducing tension and increasing collaboration. This is especially important in dynamic workplaces where differing viewpoints are common. Upcoming workshops on April 3, 2025. [View Here](#).

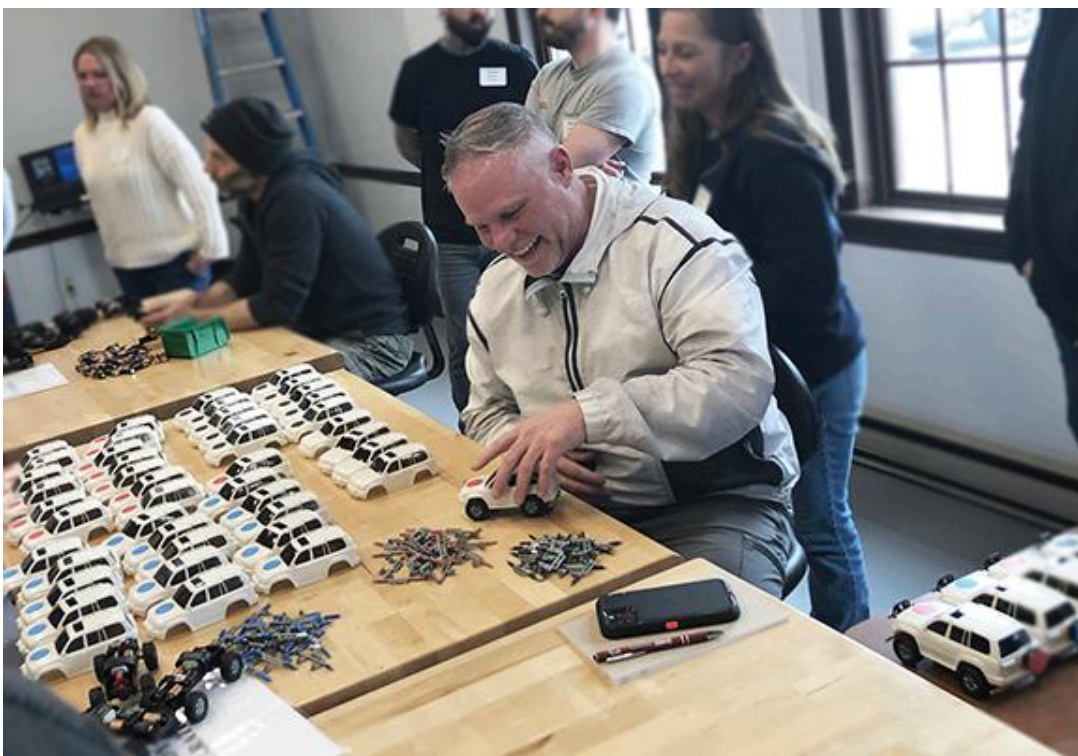


**Servant Leadership** transforms organizations by fostering a culture of trust, empowerment, and collaboration, where employees feel valued and motivated to contribute their best. This approach not only drives performance and innovation but also creates a deeply engaged workforce that is aligned with the organization's purpose and growth. Upcoming workshop on March 12, 2025. [View Here](#), [View Blog](#)



**Change Management:** As businesses evolve, guiding teams through change is crucial to minimizing disruptions and maintaining productivity. Effective change management ensures employees feel supported, helping them adapt smoothly to new policies, processes, or roles. Upcoming workshop on January 21, 2025. [View Here](#)

## INTRODUCTION TO LEAN MANUFACTURING New Factory Simulation!



[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. For details and registration [View Here](#)

### REMINDER!



**Events Schedule** 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](#)

### SUCCESS STORIES

**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



**Manufacturers Resource Center**

7200A Windsor Drive | Allentown, PA 18106

(610) 628-4641 | [www.mrcpa.org](http://www.mrcpa.org)