

# Closing the Skills Gap: 10 Practical and Innovative Tips to Grow, Attract and Keep the Best Talent

written by Lauri Moon | March 5, 2020

When you think of advanced manufacturing, you think of technology and smart machines. However, the key ingredient of advanced manufacturing is people, and manufacturing desperately needs more of them.

A recent MAGNET survey found that a critical shortage of skilled workers is the primary impediment to growth for manufacturing companies. Skilled workers are going to become even more in demand as America's manufacturing industry is projected to have 2.4 million unfilled positions over the next eight years.

What is a growth-focused manufacturer to do?

In order to compete globally (and win), you need the right people, with the right skills, in the right jobs. Join us to discover practical and innovative ways to help your company close the talent gap and start building your workforce of tomorrow, today.

This webinar will cover:

- How to be as innovative with recruiting as you are with your products and services.
- Smashing stereotypes to help attract next generation talent.
- How Innovation and Industry 4.0 can help attract talent.
- Recruiting diverse workers and building new on-ramps for overlooked talent.
- Leveraging industry, education and community partnerships to solve talent problems together.
- Creating successful German-style apprenticeship programs to attract students early to a manufacturing career.
- How to grow your own talent and stay ahead of the rapidly decreasing half-life of knowledge.
- Building people-first workplace cultures.

## Speaker

### Dr. Ethan Karp, President and CEO, MAGNET

As President and CEO of MAGNET, Ethan Karp brings his wide range of experiences to drive economic prosperity in Northeast Ohio through innovation and invention. Prior to focusing on building the future of Ohio from its strength in manufacturing with MAGNET in 2013, Ethan advised Fortune 500 companies to innovate and grow with global consulting firm McKinsey in Cleveland. Ethan is a trained scientist who spent many years trying to uncover how the brain works while attaining a Ph.D. in Chemical Biology from Harvard and undergraduate degrees in physics and biochemistry from Miami University. Ethan volunteers as the Board Chair of the Cleveland/Cuyahoga Workforce Development Board, Cleveland Leadership Center, Midtown Cleveland, and the Jewish Education Center of Cleveland.

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# 2020 Employer Response to the

# Coronavirus

written by Lauri Moon | March 5, 2020

This webinar will review the facts, legal aspects and the many employment considerations that surround the potential of employee exposure to the coronavirus. It will cover two important areas of information for employers. First, Dr. Rachel Levine, Secretary of the Pennsylvania Department of Health will explain the facts about coronavirus and how realistic it is that the United States, and Pennsylvania, could have a pandemic, as well as how the state is preparing. Then top employment law attorney Jonathan Segal, Partner of Duane Morris will present the legal perspective on what employers need to do to prepare, and if different rules apply to employment laws should a pandemic occur.

They will discuss:

- The facts: the symptoms of coronavirus, how is it spread, what healthy habits employers should be advising their employees to follow, how Pennsylvania is preparing should a statewide epidemic be announced
- What employers should be doing now to prepare and to protect their employees—travel restrictions; if schools close and employees have child care issues and cannot get to work, more
- Actions employers should take if an official pandemic is announced—telecommuting options, procedures for employees working from home, more.
- Employment laws that may be modified if an official pandemic is announced—employers still need to comply, but modifications and new rules may apply to the Family Medical Leave Act, ADA and other laws during a pandemic
- Best Practices employers need to follow to prepare and to protect their workers

Additionally, those seeking current information on the coronavirus can get it through the CDC's website <https://www.cdc.gov/>. UPMC professionals have advised this is the most accurate and up-to-date information on the virus.

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# OSHA Workplace Safety Inspections: What You Need to Know

written by Lauri Moon | March 5, 2020

If OSHA knocked on your company's door, would you be ready? Do you know what might put you at increased risk for an inspection? Do you know what to expect during the inspection? And, after? Join us during this webcast to get answers to your questions on the OSHA inspection process. We'll discuss:

- What goes on during an inspection,
- What OSHA looks for,
- What your rights are as an employer,
- How to get fines reduced, and
- Much more!

We will also save time for a live Q&A session.

## Speakers



**Edwin Zalewski, Senior Editor - EHS, J. J. Keller & Associates, Inc.**

As a Senior Editor at J. J. Keller & Associates, Inc., Edwin specializes in workplace safety topics such as walking working surfaces, powered industrial trucks, and

injury/illness recordkeeping. He researches and creates content for a variety of safety-related topics, contributes to several products, and is the lead editor for the OSHA Compliance for General Industry manual and the Environmental Safety Training Advisor newsletter. He also helps customers with their safety compliance questions, speaks at live events, and contributes to leading trade magazines.



