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THE COUNCIL OF INDUSTRY DAGAZINE FALL 2019

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EMERGING LEADERS ENGINEERING TEAM PRATT & WHITNEY ENGINEERING

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HV Mfg sits down with Jennifer Clark to discuss her role as Director of Manufacturing Operations for Global Foundries.

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THE EVOLVING WORKFORCE

DEAR READER

Welcome to the Fall 2019 Edition of HV Mfg.

Let me first take this opportunity to thank the dozens of organizations supporting this publication – and through it the Council of Industry and Hudson Valley manufacturing - with their advertising dollars. Without that support we would not be able to share with you the great things happening in this vital sector of the Hudson Valley economy. As you read through the magazine please take note of these generous supporters, a full index of which appears on page 50.

Manufacturing is always evolving and innovating. This edition looks at some of the people and companies leading that evolution in our region. In our Company Profile Alison Butler introduces us to Saugerties based Elna Magnetics. Elna is providing ferrite components that are essential parts of emerging technologies such driverless cars, medical implants and automation. Jennifer Clark is the subject of our leader profile. Jennifer began her career as a summer intern at IBM's Semiconductor Fab in Burlington Vermont and has risen through the ranks to become Director of Manufacturing Operations at Global Foundries Fab 10 in East Fishkill. She talks about that pathway, her leadership style and what it means to be a woman in this once male dominated industry. Alison Butler also profiles a team of young engineers at Pratt & Whitney in Middletown, each with their own unique background and education, who are working together to redesign their entire production process.

In other articles Serena Cascarano talks with a group of women about their careers in manufacturing to find out what drew them to the sector and what they like about working in manufacturing. Vincent Buonomo, Senior Program Manager and Instructor at RIT's Center for Quality & Applied Statistics (CQAS), writes that Lean Six Sigma training can help firms reduce waste, increase quality and build efficiency. With the Council of Industry's MIAP Apprentice Program gaining traction, Johnnieanne Hansen provides an update on the apprentices, companies and organizations working together to make it a success. And, we learn that Augmented Reality has become a key technology to bridge the gap between 2 dimensional data and the 3 dimensional world of the manufacturing sector.

This edition also contains a list of key resources for Hudson Valley manufacturers. From state and federal elected officials and agencies to economic development and educational organizations the resource guide provides key contacts that offer support to Hudson Valley manufacturers.

Thank you for your interest in Hudson Valley Manufacturing. I hope you enjoy this edition of HV Mfg.

BRIEFS

ECONOMY AND JOBS

Labor Department: Job Openings in Manufacturing at All-Time High

The manufacturing sector had a record number of job openings in July, though non-farm job openings overall dropped somewhat from June, according to the Labor Department's monthly Job Openings and Labor Turnover Survey. NAM Chief Economist Chad Moutray reports that "Job openings in the manufacturing sector jumped to another all-time high, rising from 515,000 in June to 522,000 in July." He added that "this was led by strength in postings from durable goods manufacturers, with openings also increasing to a new record level, up from 322,000 [in June to] 331,000 [in July]. Job openings for nondurable goods firms edged down from 193,000 to 191,000."

As Moutray notes, these numbers will reinforce manufacturers' concern about the lack of skilled workers, which they consistently cite as their most pressing worry in the NAM's quarterly Manufacturers' Outlook Survey.

Moutray also noted that "The number of workers voluntarily quitting their jobs increased 130,000 to an all-time high of 3.6 million in July. The quits rate increased to 2.4%, the highest level since April 2001, from 2.3% in June."

The quits rate is viewed by policymakers and economists as a measure of job market confidence.



ISM: The U.S. Manufacturing Sector Contracted In August for the First Time Since 2016

The Institute for Supply Management U.S. Manufacturing Purchasing Managers' Index fell to 49.1% in August, the lowest reading in more than three years. Any reading below 50% signals a contraction. The report raises fears of a recession.

Trade troubles influenced these numbers, including tensions between the U.S. and China. NAM President and CEO Jay Timmons responded to the news of the contraction, "These numbers, though disappointing, are not entirely surprising. We've started feeling the effects of a slowing global economy. 10 of the top 20 countries that manufacturers sell to have contracting economies." Manufacturers have also warned that trade uncertainty would affect our industry. Timmons said that passage of the USMCA, a trade deal with China and reauthorization of the Export-Import Bank will end the uncertainty and restore growth.

Global Manufacturing Activity Contracted for the Fourth Straight Month

The J.P. Morgan Global Manufacturing PMI contracted for the fourth straight month, albeit up from 49.3 in July, the lowest reading since October 2012, to 49.5 in August. There continued to be some



optimism that future output would rebound over the coming months.

Eleven of the top 20 markets for U.S.-manufactured goods experienced a contraction in manufacturing activity in their economies in August. This contraction affected six of the top seven export markets, with only China seeing a very slight expansion from that list, surprisingly rebounding from a contraction in the June and July data.

NY Fed's Factory Index Declines

The NY Fed's measure of manufacturing activity declined more than expected in September. The Empire State index, a survey of factories [in] the state, fell to 2 from 4.8 as readings for new orders and shipments deteriorated, according to New York Fed data released Monday. The measure of capital spending expected six months ahead plunged the most in three years, to 4.6 from 23.2.

NAM Chief Economist Chad Moutray looked into the numbers further, finding some evidence of optimism: "Respondents to the Empire State Manufacturing Survey remain positive in their outlook for the next six months, albeit with continued easing in many measures. More than 40 percent of respondents continue to anticipate higher sales and shipments over the coming months, and 25.9 percent and 24.2 percent predict more hiring and capital expenditures, respectively."

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TRADE

Congress to Take Up USMCA This Fall

The administration is pushing for swift approval of the United States-Mexico-Canada Agreement.

While President Trump has pushed for swift approval of his replacement for the North American Free Trade Agreement,



Democrats have shown little urgency in moving to ratify the new United States-Mexico-Canada Agreement as signed by the three countries last year.

Much hinges on American trading relationships with its neighbors, which expanded after NAFTA went into effect in 1994. The U.S. sent about \$300 billion in goods to Canada last year, more than any other country. It exported about \$265 billion in products to Mexico, its second-largest market.

Democrats and Republican Trump alike have lamented that NAFTA helped to sap American manufacturing jobs in favor of cheaper Mexican labor. During remarks pushing for USMCA's passage last month, the president called NAFTA "one of the world's worst trade deals ever" and a "disaster for the country."

The U.S., Canada and Mexico made a few key changes to NAFTA last year. USMCA puts stricter rules on the country of origin for auto parts and requires almost half of those products to be made by workers earning \$16 an hour or more. It also expands American access to the Canadian dairy market and aims to modernize copyright and digital trade rules.

Of the three countries, only Mexico's legislature has ratified the deal.

Economic Activity in China Cooled Further in August Sparking Renewed Talk of a Deal

The Wall Street Journal Reported that "Softness was visible last month in nearly every aspect of the Chinese economy, with industrial output and retail sales data pointing to sluggish demand and low confidence among businesses and consumers." Value-added industrial output in China rose 4.4% in August from a year earlier, far below economists' expectations of 5.2% growth and slower than the 4.8% increase in July, the National Bureau of Statistics said Monday.

China is looking to narrow the scope of its negotiations with the U.S. to only trade matters, seeking to put thornier nationalsecurity issues on a separate track in a bid to break deadlocked talks with the U.S.

The move is the latest in a series of steps officials in Washington and Beijing are taking to ease trade tensions ahead of high-level negotiations in October. It comes as President Trump moved to postpone until Oct. 15 a tariff increase on about \$250 billion in imports that had been set to hit on Oct. 1. Chinese negotiators, meanwhile, are making plans to boost purchases of U.S. agricultural products, give U.S. companies greater access to China's market and bolster intellectual-property protections, people familiar with their plans said. China also made public this week a series of exemptions to its tariffs on U.S. imports.

LABOR AND EMPLOYMENT

UAW Goes On Strike Against General Motors

Workers say GM strike aims 'to get back what we've lost'. Nearly 50,000 GM UAW employees walked off the job at 55 plants around the U.S. at midnight September 16 to demand a better contract. It costs the Detroit automaker more than \$1 million for every hour those plants aren't making anything.

The strike is the first against GM since a two-day walkout in 2007. General Motors posted a \$11.8 billion dollar profit last year, according to its most recent earnings report. GM has announced



closing four factories and the union has been fighting those decisions. GM says the average hourly employee makes about \$90,000 a year. The UAW's Ted Krumm said the union will not make concessions. "This strike is about us. It's about standing up for fair wages, for affordable, quality health care, for our share of profits and for our job security,"

Toyota Transitions National Apprentice Program to The Manufacturing Institute

The Manufacturing Institute, the workforce and education partner of the NAM, and Toyota Motor North America announced a partnership this week to transition operation and stewardship of the Federation for Advanced Manufacturing Education program created by Toyota to develop skilled workers—to the MI.



