



FAME e-News - January 2011

- **From the Chair, Mike Mandina** (FAME Chair and President of Optimax Systems Inc.)
What a difference a year can make! Most FAME members experienced growth throughout 2010. The need for high level new talent has returned for most of us. From my recent trip to Washington DC as a guest of the National Skills Alliance, I was able to experience firsthand where FAME is in the spectrum of industry led clusters around the country-- and I must say, we are in the upper echelon. This industry cluster model is still new and most regions (including ours) are still figuring out ways to maximize the benefit. Many of you are volunteering your time and working for the benefit of all of us by promoting manufacturing as a career choice. We need more smart, educated and motivated youth in the pipeline. To that end, it is not too early to begin identifying work for co-ops and summer help.

At Optimax we identify work that can be done by summer help, and we strive to set aside work that will require a variety of skill levels. The goal is to have product work available for each appropriate skill level: high school juniors, seniors, community college associates level and engineering candidates. We employ college kids during the summer to do simple steps in the manufacturing processes to allow our full time employees to develop more skill sets and to help stem the loss of production from vacations. One summer helper for every 20 employees is our average. By the way, most of these "helpers" should be considered potential full time employees, and the summer/part-time work is really an extended job interview. Our FAME members have thousands of employees altogether. If we hired one summer helper for every 20 full-time employees, we will have introduced several hundred young people to careers in manufacturing. This will certainly influence a good portion of those workers to join us. We need more than warm bodies...we need the best and the brightest, and I have found no better way to find top talent than through summer jobs.

If you need assistance recruiting students for summer opportunities, please contact Michele Stolberg at FAME (email: fame@nyfame.org).

Thanks for your participation!

Mike Mandina

- **FAME's first Academia/Industry Roundtable at FLCC a success!**
FAME and FLCC hosted an Academia/Industry Roundtable led by Bruce Peters of WCEOHQ-Radio on December 6th, 2010. Attended by 30+ representatives, the event focused on collaborative efforts to work on Advanced Manufacturing's skill pipeline, the recruitment of students into a new Advanced Technology program at FLCC, the marketing of Advanced Manufacturing employment opportunities and options for grant funding in support of these goals. Follow-up sessions are planned at Genesee Community College and Monroe Community College early in 2011.

Click here to view the minutes from the December 2010 FLCC event:

<http://www.nyfame.org/documents/FAMEDec6-2010Industry-EducationInitiativewithphotos.pdf>

- **New FAME membership initiative expands to Seneca County Chamber of Commerce!**
Potential FAME members in Seneca County are invited to join FAME with two membership discount opportunities! Companies wishing to join FAME at the Silver level or above can take advantage of a \$100 discount through January 31, 2011 when they join the Seneca County Chamber of Commerce at the same time. Already a member of the Seneca County Chamber? That's great, too! Just indicate that on your FAME membership application, and subtract \$100 from your dues. In a parallel effort, the Seneca County IDA is offering a \$75 membership incentive through their office when a company joins FAME for the first time. This \$75 incentive can be applied towards any level of FAME membership. Members joining now will be paid through December 31, 2011. Don't delay, join FAME today!

View FAME's membership packages: http://www.nyfame.org/membership_packages.asp

Link to join FAME online: http://www.fingerlakesworks.com/employers_fame_application.php → *Dues payment via Paypal now available!*

- **Opportunity to partner with RACEC on experiences for K-12 educators!**

Register your company today on the Rochester Area Career Education Collaborative (RACEC) website to express your interest in partnering with them on professional development experiences for K-12 educators. This searchable on-line database will include local employers that are willing to provide career education/school to career activities for educators or students or BOTH! Available only to RACEC member school districts, the database will be a resource for educators interested in connecting with employers for a variety of business-education activities. To complete the brief Employer Data Form, please follow the steps below:

- **Click** on this link to access the Employer Data Form:
http://racec.monroe.edu/admin/racec_enroll.php
- **Complete** the required fields at the top of the form.
- **Review** the career education activities listed.
- **Check** one or more of the activities that would be of interest to you/your employer.