**Travis Rhoden, Senior Editor - EHS, J. J. Keller & Associates, Inc.**

Travis Rhoden has been an editor with J. J. Keller and Associates, Inc. for over 20 years. He specializes in the areas of safety management and auditing. Prior to joining J. J. Keller, Travis worked as a safety manager for a Midwest-based manufacturer of heavy-duty trucks and buses. He holds a master's degree in Loss Prevention and Safety Administration from Eastern Kentucky University.

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# Using Emerging Technologies to Transform Your Business

written by Lauri Moon | March 5, 2020

In today's market, industries are changing and business models are evolving faster than anyone could have imagined.

Data is driving a new revolution and we are in the midst of a truly transformative period of time. From smart connected products to predictive and prescriptive analytics, the ideas of yesterday are quickly becoming the reality of today. As companies continue to innovate and disrupt industries, one thing is for certain: there will be companies disrupted by this change. Now is the time for you to harness the power of emerging technologies to become a disruptor in your space and redefine your industry.

Join our webinar and learn:

- What emerging technologies really mean for your business and why it's important to embrace it
- Current market trends for AI and ML, edge vs. cloud and business transformation, and where the landscape is headed
- Real-world examples of how businesses are leveraging emerging technologies to gain a competitive edge
- Best practices and considerations for getting started on the right track

## Speaker



**Jonathan Weiss, Vice President - Emerging Technologies, Software AG**

Jon is an innovation and technology thought leader with extensive experience in leading customer engagements, explaining technical topics in an easy-to-digest fashion and understanding not just technical architecture, but also the strategy behind implementing effective solutions. He has proven skills in team leadership, technical management, IoT/IIoT and software sales.

Jon has spent the last decade working with some of the world's largest companies, such as: P&G, GE, Pfizer, PepsiCo, Intel, HPE, Foxconn and many others seeking to undergo digital transformations in their manufacturing facilities, supply chain initiatives and enterprise applications. He has a very successful track record in leading teams throughout the entire SDLC process, from pre-sales engagements to global roll-outs for hundreds of factories in AJP, EMEA and the Americas.

Jon prides himself on being a trusted advisor for his customers, responsible for leading technical workouts, managing technical teams, assessing technical and business needs, and delivering market leading solutions that provide quality and value beyond the customer's expectations.

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# **North Central PA Energy Efficiency Roundtable: Community Resources for Your Facility Projects &**

# Upgrades

written by Lauri Moon | March 5, 2020

Join us and other regional resource partners for the first of three free North Central PA Energy Efficiency (NCPA EE) Roundtable virtual events to help improve your business. The Roundtable provides a forum for non-residential energy users to share information and learn from experts on various energy topics, from energy efficiency technologies to energy management strategies.

The NCPA EE Roundtable's mission is to provide assistance to PA non-residential customers to reduce energy costs through improved energy management, energy efficiency and cutting-edge technology. The roundtable provides a forum for customers, through two - three events per year, to share information and attract experts on various topics from energy efficiency technologies to energy management strategies.

EE Roundtable Flyer Final copy 2.23.21-converted

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**The mission of the North Central PA Energy Efficiency Roundtable is to provide assistance to PA non-residential customers and reduce energy costs through improved management, energy efficiency and cutting-edge technology. The roundtable provides a forum for customers through two - three events per year to share information and attract experts on various energy topics from energy efficient technologies to energy management strategies. Counties Served: Cameron, Centre, Clinton, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga, Union and Venango.**





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# Surviving a Cyberattack

written by Lauri Moon | March 5, 2020

Every 39 seconds!

On average, there is a cyberattack every 39 seconds. That's 2,244 attacks a day. The effects of which can either bring a company down or bring them together to become stronger than ever.

Pilz was hit with a ransomware cyberattack on October 13, 2019. Pilz chose not to comply with the attacker's demands because doing so would have rewarded their efforts and financed additional attacks on others. More importantly, Pilz chose to stand strong to guarantee their data and the data of their customers wasn't further compromised, potentially leaving them vulnerable to future attacks.