The FAME apprenticeship program focuses on teaching technical qualifications in advanced manufacturing, as well as helping students develop professional skills and a deeper understanding of the manufacturing industry. The program will serve as a model for apprenticeship education in manufacturing and bolster the NAM and MI's newly announced Creators Wanted Fund, an industry-driven campaign to inspire and drive more Americans to pursue careers in modern manufacturing.

ENERGY & THE ENVIRONMENT

New York Approves One of the World's Most Ambitious Climate Plans

New York lawmakers passed a sweeping climate plan that calls for the state to all but eliminate its greenhouse gas emissions by 2050. The Climate Leadership and Community Protection Act requires the state to slash its planet-warming pollution 85 percent below 1990 levels by 2050, and offset the remaining 15 percent, possibly through measures to remove carbon dioxide from the atmosphere.

If the state manages to hit those targets, it would effectively create a so-called net-zero economy, the ultimate goal of environmentalists and others seeking to slow the pace of global warming.

The New York Times reports "The challenges of reaching such goals are daunting. New York has so far only managed to reduce its emissions 8 percent between 1990 and 2015, according to the most recent state

inventory. "New Yorkers are going to pay a lot for their electricity because of this bill," said Gavin Donohue, the president of the Independent Power Producers of New York, whose members produce about three-quarters of the state's electricity. "There's no doubt about that."

Climate

EPA Rolls Back Water Rule

EPA Administrator Andrew Wheeler announced the rollback of the 2015 "Waters of the United States" rule yesterday at an event in Washington, DC. The business advocacy community has been pushing for this repeal, winning a unanimous verdict on a procedural issue in the U.S. Supreme Court, among other legal actions arguing that the rule was both too broad and too vague, in some cases applying even to dry land, and thus placed an undue burden on manufacturers.

Administrator Wheeler said of the repeal, "Today, EPA and the Department of the Army finalized a rule to repeal the previous administration's overreach in the federal regulation of U.S. waters and recodify the long-standing and familiar regulatory text that previously existed."

Trump Administration to Relax Restrictions on Methane

The Environmental Protection Agency announced in August plans to loosen federal rules on methane by allowing oil and gas operators to largely police themselves when it comes to preventing the powerful greenhouse gas from leaking out of new wells, pipelines and other infrastructure.

It also challenges the notion, championed under the Obama administration, that the federal government has the authority to regulate methane without first making a detailed determination that it qualifies as a pollutant under the Clean Air Act. If successful, that change could hamper future administrations from enacting tougher restrictions on methane. Already, the Trump administration has taken several steps to limit the government's ability to regulate other greenhouse gases in the future, including in a recently finalized rule on carbon dioxide emissions from power plants.

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LEADER PROFILE

Jennifer Clark, Director of Manufacturing Operations Global Foundries | WITH HAROLD KING

EMBRACING NEW IDEAS



Jennifer Clark at Global Foundries holding a silicon wafer.

JENNIFER CLARK really liked math and science in high school and found herself to be good at both but never thought about what that meant in terms of a career. HV Mfg sits down with Jennifer to discuss her rising career path after a degree in Chemical Engineering and about her role as Director of Manufacturing Operations for Global Foundries. HV MFG: Thank you for agreeing to talk with us this morning. How did you come to work in the manufacturing sector?

JC: When I was 17 years old, in high school in Northeast Ohio the Canton area—I really liked math and science. I was also pretty good at both but never really thought about what that meant in terms of a career. One day in my junior year some people from The Timken Company visited the school to talk about careers in the steel industry, specifically engineering careers. I learned a lot from that visit because, really, I had no idea what manufacturing was at all. It all sounded great. There was a special co-op program at our school and I actually got a co-op/internship with Timken. I spent Thursday afternoons during my junior year in High School working for Timken in their quality department. I ended up working there that summer too. It was because of that experience that I decided to pursue Chemical engineering.

HV MFG: Is that what your degree is in, Chemical Engineering? Where did you go to school?

JC: I went to Case Western Reserve in Cleveland Ohio and yes, Chemical Engineering.

HV MFG: Case has an excellent reputation—did you enjoy your experience there?

JC: Yes, I did—it was great. I especially liked, and got a lot out of, their co-op requirement, and the study abroad option that were part of the program. Engineering students have the option take 2 semesters off from school to work in the industry. The first co-op I did with Timken was in the fall. The following year I spent the spring semester on co-op with IBM in Burlington. Then I spent 6 weeks that summer taking classes in London before returning to Cleveland for my senior year. The co-ops were great. At Timken I worked at their bearing plant and got to focus on plant safety. For co-op the second half of the year Timken was a little slow confirming that I could work there again. While I was waiting for them IBM called and offered me the co-op at their semiconductor plant in Burlington. I hesitated because it was not what I was used to and it seemed so far away. But the manager called me and laid out all the reasons why I should accept it. He was very convincing and I said yes and went to Burlington. That was great experience. I liked it and did well enough that they offered me a full time job there after graduation.

HV MFG: That's how you came to work for IBM. How did you get from Burlington to East Fishkill?

JC: So that was in 2001 when I started working full time and I was working in Lithography in Burlington.

HV MFG: Let me interrupt you for a minute, can you explain what "lithography" is in the semiconductor process?

JC: Sure, in the manufacture of semiconductors we take the silicon wafers and we use a light-sensitive photoresist process to write patterns on them. This is a huge simplification, but the patterns are then etched and eventually filled in with metals or other materials.

It was about this time—actually around 2003 that IBM was planning to invest in 300mm wafers. This was a huge step forward and would mean much greater throughput and efficiency. Burlington had a pretty stable, older workforce—especially in Lithography so my chances to advance there were pretty limited. IBM was building the 300mm plant here in East Fishkill. New plant, new technology—it seemed like good timing and a good opportunity for me to move.



An operator responding to a Lithography tool.

HV MFG: That IBM 300mm plant is the building we are in now?

JC: Yes, with a few additions and modifications through the years. IBM sold to GLOBALFOUNDRIES in 2015. We are now GLOBALFOUNDRIES Fab 10, though that will eventually change with the transition to ON Semiconductor's ownership—they already have another plant with a Fab 10 designation.

HV MFG: That's something we definitely want to hear about but first, how did you get from Lithography Engineer to Director of Manufacturing Operations?

JC: My first move was from Lithography to Integration sometime around 2006. I liked lithography but integration was a little more interesting. Basically you got to work with all the different



A recent "Take Our Children to Work Day" event allowed guests an up close look at tool components.

manufacturing processes and technologies within the process. I remember one time when I developed a litho process improvement. The idea was sent to integration and they were able to implement it. The integration team got a lot of the credit for the improvement and I thought to myself it might be better for my career, and more interesting to work in that field. From there, in 2010, I took my first management role in the CFM team (Contamination Free Manufacturing). I was in charge of about 15 people.

HV MFG: IBM is well known for its leadership training, did you receive any at this point?

JC: Yes, I attended a 3 day session in Armonk. IBM calls it "Basic Blue." It was very valuable and gave me some insights and skills



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I use all the time. In 2012, I was promoted into operations and worked on an important project for our production Control Center. I had FOUP responsibility.

HV MFG: "FOUP" Responsibility?

JC: Right, FOUP stands for Front Opening Unified Pod. They are basically plastic crates on an automated conveyor system. Semiconductors are made in a highly controlled, clean environment. FOUPs are the way we move the wafers from one operation, or process, to the next without contaminating them. It's all highly automated. Programming the movements of the FOUPs is a vital part of the efficiency of the entire operation.

In 2015, GF (GLOBALFOUNDRIES) bought the 300mm site from IBM. Basically we all just became GF employees overnight on July 1st 2015. I became the Etch Module Manager with 90 people reporting to me. Around that time, we were growing our internal maintenance skills and my team grew quickly. In 2018, I was made Director of Manufacturing Operations with 185 people reporting to me.

HV MFG: You obviously are getting things accomplished to move into these leadership roles so quickly. What are some of the things you think make a good leader? What advice do you give young people looking to get into leadership roles?

JC: Ask questions—lots of questions and help people clarify their answers. Focus on facts, not opinions or guesses. Problems are solved—whether they're technical, or personal—when we focus on the facts and deal with their root causes, not the symptoms. Also "Go and See." Be on the floor. See what is going on and be available to everyone. Identify and implement best practices. By always looking to do things better, you create a culture that embraces new ideas and remains focused.

HV MFG: Do you have any favorite leaders from industry, or history? Anyone you try to emulate?

JC: I can't think of any historical leaders, not off the top of my head, but I have been inspired by Sally Helgesen. She is an author, speaker and coach and I have read a few of her books including "How Women Rise." That book talks about the habits that hold women back as they seek to advance to leadership positions in their organizations. It is interesting because the very traits and habits that work for women early in their careers might actually be sabotaging their future success. One thing, for example, is being good at details. That helps you tremendously in your few jobs, but in order to rise to a leadership role you will need to delegate the details and focus on the bigger picture. It makes a lot of sense to me.

