

# “What’s So Cool About Manufacturing?” Sponsors Support Central Susquehanna Student Video Contest Inaugural Year

written by Lauri Moon | March 5, 2020

*Central Susquehanna Region Expands the Popular Contest in Five New PA Counties*



**Williamsport, PA - March 3, 2020** - The Innovative Manufacturers’ Center (IMC) is proud to announce sponsors for the “What’s So Cool About Manufacturing?” (WSCM) Central Susquehanna student video contest for their inaugural year as one of 16 regional contests across Pennsylvania in the 2019-2020 school year.

The WSCM student video contest pairs student-teams in Columbia, Lycoming, Montour, Northumberland, Snyder and Union counties with local manufacturers, providing a unique opportunity to learn what makes modern manufacturing cool while producing a video that documents their experience. The program was created to generate excitement that draws students to consider manufacturing career paths.

“Introducing this program to the students, the school districts and the manufacturers in our region is exciting” said Dan Manetta, Executive Director/CEO IMC. “We are grateful for the sponsorship that is helping us highlight the importance of STEM education and the employment opportunities that exist in manufacturing to our students and communities while also validating the hard work the students are putting into this program.”

The students' videos will compete in the regional contest, culminating with public voting for Viewers Choice and an awards show April 2, 2020. WSCM Central Susquehanna will choose one video to represent the region in the 3<sup>rd</sup> Annual "What's So Cool About Manufacturing?" PA Statewide Awards on April 29, 2020 in Harrisburg.

Partnering with Innovative Manufacturers' Center, Central Susquehanna Intermediate Unit and The Foundation of the Columbia Montour Chamber of Commerce for the project are eMediaWorks, Sahl Communications, Inc. and EmpowerStar Marketing. Educational media resources, GoPro Camera kits, professional media training from eMediaWorks, materials, and project costs were funded and made possible by the following: **Red Carpet Sponsors;** *eMediaWorks, EmpowerStar Marketing, Manufacturers Resource Center and Sahl Communications, Inc.* **Spotlight Sponsors;** *RETTEW, Commercial Stainless, Inc. and Overhead Door Corporation.* **Special Contribution;** *First Columbia Bank & Trust.*

This program is funded, in part, by the Pennsylvania Department of Community and Economic Development's *Manufacturing to Training Career Grant* program.

Voting for the inaugural "What's So Cool About Manufacturing?" Student Videos will be available March 23-25, on the What's So Cool website, [WhatsSoCool.org](http://WhatsSoCool.org).

Visit [WhatsSoCool.org](http://WhatsSoCool.org) for more information and resources and follow on [Facebook.com/WSCMCenSusq](https://www.facebook.com/WSCMCenSusq).

### **About "What's So Cool About Manufacturing":**

Developed by Manufacturers Resource Center (MRC), WSCM program is a video based educational tool that increases awareness of career paths in manufacturing. MRC developed this innovative career awareness program that at its core is "peer marketing" (kids telling kids what's so cool about manufacturing jobs). The contest is showcased on the What's So Cool Website, and shared nationally through the Manufacturing Institute and the Manufacturing Extension Partnership platforms. The Lehigh Valley contest is expanding across the Commonwealth and the country. Inside Pennsylvania there will be 16 regions conducting contests this year.

This contest gives students the opportunity to connect with local manufacturers, document their experiences and present them in an educational and “cool” way. The contest was created to generate excitement that draws students towards manufacturing career paths, and CTE and STEM education.

### **About Innovative Manufacturer’s Center**

Founded in 1988, the Innovative Manufacturers’ Center assists in connecting manufacturers in 12 Pennsylvania counties with the most effective regional, state and national resources to help companies innovate, grow and prosper. An affiliate of the U.S. Department of Commerce, National Institute of Standards and Technology’s Hollings Manufacturing Extension Partnership and supported by the Pennsylvania Department of Community and Economic Development, IMC is one of seven industrial resource centers in Pennsylvania and serves manufacturers in Lycoming, Montour, Northumberland, Union, Snyder, Clinton, Centre, Mifflin, Juniata, Huntington, Blair and Bedford Counties.

