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Who/What is SVAM??

The Southwest Virginia Alliance for Manufacturing, Inc. (SVAM) is a non-profit, 501c3 organization focused on supporting and strengthening all manufacturers currently in the region as well as welcoming new industry. SVAM accomplishes this in a unique way—by being governed by a Board of Directors made of up southwest Virginia manufacturers. Programs and initiatives —many outlined in this newsletter—are held to carry out SVAM’s strategic plan. More information about SVAM can be found at www.svwam.org/about-svam.

SVAM Happenings

Manufacturers Expo

In July, The Southwest Virginia Alliance for Manufacturing, Inc. invited manufacturers across the region and their vendors to attend the Southwest Virginia Manufacturers Expo at the Southwest Virginia Higher Education Center in Abingdon, Va. The purpose of the event was to provide a venue for manufacturers to network and share best practices in a peer-to-peer environment.

During the event several manufacturers and their vendors set up booths/exhibits to showcase their companies. The day was structured so that attendees were given time to network and get to know who the other attendees. They were encour-

aged to use that time to discuss key issues with one another and discover how they could work together. Bristol Compressors and Scholle Packaging hosted Breakout

“The Southwest Virginia Manufacturers Expo was outstanding. It was great meeting people from the different manufacturers in the area. We made several new friends as well as catching up with some old ones...We can’t wait to do it again next year,” said Bill Hyatt of Central Machine Shop in Bristol, Virginia.

Sessions on Lean Manufacturing and Safety Systems, respectively, and a lunch-time presentation on Growth in Manufacturing was given by Bill Donohue of Genedge Alliance.

Twelve manufacturers across the region attended, along with five manufacturing vendors and representatives of the Southwest Virginia Workforce Investment Board, New River/Mount Rogers Workforce Investment Area Business Solutions Partners, and the Joint Industrial Development Authority of Wythe County.

“The event was a great success,” said Lennie Gail Dunlop, Executive Director of The Southwest Virginia Alliance for Manufacturing. “There was definitely a palpable energy in the room as people networked, which is exactly what we wanted to see. I’m looking forward to planning this event again next year.”

Lunch-N-Learns and Seminars

Lunch-N-Learns: From May to September, one hour “Lunch-N-Learns” were held as short training sessions, providing manufacturing representatives the opportunity to ask questions from experts as well as network with other manufacturers. Topics included 401K/COBRA; Employers Climate Surveys; and the Do’s and Don’t’s of Hiring, Firing, and Performance Evaluations.

Thank you to Universal Fibers, Scholle Packaging, and Utility Trailer in Glade Spring for hosting and providing lunches!

State Employment Laws Seminar: In July, SVAM hosted a half-day seminar on State Employment Laws led by Matthew Davison of Baker Donelson Law Firm. Manufacturing professionals from eight different companies were in attendance. Discussion topics included Virginia Unemployment Compensation and other “hot topics” such as trends and changes to laws.

Selecting and Developing Supervisors Seminar: In September, SVAM hosted a half-day seminar, led by Stephanie Surrentt, to give Manufacturing Professionals information and tools to identify good candidates for supervisory positions. Attendees also learned the best practices to equip newly promoted supervisors for success.



State Employment Laws Seminar



Selecting and Developing Supervisors Seminar

Scholarships for High School Students

The Southwest Virginia Alliance for Manufacturing, Inc. is offering scholarships to five students currently in pursuit of higher education who graduated High School in May 2014 from Smyth and Washington County schools.

The purpose of the scholarships is to provide financial assistance to students who wish to pursue post-secondary education in a field of study that relates to manufacturing. These fields include hands-on programs such as welding and machining, technical programs such as computer aided drafting/design, robotics, and manufacturing/industrial engineering, and business programs such as management and accounting.

This serves in support of one of the goals of The Southwest Virginia Alliance for Manufacturing, Inc. which is to increase the number of young adults who pursue manufacturing careers.

Sponsored and Supported Programs

Manufacturing Summit:

In July, SVAM provided support for the Manufacturing Summit—serving the counties of Tazewell, Russell, Buchanan, and Dickenson—to assess the skill needs for entry-level and incumbent workers, certifications, as well as credentials, and training and education requirements. Several manufacturers and their supporters came together to listen to address the issues facing manufacturers.

Southwest 2020 Summit:

SVAM was proud to support the 2014 Southwest 2020 Summit as a silver level sponsor. This year's Summit was set to continue the momentum from last year's Summit. The purpose was to reconvene to implement a shared vision and a collaborative effort to improve our community. SVAM was proud to receive the Trailblazer Award for its efforts to improve workforce development through the Center of Excellence.

2014 Industry Appreciation Golf Tournament:

In June, SVAM was a reception sponsor for the Joint IDA of Wythe County's Industry Appreciation Golf tournament. This event is held to acknowledge the importance of industry in our community. Several representatives from local industry and their supporters came together for an afternoon of food and fun.