HV MFG: That's a nice segue to the next question. What is it like being a woman in this field? What were the challenges to getting to where you are now?

JC: There were challenges and there are challenges. Until that visit to my High School from Timken Steel I thought I would get into psychology. Even though I was one of the best math and science students in my class nobody was encouraging me to pursue engineering. As a 17 year old I didn't know what all the opportunities were for me. When I did decide to go into engineering I chose Chemical Engineering, in part because that is the field that had the most women in it. Even today all of my peers are men so there is bit of isolation, and also a pressure to do well. I feel a responsibility to set a good example and encourage girls to pursue these STEM careers.



In 2016, I was selected to attend a women's professional development conference at Smith College in Northampton Massachusetts. It was a program for senior leaders in science, technology, and engineering organizations and it was a fantastic experience. I learned so much and met so many great women who have become part of a great support network for me. It was there that I learned about how common "Imposter Syndrome" is with women, where we doubt our accomplishments and fear being exposed as a "fraud" even though the accomplishments are real and the recognition sincere. I also learned to find my own brand and to "own" my career and to be honest about what I am after. It was truly a transformative experience and I believe I am more comfortable and confident as a woman who is a leader in tech.

So I try to be a good example—as a leader, as a wife (my husband also works here for GF), and as a mother to my 8 year old daughter as well. I work hard, and pretty long hours, but when I'm home I'm home and don't have the email up all the time. Of course emergencies happen and you have to handle them. Being responsible is also a good example. Striking that balance is an important example to everyone on our team.

HV MFG: You mentioned ON Semiconductor's purchase of this facility. Is that a good or bad thing? What is that timeline?

JC: I think it will be a very good thing for us—and the community. We will be ON's only 300mm fab. They own dozens of fabs and we will be a key resource for them. ON provides technologies for



Co-workers Olivia Smith-Walters (L) and Kelliann Holtz (R) along with Jennifer Clark are part of the GLOBALWOMEN network in Fab 10.

things like energy efficiency, power management, sensors, logic, connectivity, 5G and so much more. They help their customer solve unique design challenges in automotive, communications, computing, consumer, industrial, medical, aerospace and defense applications. East Fishkill will become a part of those solutions.

We are transitioning from GF to ON and those transitions should be completed at the end of 2022.

HV MFG: What's next for the semiconductor industry? Is Moore's Law still driving what you do?

Making chips that are half the size and twice as fast every 2 years, is not what is driving the sector anymore. Now its differentiation and customization. JC: Moore' Law—making chips that are half the size and twice as fast every 2 years, is not what is driving the sector anymore. Now its differentiation and customization. Chips need to be designed for things like the internet of things, 5G, power management, mobility, automation and autonomous cars that is where the future lies.

HV MFG: What do you think are your biggest challenges in the next few years?

JC: Well, the one that looms large is workforce. As I just mentioned the future of the industry lies in design and customization. That requires talented people to design chips and talented people to manufacture them. We have talented people here now but we need more. Bringing talented, skilled people on board is going to be the biggest challenge.

HV MFG: GLOBALFOUNDRIES has been a Council of Industry member since 2015 and you joined our Board of Directors in 2017. What have you found to be the most valuable part of your membership with the Council of Industry?

JC: I really like being a part of the Board and that networking opportunity. I also really like the tours of member facilities. The tour we did a few months ago of Bell (Flavors and Fragrances) was great and it is so interesting to see how other organizations do things like quality and Lean.

I also like the work the Council is doing on workforce. The apprentice program is great and your help connecting manufacturing companies with schools is tremendously important. Remember, it was a visit by a manufacturer to my high school that started me on this journey!

HV MFG: Thank you so much for your time—this was very interesting.

JC: Thank you—it was fun!

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LEAN SIX SIGMA PRINCIPLES DELIVERING EFFECTIVE CHANGE TO COMPANIES IN THE HUDSON VALLEY

LEAN SIX SIGMA

"We were able to reduce patient cycle time, free up physician time and increase throughput, aka revenue!" states Amelia Gifford, graduate of the Lean Six Sigma (LSS) Green Belt program offered by the Rochester Institute of Technology (RIT) at Dutchess Community College (DCC) when she worked at Adirondack Oral and Maxillofacial Surgery in Albany.

Lean Six Sigma, the result of merging two continuous improvement approaches, has become a significant force within organizations in all sectors to optimize processes and drive out waste. By combining Lean with Six Sigma, organizations are achieving both speed and accuracy.

LSS utilizes the DMAIC (Define-Measure-Analyze-Improve-Control) structured method (see Figure 1) to improve processes with a focus on reducing waste and using data driven decisions to drive customer satisfaction and bottom-line results. While LSS may have started in the manufacturing sector, it is just as effective in the transactional or administrative segments of any business. It is being applied to services, healthcare, education, not-forprofit, and government sectors. Traditionally, individuals and organizations immediately start brainstorming solutions when a

problem emerges, resulting in short-term gains and the need to revisit the issue in the future. Instead, DMAIC seeks to implement a breakthrough improvement that is more lasting.

DMAIC starts by defining the project in terms of the objectives and the resources that will be required. The "Define" stage focuses on identifying a clear problem statement and project objectives, and culminates with the signing of a Project Charter, signifying the approval of management to move forward. In the "Measure" stage, data and information are gathered that will help to characterize the current process capability and better identify problems. In the "Analyze" stage, data and



Figure 1: DMAIC Process

information are used to identify variation, waste and ultimately the root causes of the problem. Once the root causes are understood, the team can move to the "Improve" stage where improvement strategies and plans for implementation are developed and the necessary changes are implemented. Finally, the "Control" stage is critical to ensure that the improvements are sustained. This might include updating work instructions and documents, providing training, and having a method to monitor the process performance. Through the DMAIC process teams likely will identify simpler problems or opportunities which often result in 'quick wins' for the organization.

Individuals leading teams as well as some team members require training in LSS principles, skills, and tools. In order to designate the different levels of training available, the convention of awarding Yellow, Green and Black Belts has been developed. Two of the most popular are Yellow Belt and Green Belt certifications. Note however, that there is significant variation in the certification programs among training providers. The programs offered by RIT are highlighted in Figure 2.

YELLOW BELT

The Yellow Belt (YB) program is an introduction to basic problem solving tools as well as the DMAIC process. YB training lasts three days and has been popular with a wide array of organizations. During the training participants work in teams on specific process improvement problems using the DMAIC process and the tools presented in the training. The program outcome will be a set of recommendations from each team on steps toward an improvement strategy for consideration by management. The team is not required to implement a solution in order to be certified, but many organizations choose to follow through either with the YB team or with others.

One organization that has a good support system for Yellow Belts is the Hudson Valley Federal Credit Union. At the Credit Union participants are nominated by their direct managers. During the program, staff members begin a project that they will complete upon returning to work, presenting their results to an internal Process Council. The standardized method for project execution begins with buy-in from senior management and ensures that teams celebrate their accomplishments and successes. This structure and management support is critical. The Organizational Excellence team also delivers half-day White Belt overview training to all employees within 180 days of hire date. In the past two years the Credit Union has seen a 35% increase in staff suggestions for process improvements.



Figure 2: RIT Yellow Belt and Green Belt

Tim Cunningham, Vice President of Manufacturing, at Bell Flavors & Fragrances, has sent 15 employees to RIT's YB training at SUNY Rockland, SUNY Dutchess and SUNY Orange over the past several years. Tim says "the value of the training is that it provides folks with a common language when it comes to improvement and finally, people understand that change is ok. The goal here is to develop the structure to take full advantage of the training, develop folks who can be drivers of change, and also begin to change the mindset of the organization." Tim is establishing a steering committee to discuss possible projects and develop a structure for how the projects will be managed. He is planning to have more employees attend the YB program and at least one achieve Green Belt certification to help continue and support the upward direction of the organization.

GREEN BELT

RIT offers a comprehensive Green Belt (GB) program where students receive the equivalent of 12 days of training plus completion of a project. GB training provides individuals with the tools necessary to clearly define a problem, gather and analyze data and information, and implement improvements that can be sustained. The results have been outstanding, with many organizations reporting significant financial benefits, enhanced customer satisfaction, and reduced costs. The sessions are highly interactive and include both classroom assignments and structured exercises. In addition, participants are required to utilize the tools learned on a project specific to their organization. The benefits of these projects typically more than cover the cost of training.