### **About Central Susquehanna Intermediate Unit**

The Central Susquehanna Intermediate Unit (CSIU) is a regional education service agency that prides itself on serving the needs of schools, students, families and communities. CSIU’s many programs and services reflect our mission to provide quality education services that help students learn, support teachers in bringing best practices to the classroom, and offer valuable services to school districts. The CSIU’s primary service area consists of Columbia, Montour, Northumberland, Snyder and Union counties in central Pennsylvania which includes 17 school districts, 3 career and technical centers, and 69 nonpublic schools.

### **About The Foundation of the Columbia Montour Chamber of Commerce**

Since its inception in 1996, The Foundation of the Columbia Montour Chamber of Commerce has evolved, remaining focused on goals which can be summed up in its mission statement: “Working together, the educators and employers of Columbia and Montour counties will ensure that lifelong learners obtain the academic, technical, and employability skills necessary to be successful in the 21st century workplace.” Through The Foundation of the Columbia Montour Chamber of

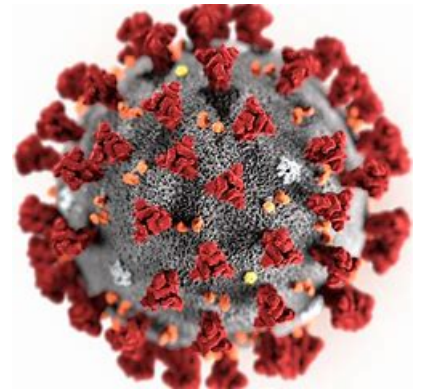
Commerce, educators and employers in Columbia and Montour counties work together to provide educational opportunities for the purpose of workforce development. Our educational programs focus on K-12 students as well as continuing education for adults.

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## How to Deal with COVID-19

written by Lauri Moon | March 5, 2020

With the global spread of COVID-19 (the coronavirus disease), IMC is providing educational guides and support for our manufacturing clients to help them plan, prepare and protect their operations.



Here are a few resources if you're concerned about the impact of COVID-19:

- Centers for Disease Control (CDC) COVID-19 Home Page
  - CDC What You Need to Know About COVID-19 Fact Sheet
- Pennsylvania Department of Health Updates
- TrendForce Analysis of COVID-19 Impact on High-Tech Industry
- FedEx International Trade Bulletins
- Supply Chain Disruption Planning Checklist

If your business is impacted, IMC can provide no-cost assistance to help you understand your next steps. Don't delay, contact us today!

### Current Updates (February 21, 2020)

- Freight forwarders are reporting significant increases in air freight charter

rates to/from China, and are expecting short-term general air freight cargo rates rate spikes as production ramps back-up in China.

- Containerized refrigerated cargo to China is being diverted to alternative ports due to existing reefer plug-in outlets in the ports being fully used due to cargo not being able to move inland.
- Internal transport (rail, truck) within China is still severely impacted. Export capacity from southern and eastern China are in a better position than the central and western parts of China but still well below normal levels. Transport and port activities around Wuhan and Tianjin basically remain at a standstill.
- The rate of new Infections within China is starting to slow, however infections outside of China are increasing, especially in South Korea.
- Factories are slowing resuming production in areas outside of the quarantine zones (e.g. in the Shenzhen/Guangzhou area, Shanghai/east coast areas, etc.)
- There are some initial reports that the supply of available empty containers for loading in North America is getting tight.

## **Previous Updates (February 18, 2020)**

- Ships entering ports in Australia, Singapore, the United States and others have various docking restrictions in place until 14 days after they left a Chinese port.
- Travel bans and limitations in China have slowed the movement of hard-copy shipping documents to ports - a step that is delaying the clearance of import and export shipments into and out of China.
- Metal industry is expecting a reduction in supply due to a significant part of China's metal production being based in affected areas.
- General production in China is likely to be impacted by delays in their full workforce returning to work and a slow, general ramp-up of parts from suppliers to their assembly plants and factories.
- Ocean carriers have "blanked" or cancelled sailings into China to avoid having empty vessels returning to Europe and North America.
- Passenger airlines have reduced or eliminated flights to China, reducing

belly cargo capacity and impacting total air freight capacity into and out of China.

**Thanks to our sister center CIRAS for sharing some of these resources.**

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# **IMC Joins Congressman Keller on a Tour of Ralph S. Alberts Co., Inc.**

written by Lauri Moon | March 5, 2020

IMC's Executive Director, Dan Manetta joined Fred Keller at long-time client Ralph S. Alberts Co., Inc. last week for a tour of their manufacturing facilities.