Learn how Pilz not only survived the attack, but is coming back stronger than ever. Learn what you can do to help make your company stronger in any crisis.

Materials and examples presented on:

- The role of corporate culture
- Communication - who, what, when and why

- Gaining customer and supplier support
- Encouraging and fostering a creative atmosphere among employees
- Turning a negative into a positive

## Speaker



### **Michael Beerman, CMSE® *Certified Machinery Safety Expert* CEO, Pilz Automation Safety, L.P.**

Michael Beerman has a Master's in Business Administration from Xavier University and has been certified as a CMSE® - *Certified Machinery Safety Expert*, by TÜV Nord. Michael started his 18 year career at Pilz as a Sales Engineer and rose through the ranks to become the CEO nearly 10 years ago. Mr. Beerman is a contributing member of the ANSI B11 ASC and a voting member of the ASTM F24 Standards committee.

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# Learn How PLM Solutions Can Boost Innovation and Strengthen Engineering and R&D Teams

written by Lauri Moon | March 5, 2020

To stay competitive, engineering and R&D teams need to find ways to bring exciting new products to market faster, with higher quality and less cost. To do so, manufacturing leaders seek to create environments where top engineering talent can thrive. So, what are leaders investing in to meet these challenges and create that environment?

In this webinar, we will reveal the key insights gained through research into the engineering and design teams at some of the world's most successful manufacturers around the world. Survey result insights to be discussed include:

- How innovation leaders can break down silos and encourage collaboration and innovation
- How advanced PLM solutions can help designers develop products for success through intelligent decision-making
- How better product lifecycle management can improve development efficiency and reduce time-to-market
- The most desirable Product Lifecycle Management solution features and benefits leaders are looking for.

If you want to be better informed about what investments will make the biggest difference for your engineering and R&D teams, don't miss this virtual roundtable discussion with speakers:

- Keith Zobott, Global Vice President of Digital Products & Projects, SAP
- Brent Robertson, Co-Founder Fathom, Author of research study

A detailed report will follow this session summarizing our survey's results behind the findings.

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**THE BEST RUN**



## **Speakers**



### **Keith Zobott, Global Vice President of Digital Products & Projects, SAP**

Keith Zobott's background includes over 30 years of experience with Product Lifecycle Management, parametric design, advanced analysis tools, product development technologies, and program management. Recent experience includes developing strategic plans for Enterprise Product Lifecycle Management (PLM) and other product development enabling technologies for multi-billion dollar global businesses.



### **Brent Robertson, Co-Founder Fathom**

Brent Robertson works with leaders to design futures worth fighting for. A partner at Fathom, he champions an approach to strategic planning, employee engagement, leadership succession and market differentiation that prioritizes people and relationships. As a result, his clients don't simply plan their futures, they bring them to life through the energy of organization-wide involvement in, and commitment to, generating valuable businesses that matter.

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# **Online Manufacturing Training: How to Select the Right Solution for Your Company**

written by Lauri Moon | March 5, 2020

How does training fit within the scope of your overall operational learning efforts? What is online manufacturing training? What courses do you require? Does the learning management system (LMS) meet your needs?

In this webinar we'll highlight benefits of online manufacturing training for the organization, operations manager, and employees. Next, we'll discuss the research supporting the effectiveness of blended learning solutions and provide tips for using blended learning effectively and then cover some topics to include in your own manufacturing training programs. And, finally, we'll share some tips for beginning your search, including building up an internal search team and creating use cases, before listing specific criteria to use when evaluating courses, LMSs, and providers.

Get all the information you need to evaluate courses, software, and providers to find the perfect fit for your organization's manufacturing training needs.

You'll learn about:

- Training as part of operational & organization learning
- What online manufacturing training is
- Online courses & LMSs
- Blended learning research & techniques
- Common manufacturing training topics
- How to begin your search
- Criteria for courses, LMSs, and providers

## Speaker



### **Jeffrey Dalto, Instructional Designer, Vector Solutions**

Jeff Dalto is an instructional designer and L&D professional with more than 20 years of experience in learning and development, including more than 15 years working in the manufacturing and industrial space. He's an expert in adult learning and evidence-based training practices and has worked hand-in-hand with many manufacturing companies on the development or improvement of their training programs (including helping more than 50 different companies implement learning management systems for online training).