Given the duration and time commitment of the GB program, participants need to be selected wisely. Ideally, they should have a good understanding and knowledge

| Ratings of Importance for Filters | | 9 | 8 | 7 | 7 | 7 | 6 | |
|---|--------------------------------------|---|---------------------------------|--|---|--|---|-------------|
| Projects | Filters | Financial Impact (Profit or Cost Savings) | Decrease Reworks / Errors | Improve Information and Data Management | Increase Customer Value (Willing to Pay For It) | Increase Employee Value (Retention & Morale) for Top Performers | Time & Resources to Complete Project | Total Score |
| Reduce time from need | ds analysis to proposal | 9 | 6 | 9 | 1 | 6 | 6 | 277 |
| Increase field tech load | l capacity | 6 | 6 | 6 | 6 | 6 | 6 | 264 |
| Ineffective product ins customer support poli | ta ll ation and cy | 6 | 9 | 1 | 3 | 6 | 9 | 250 |
| Reduce administrative (paperwork, data entry | rework /) | 3 | 9 | 9 | 1 | 9 | 3 | 250 |
| Customer satisfaction | measure | 9 | 1 | 1 | 9 | 6 | 6 | 237 |
| New employee orienta (improve employee up | tion program to speed) | 1 | 9 | 6 | 1 | 9 | 6 | 229 |
| Improve internal com | nunication | 1 | 6 | 9 | 1 | 9 | 6 | 226 |
| Improve recruiting | | 3 | 6 | 1 | 6 | 6 | 9 | 220 |
| Reduce technical rewo tickets, work orders, ar | rk (billing trouble, nd contracts | 3 | 9 | 6 | 1 | 6 | 1 | 196 |
| Product portfolio offer | ings | 6 | 1 | 1 | 6 | 6 | 6 | 189 |

Figure 3: Prioritization Matrix

of the organization, its' systems and products/services, and be a respected member of the organization with leadership potential. They should be team players and possess good communication, analytical and project management skills. They do not need to be Lean Six Sigma Yellow Belt certified. Many organizations often



target emerging leaders as appropriate candidates for LSS GB certification.

Jenniferr Witmer, Quality Assurance Coordinator at Metallized Carbon Corporation, also was a LSS GB student at DCC. For her, "the most valuable part of the training was the different Lean Six Sigma tools that can be used to find the root cause of the problem and upgrading your knowledge to different environments, no matter the industry." The certification process is comprised of hands-on work on business projects and experience with implementation of principles to real life situations. Benefits have included improvement to business processes, sustained quality improvement and cost reduction in different areas of the business." After certification, she became the team leader for the audit process within her organization. LSS tools that she has continued using to reduce waste, defects, and customer complaints, include brainstorming, the cause & effect matrix, control plans, cost of quality, 5S, 5 whys, setup reduction, measurement system analysis, FMEA and flowcharts.

An important element of LSS is project selection. Encouraging all employees to identify processes with waste as well as reviewing data on process performance can elicit a large number of potential projects. Given the limited resources available to work on process improvement, these project ideas need to be reviewed and assessed based on strategic goals and other organizational priorities. This is where a prioritization matrix with filters and a rating scale can be helpful to rank potential projects and arrive at a consensus (see figure 3 for an example from one organization). This can

| Green Belt/BlackBelt | | Organization/Div | r <mark>ision/Un</mark> it | | | |
|---|---|---------------------------|----------------------------|--------|------------------|-------|
| Business Unit Leader | | Financial Review | er | | | |
| Sponsor | | Sponsor Phone a | nd Email | | | |
| | | Target and Comp | letion Dates | | | |
| Management Approvals | | Date Approved | | | | |
| Element | Description | | Team C | harter | | |
| 1. Process: | Describe the process in which the opportunity exists. Attach a SIPOC model to show relationship to suppliers, inputs, outputs, and customers. | | | | | |
| 2. Problem Statement: | Describe the project's purpose, scope, and linkage to strategic objectives. | | | | | |
| 3. Objectives: What improvement is targeted and what will be the impact on the key indicators | | Improvement Indicators | Baseline | Goal | Entitle- ment | Units |
| | Examples of key improvement indicators are: • RTY - Roll Throughout Yield using % or Defect Per Unit | | | | | |
| | | | | | | |
| | | | | | | |
| | • COPQ - Cost of Poor Quality in \$ | | | | | |

Figure 4: Project Charter

greatly reduce the likelihood of spending time on lowimpact projects.

Note that LSS projects should not include those where a solution has already been determined and is ready to be implemented. This also applies to a very general situation such as implementing software. Instead, a good LSS project is one that will benefit from the DMAIC process and will allow the team to uncover a potentially creative, breakthrough solution.

GB's typically pair up in teams of two and spend approximately 6–8 hours each week working on a project. Aligning project work with an employee's job responsibilities can help to minimize the impact of this time commitment. Formal tollgate reviews with the project sponsor are held at the completion of each phase of the DMAIC process. Project sponsors have managerial responsibility and can assist by removing barriers and providing support as needed, by mentoring and coaching the GB.

Once a project has been selected and assigned to the GB, a team is formed and tasked with further detailing the process under review, determining a problem statement, and identifying the project objectives including potential financial returns. This information is summarized in a one-page project charter document (see Figure 4).

In addition to a description of the process, the

problem statement, objectives and potential business results, the charter also identifies the unit within the organization where the project resides, key stakeholders, team members, potential benefits for customers, and additional resources and special requirements that may be needed. Once the project charter is reviewed and approved by the sponsor, it is essentially a contract between the GB and the project sponsor.

The project component of the LSS Green Belt program is one of the major factors in its success. Organizations are encouraged to pursue major projects that can have significant benefits. The value of the projects will vary depending on the type and size of the organization. In the past 5 years, RIT's CQAS organization has trained 400 GB

students from approximately 100 organizations. About 50% have been from manufacturing organizations, 30% from service organizations, and 20% from healthcare and education. As reported by those organizations, typical projects have realized financial benefits between \$25,000 - \$40,000. The teams working on these projects are usually cross-functional, which ensures that different viewpoints are considered. Projects frequently take several months to complete after training has ended. With leadership support, significant impact can be achieved, not only by increasing profitability but also by enhancing customer satisfaction and ultimately changing the mindset of individuals and the culture of an organization.

Amelia Gifford states, "The most rewarding and valuable aspect of the LSS green belt training was that I was able to implement the tools & techniques I learned in the classroom at my organization. I saw firsthand the power of LSS! I find myself continuously evaluating

waste around all processes in my personal and professional life."

Vincenzo Buonomo is a senior program manager and instructor at Rochester Institute of Technology's Center for Quality and Applied Statistics. He can be reached at vxbasp@rit.edu or 585-475-7207.





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EMERGING LEADERS

Engineering Team, Pratt & Whitney | BY ALISON BUTLER

BUILDING A TEAM TO GO BEYOND



A team of young engineers at Pratt & Whitney's Advanced Coatings Technologies (ACT) facility in Middletown, New York is finding creative and innovative solutions to produce critical jet engine components more effectively and efficiently. orldwide, Pratt & Whitney is a leader in the design, manufacture and service of aircraft engines and auxiliary power units. They produce large commercial engines that power nearly 30 percent of the world's mainline passenger aircraft fleet. Their military engines are used by 34 armed forces throughout the world. At the company's ACT facility, many critical components are covered with a specialized coating that increases the life span of the part and enables it to function in the extremely harsh and hot conditions that are inside a jet engine. These parts, which are produced at other sites, vary greatly in size and function, and once coated move on to be assembled at yet another location.

ACT is a critical contributor to Pratt & Whitney's jet engine production supply chain; to ensure that components are of the highest quality and produced in the most effective manner, the company employs a team of engineers to continuously monitor, review and improve the process. The team is made up of five individuals who work in coordination with product teams, at other Pratt & Whitney locations, to support the design of parts and coordinate the manufacturing process including the coating treatment which will eventually be applied to the engine piece. This process includes a manufacturing readiness review, which evaluates a part's performance - how can this portion be designed to be more "manufacturable," what is the capacity, capability, and yield quality standard for this part, and what is the engine function standard for this item? Tens of thousands of parts go through the Middletown facility each month. This team of engineers needs to understand what each process requires, and if there are options in the materials

that can be used which is the best choice for the coating.

Members of the team come from a variety of backgrounds and bring different experiences and skill sets.

Scott Elliott is the Engineering Manager who put together the team that tackles these challenges. He has been with Pratt & Whitney for 21 years and oversees not only this team, but five other engineers and six engineering technicians. ACT was started in 1992 as a joint venture with another local aerospace company. In 2013, ACT became a wholly owned subsidiary of Pratt & Whitney, and its second expansion in 10 years began. The organization has grown from 75 employees to over 230. Elliott was brought in from a facility in Connecticut to lead the engineering team during this period of rapid growth.

Chelsea Travers, Staff Manufacturing Engineer, has been with Pratt & Whitney for eight years, and at the ACT facility in Middletown for five of them. She received her undergraduate degree from Worcester Polytechnic Institute in Massachusetts and worked at Pratt & Whitney's East Hartford, Connecticut, facility before coming to ACT.

Peter Hemme, Senior Manufacturing Engineer, has been with Pratt & Whitney for three years and previously worked for another local aerospace company. Hemme received his Bachelor of Engineering degree from Bucknell University in Pennsylvania. A family friend told him about the opening at Pratt & Whitney right before their expansion.

