



Harold King  
Executive Vice President  
Council of Industry

## INNOVATION AND INCLUSION

### DEAR READER


**W**elcome to the fall 2016 edition of HV Mfg. – the magazine by, for, and about Hudson Valley Manufacturing. We publish HV Mfg. to inform readers on the state of manufacturing in the region; what is made here; who makes it; why it's important and what are the sector's challenges as well as the opportunities for growth. This edition also includes our Manufacturing Resource Guide which lists state and federal elected officials, state and federal agencies, educational institutions, workforce development organizations, economic development organizations and more. The magazine, including the resource guide, is also available online at [councilofindustry.org](http://councilofindustry.org)

Our cover story in this edition is a profile of Bianca Quigley, CEO of ErtelAlsop, her company manufactures liquid filtration equipment and filter media for the pharmaceutical, food & beverage, chemical, mining, and waste water industries. Ms. Quigley's path to becoming the head the family manufacturing business, and growing it to where it stands today, makes for very interesting reading.

Also of great interest is the profile of Poughkeepsie based MPI—the worldwide leader in wax-room equipment. Alison Butler writes about the strides the company is making and how their innovative equipment is leading to great improvements in the Investment Casting Process, a millennia old manufacturing process still used today to make parts for the aerospace and automotive industries, among others.

With the election season upon us several articles look at issues in the news, as well as public policy debates affecting Hudson Valley manufacturers. We start with a list of policy priorities for manufactures generated by the National Association of Manufactures (NAM). These include infrastructure and workforce development investment, as well as tax and regulatory reform. Christina Bark, Associate Professor at the SUNY New Paltz School of Business, looks at the value of a diverse and inclusive workforce, focusing not simply on race and gender but on other factors such as national origin and personality type. I take a look at the thorny issue of international trade with a focus on the effects free trade agreements have had, and will have, on Hudson Valley manufacturing firms.

Finally, David King looks at strategies to successfully generate sales ready leads. Marketing can be a big challenge for small manufacturing companies who tend to sell products to other manufacturers, but social media and tools such as pURL's offer possible solutions.

I want to also thank the many firms and organizations who are supporting the Council of Industry and manufacturing in the Hudson Valley with an advertisement in HV Mfg. Their commitment to our association and to the manufacturing sector is much appreciated. 

**REDUCE**   
**YOUR EXPOSURE.**

**Bond with the right  
law firm and minimize  
workplace liability.**

With a highly experienced team, comprising one of the largest labor and employment law practices in the Northeast, Bond offers the familiarity with workplace issues, practical solutions and strategic litigation defense you need. We represent management - exclusively - in organizations of all types and sizes. Bond has forged a record of success for our clients in minimizing and resolving their employment-related challenges and legal disputes. Count on Bond to reduce your exposure. **Visit [bsk.com](http://bsk.com)** to learn more.



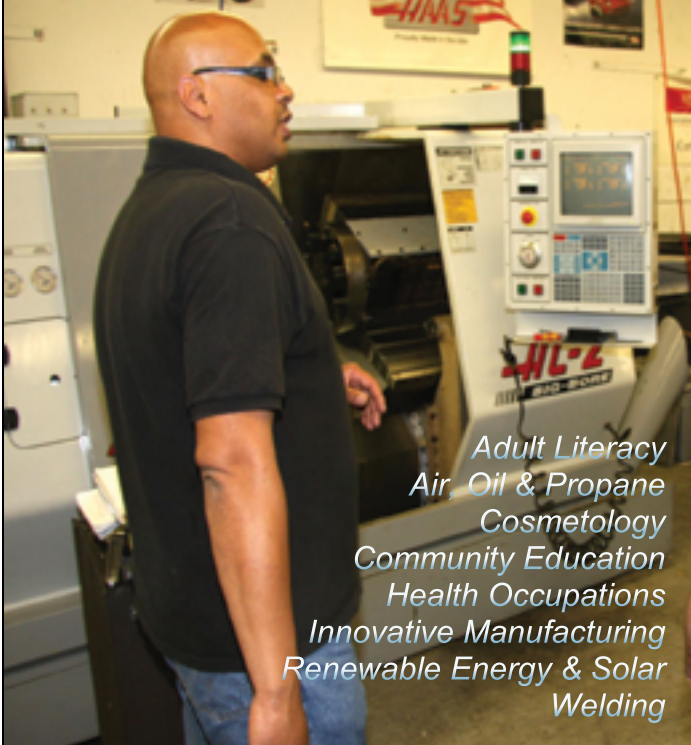
*Commitment • Service • Value • Our Bond*

22 Corporate Woods Boulevard, Albany, NY 12211-2503 • 518.533.3000

ALBANY BUFFALO GARDEN CITY ITHACA NEW YORK CITY OSWEGO  
ROCHESTER SYRACUSE UTICA NAPLES, FL OVERLAND PARK, KS

**Ulster Adult Career Education Center**

A division of Ulster BOCES



*Adult Literacy  
Air, Oil & Propane  
Cosmetology  
Community Education  
Health Occupations  
Innovative Manufacturing  
Renewable Energy & Solar  
Welding*

Call today, 845-331-5050 for more information or to schedule an appointment with one of our career counselors; or visit us on the web at [www.ulsterboces.org](http://www.ulsterboces.org).



**GREAT CAREERS  
ENGINEERED HERE**

MPI, the leading manufacturer of wax-room equipment worldwide, has been experiencing explosive growth. We're looking for talented people to join our team and help us continue our momentum. Visit the careers section of our website for details.



Technology Center

**(845) 471-7630 • [www.mpi-systems.com](http://www.mpi-systems.com)**