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# 10 Biggest Myths of OSHA Inspections & Litigation

written by Lauri Moon | March 5, 2020

You know safety and health requirements for your workplace. You know how to keep your employees safe. But do you know what happens when OSHA knocks and demands to investigate your workplace for alleged OSHA infractions? Do you know what OSHA can and can't do, what your rights are, and what happens if OSHA issues you citations? As safety professionals, you have probably heard a lot about OSHA inspections and the litigation process from colleagues, from newspapers, and maybe even from OSHA. But in this era of "fake news," is what you've heard true, or is it myth?

This webinar will explore the 10 biggest and most common myths surrounding the OSHA investigation and litigation process so that if OSHA knocks, you know what to do.

## **Speaker**



## **Travis Vance, Partner, Fisher Phillips**

Travis Vance is a partner in the firm's Charlotte office. He has tried matters across several industries and various subject matters, including employment litigation,

business disputes and matters prosecuted by the Mine Safety and Health Administration (MSHA) and Occupational Safety and Health Administration (OSHA). Travis has emerged as a thought leader in the field of workplace safety. His writing and interviews are followed closely by experts in the safety arena and have been featured in premiere publications such as *Business Insurance*, *EHS Today*, and the *Wall Street Journal*.

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# **Strengthening Safety Culture: The Affective Approach**

written by Lauri Moon | March 5, 2020

We know that rules and regulations along with policies and procedures are essential for running an efficient, productive, and safe organization. But, when was the last time a rule policy reminded someone that their child was waiting for them to get home? Or, when has a procedure brought to mind images of what it would be like to



deliver devastating news to the spouse of someone injured on the job?

Research shows that policies alone are not enough to change behavior and transform a safety culture.

The affective approach uses feelings and emotion to engage people and remind your workforce WHY it is important to follow policies, procedures, rules and regulations. In this dynamic interview, Craig Sexton, Global Creative Director for DuPont Sustainable Solutions (DSS), will explain how you can use affective communication to help enhance safety communications, engage employees, and lead to safer behaviors. You'll learn about the key elements that leaders can utilize to authentically inspire and influence employees to take fewer risks and own their safety.

By better understanding human motivational factors and their impact on leadership and the decision-making process, you'll discover how you can reach employees' hearts and minds to change behavior and enrich safety culture.

### **Speaker**



### **Craig Sexton, Global Creative Director, DuPont Sustainable Solutions**

Craig Sexton is the Global Creative Director at DuPont Sustainable Solutions (DSS). He is an award-winning producer, director, and writer with a diverse 30-year background in film, television and the entertainment industry. Craig started his career as one of the founding partners of VPS Studios, there he produced and directed for such acts as Linda Ronstadt, Van Halen and the Michael Jackson Victory Tour. His career highlights at major studios include Lucasfilm, where he ran the Los Angeles division called The Droidworks during the Star War Trilogies. And again at New World Entertainment as Senior Vice President, where he was responsible for the released 25 motion pictures and 5 television series...that included "The Wonder Years", "Crime Story" and "Tour of Duty."

Additionally, Craig was a founding partner at Planet 3 Entertainment as Creative Director. Developing and directing NBC's "Must See TV" campaign, Fox Sport's Network Launch campaign, Fox's award winning PSA campaign "Violence Get Over It", and CBS's award winning fall campaign "Big February Nights". He's directed several TV docu-dramas for the Discovery Channel such as "The New Detectives" and "The FBI Files" as well as, the hit series "Big Shots" for The Speed Channel.

Craig's won numerous Telly and Addy Awards, as well as a lucky 13 International Promax Awards, including the International Gold Award for 'Best Image Campaign'. He has been acknowledged with three gold CINE awards for his work as a Creative Director with DuPont in the industrial - corporate categories.

Craig is a creative powerhouse, who is charged with bringing his talent to bear on redefining the look and feel of training in the learning and development space at DSS. His recent work has created breakthroughs in Instructor-Led Training with his method of affective learning images and communication by design.



### **Eric Worden, National Radio Talent and Recording Artist**

Eric Worden is a 45 year radio veteran as well as a national commercial voice talent for over 25 years. You may have heard his voice on TV commercials for Weather Tech, Stihl, Pillsbury, McDonalds, Cadillac, Shock Top, Arby's and several national political announcements.

Eric is an artist in his own right, creating GuitART from second-hand guitars he finds at local thrifts. He is also an award-winning songwriter of children's songs designed to elevate SOL scores through music, art, and the internet.

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