[Click here for the Fox56 WOLF TV news story.](#)

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# Penn State College of Engineering Accepting Learning Factory Project Submissions

written by Lauri Moon | March 5, 2020



The Learning Factory at Penn State provides undergraduate engineering students the opportunity to tackle real-world design problems utilizing classroom engineering design knowledge and tools. PennTAP provides Learning Factory engagement opportunities with businesses and organizations across Pennsylvania. These projects, scoped and presented by sponsors, allow students to practically design or improve an idea that a business may not have the resources or manpower to tackle. Over the years, these engineering design capstone projects have provided proof-of-concept and prototype designs that have made a significant impact across the commonwealth.

Through collaboration with the Learning Factory program, PennTAP can provide needed technical assistance to help move company ideas forward through design, proof-of-concept and prototype assistance. There is a \$3500 donation needed to

sponsor a team of 4-6 senior engineering students for a 15-week semester project (approximately 400-600 hours of student work.) Additionally, intellectual property protection and non-disclosure agreements can be procured if requested by the sponsor.

Through Learning Factory's support, PennTAP can provide clients an opportunity to engage with Penn State across most engineering disciplines including, but not limited to, computer science and engineering, biomedical, mechanical, electrical, material science, energy, chemical and industrial engineering.

Project submission deadline is December 13th! EARLY BIRD DISCOUNT of \$250 if project is submitted by November 22nd.


Contact PennTAP at 814-865-0427 or penntap@psu.edu to learn how your business can collaborate with the Learning Factory by sponsoring a team project.

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# Recent Meeting of PA Manufacturing Caucuses

written by Lauri Moon | March 5, 2020

Directors of the Pennsylvania Industrial Resource Centers, including IMC's Dan Manetta, recently convened in Harrisburg to attend a meeting of the House and Senate Manufacturing Caucuses. The purpose of the meeting was for House and Senate members to hear first-hand, from PA manufacturers, about their future challenges and requirements for growth, including workforce development and advanced manufacturing technology and processes.

PA State Representative, Donna Oberlander, posted on her Facebook page about the meeting, "As co-chairman of the House Manufacturing Caucus, I had the opportunity to meet with manufacturers, around the state along with our Industrial Resource Centers (IRCs), to learn more about how we as policymakers can better help 



them. Manufacturing is literally the backbone of local economies, and our caucus seeks to support research and policy developments, in addition to raising the profile of the industry throughout Pennsylvania. After our meeting, it was my pleasure to join several of our manufacturers for the presentation of House Resolution 474, which designated Oct. 4, 2019, as Manufacturing Day in Pennsylvania.”

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# **IMC Helps Hermance Machine Secure State Funding to Expand, Supporting Nearly 60 Jobs**

written by Lauri Moon | March 5, 2020

**Harrisburg, PA** - Today, Governor Tom Wolf announced Hermance Machine Company, a family-owned and operated manufacturer and distributor specializing in woodworking and wood product manufacturing equipment in Williamsport, Lycoming County, will expand, supporting the combined retention and creation of 57 full-time jobs in the area.

“I am pleased that Hermance Machine Company has decided to expand its operations in the city where it began,” said Governor Wolf. “I look forward to the continued investments and opportunities that Hermance will bring to Lycoming County residents for years to come.”

Hermance has outgrown its current space and is exploring several real estate options to accommodate the expansion. The company also plans to add two new product lines, increase showroom/demo space and inventory, and make improvements to its online storefront. The company has pledged to invest \$3.16 million into the project, and has committed to create at least 20 new, full-time jobs and retain 37 existing jobs over the next three years.

“This assistance, coordinated by the Governor’s Action Team, will allow for continued growth and employment opportunities at Hermance Machine Company,” said co-owner of Hermance Machine Company Claire Strouse. “Additionally, our local Innovative Manufacturers’ Center personnel were instrumental in assisting us to prepare and qualify for this opportunity.”