Tim Quinn, Senior Manufacturing Engineer, has been there three years but has many more years of experience working at other area manufacturers including hands-on experience with machine



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maintenance, and Health & Safety. Quinn did his undergraduate degree at Rochester Institute of Technology (RIT) in western New York and his graduate degree at Clarkson University's Beacon Institute. A friend from RIT told him about the opening at Pratt & Whitney.

Monal Amin, Senior Manufacturing Engineer, specializes in

it's about allowing each employee to feel empowered to make decisions in order to solve complex problems."

In putting the team together Elliott looked for a variety of things. He wanted a diversity of experiences and expertise, and he wanted people who had strong individual engineering skills but who also could work well in a group. "I think this group is definitely greater

ACT's latest generation plasma coating and comes from Kenya where she worked with fiberglass manufacturing. Amin completed her undergraduate degree at Boston University and has been with the company over three years now.

"I like working at Pratt & Whitney as they place a strong emphasis on innovation because 'going beyond' is not only about furthering the aviation industry,



From left to right: Chelsea Travers, Peter Hemme, Tim Quinn, Scott Elliott, and Monal Amin

than the sum of its parts," Elliott said. "And that's saying a lot because it is made up of some strong and talented parts." He adds that he looks for creativity when scouting engineers because dealing with coatings is complicated and nuanced. "Unlike machining processes, you can't directly measure the output. There is a lot of problem solving that happens to understand root causes. When interviewing I would say, "Tell me about



a time you had to solve a problem you didn't know the answer to." Much of what they are working on here hasn't been taught in schools because it is being developed right here, right now. This is the leading edge technology.

Since the facility is still expanding the team is able to actively participate in how the production line is set up. "We were able to

"I think this group is definitely greater than the sum of its parts," Elliott said. "And that's saying a lot because it is made up of some strong and talented parts."

set up and layout the building we are in," said Travers. "We use Pratt & Whitney's Achieving Competitive Excellence, or ACE for short, system of process certification which adds an efficiency to the process with quality control and product control."

"We have to be ready for the next generation of machines, what that process will look like, while still looking at the machines we have now and reassessing the processes to see if we can get more out of them. We try to maximize utility with tooling designing to get the most out of the machines we have," explains Quinn.

ACT has recently added another building for additional capacity and the latest technologies. Because the team is growing so rapidly it is important that the team members are self-motivated and that they are able to get their hands on the equipment to figure out what works and what doesn't. Elliott explains, "People have assignments here where they can actually work on the machines themselves which speeds up the process. It's a longer learning curve when you can't touch a machine that you are designing a process for."

Amin's specialty is the latest plasma spray process which is just taking off. "Technological advancement is part of our culture." Monal explained, "I joined the company when this new equipment had just been installed, it has been a satisfying journey from getting the equipment and cell up and running to coating production hardware today."

Each team member has or is pursuing an advanced degree, some are in engineering, but some are MBA's. Pratt & Whitney encourages this with their Employee Scholar program that contributes towards graduate school with paid time off for homework and tests, something appreciated by all the team members. The company is also open to new ideas that this advanced learning leads to. Quinn explains, "Pratt & Whitney provides me with the time and capital to learn and drive change, as well as the support to implement the new ideas."



Alison Butler is the Director of Member Engagement, The Council of Industry.





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WORKFORCE DEVELOPMENT

Council of Industry | BY JOHNNIEANNE HANSEN

Manufacturing Intermediary Apprenticeship Program

In 2016, the NYS Manufacturing Alliance in collaboration with the New York State Department of Labor created the Manufacturing Intermediary Apprentice Program (MIAP), a public private partnership where associations like the Council of Industry bring apprenticeships to its small manufacturing members. Prior to this innovative solution, apprenticeship programs in New York State were primarily limited to larger organizations with the resources to register, manage and support the somewhat onerous state requirements.

In September of 2018 the Council of Industry, after about eleven months of ramping up

and securing state approval, registered its first cohort of apprentices. Some of those apprentices received previous credit for their time on the job and will complete their accelerated apprenticeship this November. Since then the program has added 60 apprentices from nearly 20 companies.

MAKING APPRENTICESHIPS ACCESSIBLE

As a registered Department of Labor apprenticeship sponsor, the Council of Industry supports six manufacturing trades (CNC Machinist, Toolmaker, Maintenance Mechanic, Electro-Mechanical Technician, Quality Assurance Auditor and an entry level trade called Industrial Manufacturing Technician).



There is an outline of standardized work processes and coursework for each trade that apprentices must master, in addition to the required number of on the job training hours, which can range from 16 months (2,700 hours) to four years (8,000 hours).

"The biggest misconception about the program is that it is an administrative time hog." Said Vince Whipple, Production Manager at Sono-Tek and mentor to apprentice, Elaine Burns. "It's not, Serena Cascarano (Administrative Marketing Assistant at the Council of Industry) coordinates the paperwork and logistics and The Council of Industry makes it easy; the initial paperwork took less than 10 minutes."

In September 2020, the program is eligible to expand and will likely add additional trades based on-demand. Some trades being considered are Information Technology Technician, Plastic Injection Molder and Welder.

Steven Lucy, Maintenance Supervisor at Viking Industries, is literally training the next generation, his son Greg. Greg has been with Viking Industries for nine years and is currently enrolled as a Maintenance Mechanic apprentice expecting to earn his Department of Labor Journey Worker credential later this year. "Greg was already working as a Maintenance Mechanic; he was already learning on the job, but it was informal, and his training could be pushed aside. We needed to do something now to fill gaps that we know are coming because of future retirements. As a family run business, we want to embrace the next generation while recognizing the family

relationships can add a layer of complication. The apprenticeship gives us a formal, structured program that will allow us to build our bench and prepare our employees to succeed and make their own mark." Rich Croce, President CEO, Viking Industries.

Elaine Burns works as an Electrical Assembler at Sono-Tek in Milton, NY. With no prior manufacturing experience, Sono-Tek registered Elaine as an Industrial Manufacturing Technician earlier this year. She spends much of her time building cables, assembling generators and circuit boards. Whipple added "the apprenticeship outline gave us the direction to get the most from her time on the job and expose her to various aspects of the trade. It's our hope she continues into another trade after she completes the requirements for the Industrial Manufacturing Technician. We are also optimistic that Elaine will earn her Associates Degree at SUNY Ulster while completing her related instruction requirements."

Each apprentice has their own unique story. Some come into the program with previous experience hoping to prepare for a leadership role or promotion while others are moving up from unskilled positions. One apprentice was working as a temp employee, literally sweeping floors when he stumbled upon the apprenticeship job posting. Now he is learning a trade, increasing his income and working his way towards a transferrable credential.

ADDING CONTEXT - RELATED INSTRUCTION

Participation in the apprenticeship program requires the apprentice to commit to completing 144 hours of related instruction yearly. This is typically done on their own time and is the apprentices' investment toward the credential. The purpose of mandatory related instruction is to ensure the program is educating individuals to understand the foundations of the trade; it is important for these apprentices to learn about the technology, science and theory behind the work they're doing. This is how employees evolve and adapt as innovation and technology continues to elevate their positions.

Related instruction can be taken online through a manufacturing specific learning management system called ToolingU. ToolingU offers thousands of courses

INCENTIVES

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supplementing the on-thejob training required to earn the credential. MIAP has partnered with Tooling U, providing free licenses to registered apprentices (a \$500 value per apprentice). Online learning helps even the playing field for some apprentices, there's no travel and they can take classes whenever its convenient. It has proven to be an excellent resource to companies who are seeking to offer a more robust training program but cannot justify a significant investment into online learning licenses.



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MORE THAN ONLINE TRAINING -COMMUNITY COLLEGE COMMITMENT

Online learning is convenient and helps apprentices launch into their program, but most would agree that it is not enough. For the Related Instruction to have the fullest impact, hands on experiences and classroom training are critical.

The State University of New York is supporting apprenticeships by offering trade related courses to all registered apprentices at no cost to the apprentice or the company. Through the SUNY Apprenticeship Grant, community colleges throughout the Hudson Valley can offer up to \$5,000 in tuition assistance to each MIAP apprentice. "This is a game changer," said Alethea Shuman, VP of Sales and Engineering at USHECO, and SUNY Ulster Alum. "As a small company, it is difficult to provide our staff the resources that larger companies offer including courses at the community college, LEAN certifications or online learning. Through programs like MIAP and other workforce grants, we are now training high potential employees in preparation for future growth." USHECO currently has three apprentices registered and enrolled at SUNY Ulster.

SUNY Ulster was an early partner of the MIAP apprenticeship program hosting a standing room only industry round table last fall. Since then they've been awarded the SUNY Apprenticeship grant, added a pre-apprentice package and \$5,000 of free courses to participating apprentices. Since hosting the roundtable, SUNY Ulster has recognized the breadth of the needs of local manufacturers and is developing new programs in response. This fall they added a MasterCam 2019 Associate Level Certification Prep course to which four local companies are sending employees.