- **Manufacturing Day in Albany, February 8th, 2011!**

Manufacturing Day is our sector's annual opportunity to meet with NY State elected officials and encourage them to pass pro-business legislation. Offered via FAME's reciprocal membership with MACNY, FAME members are invited to participate in this important annual event. A proposed agenda for the day's activities can be found at the following link:

<http://www.nyfame.org/documents/ManufacturingDay2011RegistrationForm.pdf>

Registration for this event is also available online at:

<http://www.macny.org/calendar.aspx?id=1156&day=2/8/2011>

Interested in carpooling to Albany? Contact Michele Stolberg at FAME (email: fame@nyfame.org).

- **G.W. Lisk offers soldering training opportunities to FAME members!**

G.W. Lisk has recently certified additional J-Std. soldering trainers through IPC. These trainers are qualified to train and certify new technicians as well as re-certify current technicians. In the coming months, Lisk will be conducting J-Std. soldering classes for both new certification and re-certification for our employees. We expect we will have more capacity than students, and should have room in our classes for additional students. If your company needs to train and certify J-Std. soldering technicians, or to re-certify any current soldering techs, you are cordially invited to contact Dave Phillips at email:

DPhillips@GWLISK.com

- **Apply now for the 2011 Top Small Company Workplaces Competition— initial applications due January 14th!**

Help keep a positive focus on AM companies and career opportunities

Contributed by Becky Hilton, Optimax Systems Inc.

In 2010, Optimax Systems applied to the 2010 Top Small Company Workplaces competition, put on by Inc. Magazine and Winning Workplaces, and won a place in the top 20. The competition was for small business all across America, involving more than 500 companies. The process was vigorous; it included a detailed application which required information about finances, HR statistics and many questions about the culture and evidence of our best practices. It required many e-mails and phone conversations between us and them, including an interview with our CEO and a few randomly selected employees. This competition is just as interested in the voice of the workers as it is in the numbers. A company that looks good on paper doesn't necessarily look good in practice; and this competition looks for companies that look good in word and deed. Those chosen to be interviewed are not hand selected by the company, they truly are picked at random. This means that every company is given a fair chance and it's a true representation of the culture from the employees' perspective.

At Optimax, we made the whole company aware of our involvement in this competition early on. This allowed the employees to have more ownership of the process and gave them time to think about how they would respond if called for a phone interview. By keeping everyone informed on the progress no one is caught off guard and the entire company can celebrate together when the results come in.

There are other great competitions out there that provide good opportunities for companies. We encourage every company to find a good workplace competition, or multiple competitions, to apply to. It's a good test of your corporate culture and a great way to boost morale!

More information about the 2011 Top Small Company Workplaces Competition, and how to apply, can be found at their website: <http://www.winningworkplaces.org/topsmallbiz/2011/faq.php>

- **News you can use:**

Debunking Myth #3: "Nothing is made in the US anymore"
<http://www.nyfame.org/documents/Myth3MadeintheUS.pdf>

National Skills Coalition: "As High Unemployment Continues, Business Leaders Come to Washington to Propose Targeted Solution to Nation's Skills Gap"
<http://www.nyfame.org/documents/NSCEmployerFly-InPressRelease.pdf>

Congress Should Pass Bill to Counteract Skill Gaps <http://www.rbj.net/article.asp?aID=185891>

- **Upcoming meetings and events:**

- *FAME Hiring & Training Committee Meeting*

Friday, January 14 at 8AM, Location: FLWIB Geneva, or via Webinar
contact: Michele Stolberg, email: fame@nyfame.org

- *FAME Pipeline Committee Meeting*

Friday, January 14 at 1PM, Location: Kelly Services, Brighton office (100 Meridian Centre Boulevard, Ste 315, Rochester, NY 14618)
contact: Michele Stolberg, email: fame@nyfame.org

- *Manufacturing Day in Albany, NY*

Tuesday, February 8 – all day event
Registration details at:

<http://www.nyfame.org/documents/ManufacturingDay2011RegistrationForm.pdf>

- *Geneva Middle/High School Career Fair*

Friday, February 11 at 9AM – An opportunity for students to explore many career options and dialogue with individuals who are actually involved in specific employment areas, this event is looking for companies willing to share their expertise.

contact: Lori Greene (Geneva High School), email: LGreene@genevacsd.org

- *FAME Academia/Industry Roundtable Event – Save the Date!*

Tuesday, March 15 – time TBD, Location: Monroe Community College

- **Welcome new FAME members!**

- Corning Tropel

Thank you for your support of FAME!
Michele Stolberg

FAME Facilitator

Email: fame@nyfame.org

Check out our website! www.nyfame.org

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