Hermance Machine Company received a funding proposal from the Department of Community and Economic Development for the project, which includes an \$80,000 Pennsylvania First Grant, \$40,000 in Job Creation Tax Credits to be distributed upon creation of new jobs, and a \$16,200 workforce development grant to help the company train workers. The company was also encouraged to apply for a \$2,650,000 loan through the Pennsylvania Industrial Development Authority (PIDA). The project was coordinated by the Governor’s Action Team, an experienced group of economic development professionals who report directly to the governor and work with businesses that are considering locating or expanding in Pennsylvania.

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# IMC Launches Inaugural “What’s So Cool About Manufacturing?” Student Video Contest

written by Lauri Moon | March 5, 2020



*Central Susquehanna Region Expands the Popular Contest in Five New PA Counties*

**Williamsport, PA - October 16, 2019** - The Innovative Manufacturers' Center (IMC) is proud to announce the launch of the inaugural "What's So Cool About Manufacturing?" Central Susquehanna student video contest for the 2019-2020 school year.

The "What's So Cool About Manufacturing?" (WSCM) student video contest pairs student-teams with local manufacturers, providing middle school students a unique opportunity to learn what makes modern manufacturing cool and produce, shoot and edit a video that documents their experience. The program was created to generate excitement that draws students to consider manufacturing career paths.

"We are really excited to pilot this program in our school districts this year, and help it expand across the state" said Dan Manetta, Executive Director/CEO IMC. "STEM education is vitally important and our students will get a great opportunity see how cool our local manufacturers really are, and share their videos with the community."

"What's So Cool About Manufacturing?" Central Susquehanna Region, produced by the Innovative Manufacturers' Center, the Central Susquehanna Intermediate Unit and The Foundation of the Columbia Montour Chamber of Commerce, will join 16 other regions across Pennsylvania this year, and students from seven schools will partner with seven manufacturers in Columbia, Northumberland, Snyder, Union and Montour counties.

The students' videos will compete in the regional contest, culminating with public voting for Viewers Choice and an awards show April 2, 2020. WSCM Central Susquehanna will choose one video to represent the region in the 3<sup>rd</sup> Annual "What's So Cool About Manufacturing?" PA Statewide Awards on April 29, 2020 in Harrisburg.

The "What's So Cool About Manufacturing?" Central Susquehanna inaugural season is funded by a grant from the Pennsylvania Department of Community & Economic Development and was created and initiated by Manufacturers Resource Center (MRC) in the Lehigh Valley in 2013. Innovative Manufacturer's Center partners with eMediaWorks and Sahl Communications, Inc. to produce the program. For more information, visit [whatssocool.org](http://whatssocool.org).

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For more information or to get involved in the Central Susquehanna region, contact Lauri Moon at [laurim@imcpa.com](mailto:laurim@imcpa.com) or 570-329-3200x8085.

## **About Innovative Manufacturer’s Center**



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# Call for Proposals: Bucknell Chemical Engineering Senior Design Projects

written by Lauri Moon | March 5, 2020

Bucknell University students are asked to work on a project for a client and produce a tangible result (deliverable) based on that work. The deliverable can be a process, a device, a scientific or engineering study, a design or a simulation that addresses a problem involving chemistry and engineering.

General Requirements (please refer to CHEG 410 Overview and Project Proposal Guidelines link for additional requirements and selection criteria):

1. A client with a clear interest in and reason for supporting the project
2. A client that can be easily and reliably contacted by the supervisors
3. A client who understands and will sign-off on the legal responsibilities of your project, clearly defining ownership of any intellectual property and release of liability. Clients must allow your project to be shared at least within the class for presentation purposes.

Client questions can be directed to the KEEN Industrial Liaison, Shane Cohen (scohen@bucknell.edu), and course coordinator, Professor Brandon Vogel (bmv002@bucknell.edu). Note that while all projects will be given consideration, no project is guaranteed to be selected.

[CHEG 410 Overview](#)

[Project Description Form](#)

[Project Sponsor Mentor Responsibilities](#)

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written by Lauri Moon | March 5, 2020

As the lean value stream quickens, a traditional organizational structure becomes costly and cumbersome. To adapt, employees need to be trained to operate as self-directed work teams within a product family or along a supply chain. We've entered the era of the "Autonomous Workforce," the next logical step in a company's lean journey. Learn why this transformation is necessary and how to prepare your organization to make it.

Lean Your Team

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# **Engineering Design Assistance Opportunity at Penn State for Fall 2019 Semester**

written by Lauri Moon | March 5, 2020

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