Barbara Reer, Director Professional Technology Programs at SUNY Ulster explains, "For employers to have access to local training is essential. Moving employees up the career ladder is healthy for both the employee and the employer. SUNY Ulster will continue to develop programs in response to our local manufacturer's needs. The College will be unveiling a series of Advanced Manufacturing micro credentials for spring 2020 and is excited about invigorating the community to embrace the vast array of good jobs the manufacturing community brings to the region."

In 2019, Westchester Community College, SUNY Orange, SUNY Rockland and Dutchess Community College have all committed to supporting apprentices as well. As we approach the new year, it is encouraging to see community college engagement; soon companies in each county will have the opportunity to utilize the



Korey, a CNC machinist apprentice at kdc/one Kolmar, in Port Jervis, NY.

resources available and offer their apprentices free trade related classes. "We are excited by the support for MIAP by our Community Colleges." said Harold King, President of the Council of Industry. "It's all coming together so nicely – first DOL empowering the Council to act as an intermediary, then the Company's hopping onboard, and now the region's community colleges coming onboard and providing tuition assistance for related instruction. We are making strides toward closing the skills gap."

PROGRAM COSTS AND INCENTIVES

The cost to enroll an apprentice into the MIAP program is a one-time \$750 enrollment fee, however, this fee is offset by numerous government and not-for-profit incentives designed to encourage firms to hire apprentices.

EMPIRE STATE APPRENTICESHIP TAX CREDIT PROGRAM

(ESATC) provides tax credits to certified New York State (NYS) Registered Apprenticeship (RA) program sponsors for hiring new qualified apprentices on or after January 1, 2018. The tax credit is available through 2022. A certified employer will be entitled to tax credits against income or franchise tax for each qualified apprentice. Enhanced credits are available to employers that hire disadvantaged youth as apprentices. Additional credits are available to employers that provide apprentices with the support of a mentor.

VETERAN GI BILL FOR APPRENTICESHIP & ON-THE-JOB (OJT)

Both apprenticeship and on-the-job training (OJT) programs are available for veterans using their U.S. Department of Veterans Affairs (VA) education benefits, including the GI Bill. These programs allow veterans to learn a trade or skill through training on the job rather than attending formal classroom instruction. The program offers benefits to business well as veterans. Businesses generally pay a reduced OJT/apprenticeship wage in addition, veterans in an approved program can use their GI Bill benefit to receive a tax-free stipend.

In addition to the state incentives, the Workforce Development Institute (WDI), a statewide not-for profit dedicated to growing and keeping good jobs in New York State, is also generously supporting our program. Manufacturers in our region have received grant funding from WDI to offset required related instruction, acquire OSHA certifications and attend mandatory safety trainings. In 2018, WDI created a simple 'common app' for companies with registered apprentices. This application was frictionless and offered companies \$2,000 per apprentice to support the cost of launching an apprenticeship program.

"The incentives are overwhelming, said Mark Harris, Director of Manufacturing at LoDolce Machine. LoDolce was the first company to sign on with the Council of Industry and we did so primarily because we needed supplemental training and the apprenticeship program came with standardized outlines and a free subscription to Tooling U. Since then they have added money towards SUNY classes, tax credits and administrative support; the incentives continue to get better and the administrative burden is getting easier."

MIAP is an industry led public-private partnership that is putting talented, ambitious people on the path to great careers in manufacturing and filling the skilled positions firms need to keep their companies growing and prospering. In 2 short years the program has gone from a concept to more than 60 apprentices. And, with the continued support and commitment of all the partners, will continue to grow larger and stronger in the years to come.



Johnnieanne Hansen, Vice President of Operations & Workforce Development, The Council of Industry

COMPANY PROFILE

Elna Magnetics | BY ALISON BUTLER

CHANGING THE MAGNETIC FIELD

rom artificial hearts, to driverless cars, solar arrays and wind turbines, Elna Magnetics' products can be found in a wide variety of the world's most advanced technology. Elna Magnetics produces and distributes magnetic cores that are used in power applications. But what does that mean? When current flows through a coil of copper wire it creates a magnetic field. It was discovered many years ago that when an iron rod was inserted in the "hole of the wire donut" the magnetic field changed.



Jacob Montalbano loading parts for gapping.

The magnetic core is essentially the iron rod and it can change the properties of the electrical field surrounding it. This technology is the reason you don't get shocked when you ring a doorbell, the direct current (DC) powering the doorbell is converted from alternating current (AC) which is what is used to power our homes. The same is true for plugin electric cars, and your cell phone, and just about anything else using DC current. Elna uses ferrite and other materials to produce ceramic cores that have electrical properties that can modify the characteristics of the magnetic field created by an electrical current. Elna's products are often a custom design and are used in applications that build products to modify a magnetic field for the medical, aerospace, semiconductor, industrial, and military industries.

These magnetic cores, which can vary in size, from something that would fit in the palm of your hand to ones that are 2 feet in diameter, are also very fragile since they are made of ferrite. Ferrite is a ceramic material made up of iron oxide, and blends of nickel, manganese and zinc. After firing the ferrite is like glass and quite delicate. In fact, when on-boarding new machinists, Joe Ferraro, President of Elna Magnetics, will have them pack or unpack the parts for several days before actually trying to machine it so they learn to respect the material's fragility. While a certain amount of chipping is allowed by industry standards, the tolerance is very low and a crack would compromise the part. Magnetic cores used for space and the medical industry have the highest quality standards.

When Elna got its start in 1955, Ulster County and the Hudson Valley were a center for ferrite manufacturing. Companies like Ferroxcube and National Micronetics were humming along employing hundreds of workers and setting industry standards. Elna was founded as a custom machine shop by an employee of Ferroxcube's Saugerties plant, who did the machining in his spare time.

The company has grown and evolved over the years. The original facility was a one-room schoolhouse in Woodstock, NY. By the mid-1960's the company had grown and moved into an old bowling alley, also in Woodstock, and its focus was the custom machining of parts. In the mid-1980's the company changed its marketing strategies and Ferroxcube chose Elna to be its partner, establishing a long-term relationship that continues to this day even after Ferroxcube closed its Saugerties operations in 1999. In 1995 Elna became a distributor of Fair-Rite Products as well. Fair-Rite Products is located in Wallkill, NY and is a member of the Council of Industry. Elna also distributes the products from other ferrite producers and approximately 60% of their business today is distribution with the other 40% custom machining and gapping.

"There are many applications you can't just order out of a catalog and Elna could not survive without the custom business. It's that niche market that drives the high value-added production. Elna has

always been a custom machine shop, we just folded in distribution lines," explains Joe Ferraro. He came to Elna in the mid-2000's after working at National Micronetics, another local ferrite manufacturer that was located in Kingston at the time. By now there were more competitors machining ferrite and the convenience of "one stop shopping" became important to many customers. So



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Three of the owners of Elna. Jimmy Ferraro, Stephanie Melick and Joe Ferraro.

Elna made the strategic decision to grow its distribution lines while at the same time developing a more sophisticated and efficient machining processes to differentiate themselves from the competition.

That requires investments in machinery and in skilled people. "We heavily invest in our employees and equipment. There is only one other company in the U.S. that does custom ferrite machining," said Joe Ferraro. As the company expanded in the early 2000's it out grew the bowling alley, which was 18,000 sf, and made plans to relocate to its current facility in Saugerties, N.Y., which is 32,000 sf and has room for expansion.

Stephanie Melick, Executive VP, explains that the move was not simply about having more space, but that is was essential to implementing the company's plan for strategic growth. "The success we've had in recent years wouldn't have been possible if we stayed in the smaller facility. When designing the building, the architect asked about the flow of business and really wanted to understand the movement of people and materials. The new facility was laid out to improve this efficiency and allow for expansion by doubling the size." Originally when the company moved to Saugerties in 2009, there

> were only 2 CNC machines, now there are 7, employees have increased from 38 to 57, and there is still room for growth. Elna also has an office in California that employs 3 people.

Precision machining has been very important since the company's start and Elna has invested in a Starrett Coordinate Measuring Machine to test their products and ensure they are meeting the standards

"We heavily invest in our employees and equipment."

required by their customers. The military has extremely tight tolerances for their projects. More often customers are requiring reports, measurements and best practices efficiencies.

Elna's largest area of growth is with the defense sector. Joe Ferraro explains, "The military is all custom design. We have made components that are used onboard ships for anti-missile systems. We partner with them to make the designs and they come up with work." In fact, custom designs are Elna's niche. "We love customers that want to work together with our engineering expertise and machine 'know how' to develop the best core possible."

Other applications include the solar energy industry. Elna cores are used in inverters which turn solar power into usable electric energy for homes. Elna's products are also used in commercial aircraft guidance systems and their products have been used in driverless cars in the system that senses other vehicles and surroundings. Medical applications include artificial hearts and implantable defibrillators. In addition, magnetic cores are used in equipment that manufactures semiconductor chips.

