

# CMMA Town Hall Meeting

February 10, 2016

Sponsored by Isabella Bank



# Where We've Been

- 3 Local manufacturing leaders, with support from **Gratiot Area Chamber of Commerce** created the Central Michigan Manufacturers' Association in 2010
- Initial focus:
  - Promote exchange of information and ideas
  - Create a manufacturing communications network
  - Help make fellow manufacturers more competitive, grow, and provide long-term quality employment opportunities
  - Educate public about the value of manufacturing as a career choice
- Networking facilitated through regular meetings and tours held at manufacturing facilities



# Where We've Been

- Benefits realized:
  - Collaboration and savings on training costs through MMCC and MMTC
    - Hoist inspection
    - Value stream mapping
    - Lean champion
    - Arc flash welding
  - Annual Golf Outing has funded 6 scholarships for member youths pursuing manufacturing careers
  - Increased regional business activity
  - Networking enables sharing best practices, educating each other on available resources
  - Attention from local legislators

# Where We've Been

- 2012: Began Formation of Special Interest Groups:
  - **Education SIG**
    - Focus: promoting manufacturing careers to youth and educators
    - Education/Industry roundtable – many initiatives
  - **Quality SIG**
    - Focus: promoting on collaboration among members for sharing expertise, successes, resources
  - **HR SIG**
    - Focus: promoting workforce engagement and offering support as needed; i.e., wage and benefit survey, staff development, sharing best practices
  - **Safety SIG**
    - Focus: providing tools for a safer and healthier workplace through site safety reviews, safety training
    - Formalized alliance with **MIOSHA** to improve dialogue, outreach/communication, training and education



# Where We Are

- Board of Directors made up of 8 volunteers, each a manufacturing business leader
- CMMA granted 501c(6) status
- Committed to growing the organization:
  - Increase influence in the community
  - Further educate the community on value of manufacturing as a viable career – dispel manufacturing's inaccurate image
  - Encourage area youth to seriously consider manufacturing career
  - Increase CMMAs ability to provide member companies with tools to make them more competitive; i.e., consulting, training, sharing best practices
- Seeking financial resources to facilitate the growth



# Where We Are

- A grant received from **The Morey Foundation**  
and
- Support received from **Mid Michigan Community College**

Are together allowing us to move forward with our vision for growth!

- **Harry Leaver** hired as full-time Director of CMMA
- Office, technical and administrative support provided by MMCC



# Future Deliverables

- **Increased Membership**
  - Grow from approximately 20% membership to 50% in the next 3 years
  - More opportunities for networking, bringing in more expertise, collaboration and cost sharing
  - Increased membership would result in more revenue for funding our activities
  - Leads to more comprehensive training
  - Goal is to be self-sustaining within 3 years

# Future Deliverables

- Marketing

- Focus on families and youth: Manufacturing strengthens the community and provides solid career choices
- To fellow manufacturers: Collaboration will cut costs, build important relationships and strengthen our voice in local politics
- Tools:
  - Social media: Facebook, LinkedIn
  - Enhanced website
  - Online forums, videos
  - Quarterly newsletter





# Future Deliverables

- Training and Career Development
  - In collaboration with MMCC and Michigan Manufacturing Technology Center
    - Lean boot camps, lean conferences
    - Safety forums
    - Leadership / supervisor training
  - Work with educational community and other manufacturers
    - Youth outreach programs
    - Plant tours
    - Job shadowing
    - Internships, apprenticeships, scholarships
    - In-school presentations and field trips

# Future Deliverables

- Educational Collaboration and Curriculum
  - In collaboration with MMCC, RESD, The Morey Foundation and others
    - Form advisory boards
    - Guest instructors
    - Laboratories

# Future Deliverables

- Enhanced Member Services
  - Roundtable discussions
  - Presentations
    - Technical
    - Political
  - Coordinated purchases of services
    - Hearing tests
    - Specialized training

# THANK YOU

- Thanks to all of you for your support.
- We look forward to the benefits our growth will provide our area's manufacturers and to the are economy.