"Nothing is simple anymore," says Joe Ferraro. "Most of our customers have at least one certification, ISO, AS, etc. and therefore have an ever-increasing list of requirements." Elna is now ISO 9001

and AS 9100 certified along with ITAR and NY State SHARP certification for safety. "All of this is important to remain competitive in the market as well being able to provide a safe and clean work environment for our employees."

As Elna bought new equipment they have had to develop their own technology to machine the glasslike ferrite. As Stephanie Melick puts it, "if you look at it cross eyed it will chip." Machinists are frequently reminded that they are using machines made to work on metal to machine a ceramic and that means they have had to modify and refine their techniques. There is a continual learning process involving the use of tools, coolant application and other trade secrets, to become more efficient in both the machining and gapping processes as well. Joe Ferraro says, "You have to keep moving, evolving all the time."

A big part of Elna's business is "Gapping." When dealing with a magnetic core, the gap between the two pieces of ferrite influences the amount of current it is able to withstand before becoming saturated. Once reaching the saturation point the magnetic core stops working. Increasing the gap between the center posts allows the product to become more powerful.

"Twenty years ago, Elna did a small volume of gapping, maybe 100 cores, but now we have the equipment and capabilities to do large volume orders for gapping," explains James (Jim) Ferraro, Vice President, Joe's son who joined the company in 2010. "Tolerance wise we can hold gaps to one half of 1/1,000th of an inch. On the manufacturing side there is no one that does all that we do. There are several companies that do gapping, and one or two that provide custom core manufacturing, but we are the only company within NAFTA that does both."

On the operation side of the business Jim explains, "We have

upgraded our ERP system which has opened up a world of opportunities to make our lives inside the building simpler. We have more custom reports to better analyze data and are 95% of the way to implementing barcoding throughout our warehouse."

"When I came to Elna it was just after the telecom market crashed and 9/11, in this business you could sell anything for any price you wanted. Elna offered excellent products and excellent customer service," says Joe Ferraro. "Now there are customers that require price reductions and we have requests

Elna is committed to improving not only their company but the reputation and image of manufacturing as a

viable career.



Inside Elna's manufacturing facility.

to lower our prices on a daily basis."

"At a certain point we just can't compete because we can't go any lower. That is the point you have to realize this product line is no longer profitable and we need to cut it and look for the next one," explains Joe Ferraro.

Cost control is just one of the two big problems Elna is facing these days, the other is like many other manufacturers they need to recruit and train new employees to replace an aging workforce. There are several decades of combined knowledge in the brain trust that runs the machines at Elna and that is expertise that the company doesn't want to lose as the machinists retire. With a number of employees in their late 50's and early 60's, Joe Ferraro is aware he is going to have to replace them at some point.



Chris Cottrill selecting a test setup for gapping.

"We do our best to stay active on both these fronts," explains Joe. "We are willing to provide as much on the job training as required to build our workforce and to this end we recently got involved in the New York State apprenticeship program through the Council of Industry." Elna has a few apprentices currently enrolled in the program and hope more new hires will take advantage of this opportunity to make every day on the job count towards their education and receive the certification after four years. "We very much believe in this program and like it a lot."

In an effort to recruit those new hires Elna has also taken advantage of the Council's Collaborative Recruiting Initiative. Jana Blazicek, Human Resources Administrator, says "The software is very user friendly and is structured in a very organized way. The Council has been helpful in posting jobs fast and it helps that the ads appear on multiple portals." Elna has made working at the company a better place for employees by offering good benefits, increasing salaries and offering flexible time, including 'Summer Fridays' (a half day on Friday) and Thank you Lunch/ Breakfast days. They have Sonos-speakers in work areas and have cleaned and reorganized the building with a 5S implementation.

"Elna is committed to staying in the Hudson Valley and supports the local schools, including both high school and community colleges, in their efforts to encourage and develop kids that want to pursue a future in manufacturing and engineering," explains Jim Ferraro. "We want to expose students to what's available especially in those programs like the Pathways Academy and Youth Build that offer options beyond the traditional education path. "There are kids that want to work with their hands and explore education that isn't confined to a classroom, they are the ones we want to try and get on board."



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"Elna has been a sponsor of the SUNY New Paltz Engineering Expo for the past few years and every year I go to the expo and see the projects the students present, I am amazed," says Joe Ferraro. "We have got engineers that are retiring soon and we have got to find somebody to fill those shoes. We are willing to take someone fresh out of school or even from a different job background and invest in training them. If we can get young people in the door, they can see manufacturing isn't what it used to be."

Elna is committed to improving not only their company but the reputation and image of manufacturing as a viable career. "If you are going to complain you have got to be willing to do something to fix it," says Joe Ferraro. Elna is doing just that.

In many ways Elna is representative of manufacturing in the Hudson Valley: small, innovative, high tech, family owned and focused on the success of their customers. They are a company that is continually evolving and innovating to improve their products and exceed customer expectations.



Alison Butler is the Director of Member Engagement, The Council of Industry.

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WOMEN IN MANUFACTURING

Council of Industry | BY SERENA CASCARANO

HUDSON VALLEY MANUFACTURING WORKFORCE CENTER STRIVES TO

INCREASE VISIBILITY OF **WOMEN** IN MANUFACTURING

Jennine Arasim, Industrial Manufacturing Technician (IMT) Apprentice at Fair-Rite Products in Wallkill, NY.

EARLIER THIS YEAR THE ROWLEY FAMILY FOUNDATION BEGAN WORKING WITH THE COMMUNITY FOUNDATION OF ORANGE AND SULLIVAN TO AWARD 15 GRANTS IN SUPPORT OF EMPOWERING WOMEN AND CHILDREN.

he Hudson Valley Manufacturing Workforce Center, Inc. (HVMWC) was awarded \$16,000 to create videos targeting the young women of the tri-county region. These videos will spotlight women and showcase the many possibilities for success available throughout the region. They will encourage young women to visualize themselves in rewarding careers, allowing them to earn a living wage, raise their families and thrive in the Hudson Valley community.

"This grant will go a long way in helping increase the visibility of the career opportunities available in manufacturing right now and hopefully encourage more women to consider this as an option. From middle school girls learning to code or design on computers, to women re-entering the workforce and those interested in a STEM career, manufacturing is an excellent path to pursue," explains Johnnieanne Hansen, Executive Director, Hudson Valley Manufacturing Workforce Center, Inc.

The manufacturing industry has long been dominated by males, but demographics are changing and there continues to be more diversity within the manufacturing workforce. The challenge

now is reaching girls at a younger age and making them aware of the opportunities that are available. Our hope is that these videos will help start the conversation and continue to spread awareness about the reality of modern manufacturing and the high-quality jobs available.

We reached out to a handful of women who work in manufacturing and asked them exactly what motivated them to join the industry. For those who are familiar with the sector their answers weren't surprising as they highlighted many of the features that make these jobs so appealing. We captured their responses to share their first-hand perspectives with our readers.

We first spoke with Jennifer Clark, Director of Manufacturing Operations at Global Foundries, (see her Leader Profile on page 11) who told us that her interest in the manufacturing industry was first sparked as a junior in high school. Growing up with a passion for math and science she naturally transitioned into studying Chemical Engineering in college, a major that she chose for three reasons: her love for chemistry, her discovery that the field had more diversity and female representation than similar options and the flexibility it would provide her to go into a variety of different fields. With the freedom to explore many industries with her degree we asked Clark why she chose manufacturing: "What got me so interested in manufacturing specifically was the fact that you're actually creating something tangible. Manufacturing allows you to work with your hands and physically see the progress and products you're creating."

Jennine (Jen) Arasim offered a unique viewpoint as a woman who just recently joined the manufacturing industry after several

...women are helping to change the long-held belief that manufacturing is dirty and overly laborious and shining a light on the great opportunities available. years in retail. She now works as an apprentice at Fair-Rite Products Corporation and told us that she's enjoying the change and the flexibility it's provided her. "I went from hectic and crazy to steady and stable." Said Arasim. "And because it's something new and there's so much to learn it's much more stimulating than going in and doing the same five tasks every day. At Fair-Rite every day is different." These are quality positions that offer additional benefits to women that many other industries don't or



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Benefits were also a major factor for Alicia Zito, Inventory Technician at Bell Flavors and Fragrances, when she was ready to enter the workforce again after several years as a stay at home mother. Zito has three children and she recognized the importance of finding a position that would allow a healthy work-life balance. "Bell offers great benefits for parents." Said Zito. "We're able to take up to 8 hours per-month for when our children have events like concerts, field days or graduations without having to dip into our paid time off." Finding a career with that type of freedom is a necessity for many women and Zito told us she feels fortunate to have that convenience.

The manufacturing industry has also opened the door for many women to advance their careers. Phylliss Masselli, Controller and Office Manager at Orange Packaging, shared with us that not only has her career grown and developed within this industry, but she's also been fortunate enough to watch and help others advance as well. Starting out as the bookkeeper she's covered many departments throughout her time at Orange Packaging including customer service, ordering and anything else that was needed to get the product out the door. In her role today she's able to help identify those top performing employees and do her part in promoting them. "We have two women from Honduras, Brenda Benavides and Brenda Maldonado, who started out on the assembly line and later moved on to becoming line leaders, when I recognized their talent and abilities I brought them up to the front office." Said Masselli. "Today Benavides is a Senior Project Manager and Maldonado is her assistant. They both know the business inside and out."

This type of promotion is not uncommon at Orange Packaging.



Masselli also mentioned Abigail Sanoja, a woman who also started out on the assembly line and today serves as the Production Manager overseeing the entire plant. Many manufacturers provide internal training and strive to promote current employees before looking for outside hires. "I think there is a lot of opportunity in manufacturing." Said Masselli. "No matter where you start if you show an interest in the business, and you want to learn, any manufacturer should recognize your potential to move forward and grow within the company." With the Council of Industry as a resource many manufacturers in the Hudson Valley take advantage of the leadership training and apprentice program available to continue developing their workforce from within.

By speaking out and sharing their stories these women are helping to change the long-held belief that manufacturing is dirty and overly laborious and shining a light on the great opportunities available. Arasim summarized this point perfectly when she told us, "When people think of manufacturing they usually think of a dirty guy in overalls but the reality of today is that the overall atmosphere is focused on cleanliness and safety." Modern manufacturing is no longer the dark and dirty career that its perceived to be, there are promising careers that require skill and precision. We hope to



capture more stories like these in our videos and encourage women throughout our community to consider manufacturing as a viable career option.

Serena Cascarano, Administrative Marketing Assistant, The Council of Industry.

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From left to right: Brenda Benavides, Senior Project Manager; Phylliss Masselli, Controller and Office Manager; Brenda Maldonado, Assistant Project Manager at Orange Packaging in Newburgh, NY.

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YENTED REALITY

(AR) IS IMPACTING ALL ASPECTS OF MANUFACTURING

he Industrial Internet of Things (IIOT) is already dramatically changing the economic landscape, however, we have barely scratched the surface of its potential. The amount and quality of the data collected by connected devices is far outpacing our ability to interpret and utilize it.

The cause of this bottleneck keeping us from taking full advantage of the almost limitless information contained within the data is the inability of humans to assimilate that data, and act upon it in meaningful ways. One tool to remove that bottleneck may be augmented reality.

In "A Manager's Guide to Augmented Reality" which appeared earlier this year in The Harvard Business Review, Michael Porter, a Harvard University professor, and James Heppelmann, chief executive of PTC Inc., an industrial consulting company write: "There is a fundamental disconnect between the wealth of digital data available to us and the physical world in which we apply it. While reality is three-dimensional, the rich data we now have to inform our decisions and actions remains trapped on twodimensional pages and screens."

WHAT IS AR?

Augmented Reality (AR) is interactively experiencing a realworld environment where the objects are enhanced by computergenerated perceptual information. This is most often a visual experience, however, other modalities are sometimes employed, such as auditory, somatosensory, and olfactory. Unlike Virtual Reality (VR), which makes you submerge yourself in a virtual environment, AR is all about augmenting the present reality with technology.

The technology is in its early stages. Today, most AR applications are focused on entertainment and delivered through smartphone and tablet apps. Perhaps the most commonly recognized example was the Pokémon Go craze a few years back. That game uses location tracking and mapping technology to create an augmented reality where players catch and train Pokémon characters in real locations. But, AR technology is increasingly being used in commercial and industrial applications. And, in addition to smartphones and tablets, it is delivered through hands-free devices such as AR smart glasses, head-mounted displays, and displays in cars.

From big corporations like Council Member IBM, who is using AR to help customers visualize complex data, to Apple, who is investing not only in their own AR framework but also navigation tech, to Google, who announced earlier this year that is rolling out an AR version of Google Maps, the potential of AR is attracting big interest and big money.

"By superimposing digital information directly on real objects or environments, AR allows people to process the physical and digital simultaneously, eliminating the need to mentally bridge the two," Porter and Heppelmann write. "That improves our ability to rapidly and accurately absorb information, make decisions, and execute required tasks quickly and efficiently."

APPLICATIONS OF AR IN INDUSTRY

Manufactures can look to AR to help them access, interpret, and use data and information in various ways including to visualize, to instruct and guide, and to interact.

VISUALIZATION

According to Porter and Heppelmann "AR applications provide a sort of X-ray vision, revealing internal features that would be difficult to see otherwise." Medical device manufacturer AccuVein, for example, uses AR technology that converts the heat signature of a patient's veins into an image superimposed by a device onto the skin, improving the success rates of blood draws and other vascular procedures.

INSTRUCT AND GUIDE

For industry this is one of the most important applications of AR. It can provide real-time, step-by-step visual guidance on product assembly, both for consumer and industrial applications. Installing electrical wiring on an aircraft is a complex task that leaves zero room for error. Boeing is using augmented reality to give technicians real-time, handsfree, interactive 3D wiring diagrams - right before their eyes.

"A person working in an industrial setting has a lot of distractions in that environment and a lot of data to think about and process. Traditionally technicians had to look at and interpret a twodimensional twenty-foot-long drawing and construct that image in their mind and attempt to wire based on this mental model," said Brian Laughlin, IT Tech Fellow at Boeing. "By using augmented reality technology, technicians can easily see where the electrical wiring goes in the aircraft fuselage. They can roam around the airplane and see the wiring renderings in full depth within their surroundings and access instructions hands-free."

INTERACT

"AR takes the user interface to a whole new level. A virtual control panel can be superimposed directly on the product and operated using an AR headset, hand gestures, and voice commands it," write Porter and Heppelmann.

One key area where this hybrid-tech can be applied within the manufacturing industry is in the field of robotics and automation. New York University engineers have created a platform to control robot arms through augmented reality. Another platform that has emerged from NYU overlays different environments with virtual robots - except these robots actually exist in the real world, in the very environment that is being examined. The goal is to effectively allow operators to monitor and control a swarm, or a large number of robots as a single system. Unlike conventional systems that require hefty infrastructure and investment, this system can run on an iPad.

Such innovations will take swarm robotics from being a feature of giants like Amazon to being a technology accessible to the "manufacturing masses."

AR is having an impact on just about all aspects of a product's value chain. In product development, AR allows realistic 3-D models to be

In product development, AR allows realistic 3-D models to be superimposed on the physical world as holograms, helping engineers evaluate and improve designs. Radius Innovation & Development, product design consultants, have already seen tangible examples of what AR brings to their creative process. Rapid visualization, accelerating time-to-market and adding new dimensions to the way they collaborate with clients.

"With emerging technologies like additive manufacturing, a part can undergo 19 design iterations in the time it would take for one iteration using traditional development methods. Adding AR as a tool in the prototyping mix can seize even more potential." Writes Jim Holtorf, Radius Innovation & Development's Managing Director.

In manufacturing, where processes are often complex and mistakes are costly, AR can deliver just the right information to factory workers

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the moment it is needed, while making visible important data about each machine, thus reducing errors, improving productivity and preventing downtime.

The area of quality assurance (QA), for example, offers numerous potential applications for AR. Last year, SlashGear reported on a pilot program running at a Porsche assembly plant in Leipzig, Germany. Porsche technicians are using augmented reality as a tool in the quality assurance process. Quality professionals can take photos of parts or assemblies on vehicles under inspection, and then compare those images to ones provided by the company's suppliers via an augmented reality overlay. Features that are out of specification can be highlighted by the overlay, enabling the Porsche technicians to identify the issue quickly and intuitively.

The gap between someone's expectations and reality is a persistent problem in sales and marketing. AR can show customers how products will look in their homes or other settings before they buy. Far too often, customers have a very different belief about what the product should be and what they receive. This unfortunate process leads to disappointment, inaccuracy, and painful revisions. In other words, what the customer wants and what the company can do are often two incredibly different things. Buyers love endless customizable products and options. Not every manufacturer can keep up with uniquely tailored goods for each customer. That's why augmented reality and 3D visualization should play a vital role in the sales process.

Atlatl Software, a cloud-based sales platform, says that visual configuration helps increase sales efficiency by 24%. "Manufacturing is ripe for disruption from 3D and AR technology in the sale process because it allows customers to be immersed in a complex product without the time and expense that is tied to a physical product in brick and mortar environments," said Atlatl Software CEO, Marc Murphy.

Murphy believes that sales play an integral role in the IIOT and it forces manufacturers to ask themselves how their investments are effectively changing the purchaser's buying experience.

"While the advances in artificial intelligence and robotics are impressive, we believe that combining the capabilities of machines with humans' distinctive strengths will lead to far greater productivity and more value creation than either could generate alone," Porter and Heppelmann conclude. "What's needed to realize this opportunity is a powerful human interface that bridges the gap between the digital and physical worlds."

Augmented Reality is the historic innovation that might provide that breakthrough.



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