Blueprint for Advanced Manufacturing:

Beginning in December 2013, Appalachian Prosperity Project and the Southwestern Virginia Technology Council hosted community discussions with the intent of creating a blueprint for the region to position itself as an advanced manufacturing hub. Strategies in the Blueprint include: developing educational pathways and talent pipelines, building the manufacturing ecosystem, encouraging innovation and promoting the region as a hub for advanced manufacturing.

The SWVTC, the Manufacturing Technology Center, and SVAM will work with other constituent groups to implement the strategies contained within the Blueprint. A copy of the Blueprint can be found at www.approject.org.

Smyth County Reality Store:

In September, SVAM volunteered at Smyth County Career and Technology Center's Reality Store. This event provides students the opportunity to make real life financial decisions in a controlled environment. It serves as a wake up call about getting a job and living independently. Several students chose manufacturing jobs like welding and engineering.



SVAM Member Spotlight:



Utility Trailer Manufacturing Company, the industry's largest manufacturer of refrigerated trailers and a leading manufacturer of dry freight vans, flatbeds, and Tautliner® curtainsided trailers recently commemorated its 100th anniversary in La Quinta, California.

"To mark 100 years of manufacturing the world's best trailers, we celebrated with customers, dealers, and vendors from all over the Americas at the biggest and largest event ever in the history of our company," said Craig Bennett, Senior Vice President Sales & Marketing for Utility.

"Over 600 guests attended the event at La Quinta Resort & Club. At the event, dealers and customers had the opportunity to attend several business meetings

that examined the past, present and future of Utility. Additionally, guests were able to play golf, participate in special activities, and attend dinner parties with special guest performances," added Bennett.

Utility's 100th anniversary celebration will continue throughout the year with many other events being held for employees, customers and dealers.

Upcoming SVAM Events

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| Motivating Employees Lunch-N-Learn | November 5 |
| The Ready for Excellence Program: Providing Solutions for Hiring and Promotion | November 13 |
| Understanding How Child Care Impacts the Workplace, Lunch-N-Learn | November 19 |
| Get to Know SVAM—Luncheon | November 20 |
| True Colors Seminar | December 10 |

Registration for these events can be found at www.swvam.org. All events are free to SVAM members.

SVAM Welcomes Our Newest Members!

SVAM welcomed **Tadano Mantis Corporation**—developers and producers of Mantis hydraulic telescopic-boom crawler cranes—in May. Tadano Mantis has been involved in several SVAM programs to include Hiring Our Heroes and the Manufacturing Works Program.

Central Machine Shop—a machine shop with a wide menu of capabilities—joined SVAM in July. They first became involved through Lunch-N-Learns and joined SVAM shortly after

their attendance at the Manufacturers Expo. CMS has a passion for manufacturing and plans to stay actively engaged with SVAM.

Also in July, SVAM welcomed **Coalfield Services**—specializing in providing the turn-key design, fabrication and construction services necessary to install ventilation fan systems, personnel elevators, hoisting material handling systems of all types for the mining industry and

general industrial applications. Coalfield Services first became active in

I encourage everyone who is in manufacturing in our area to join this group. They work hard to bring quality seminars and networking opportunities to us.
-Fielden Sanders, Coalfield Services

SVAM events at the Manufacturers Expo and has been involved ever since.

Southwest Virginia Advanced Manufacturing Center of Excellence Update

The review process set up by the TIC involved rigorous grading process by 11 independent readers of the grant applications. We were delighted to learn that the SVAM application earned the highest score among the four applications – 359 out of a possible 400 points! However, upon review of the TIC Education Committee, SVAM was asked to further negotiate with Scott County to provide additional services to that area in addition to the Distance Learning Center in Duffield and the services included from Mountain Empire Community College that were a part of the original application.

As a result, satellite offerings were proposed for the Pioneer Center in Duffield to include advanced welding and a Fabrication Laboratory (Fab Lab) to further serve Scott County's residents. Fortu-

nately, as a result of this negotiation, the Education Committee voted unanimously to forward the application to the full Commission for funding. To the Region's credit, there were 23 supporters who attended the meeting in Roanoke in support of the application. These folks included representatives from the four community colleges, the Tazewell IDA, the SVAM Board of Directors and staff, Washington County IDA and Board of Supervisors, the Virginia Highlands Small Business Incubator, community partners Virginia Highlands United Way and Occupational Enterprises, Inc.

In the interim, while SVAM waited for this action, it participated in the leadership teams along with the other two CoEs to finalize equipment lists, explore curricula, look at distance learning platforms, and draft MOU partnership agreements.

We are happy to report that, on September 25, the full Tobacco Commission voted unanimously to fund the SVAM amended proposal and everyone is busily working to implement the new Southwest Virginia Advanced Manufacturing Center of Excellence! On Thursday, October 23, the first Partners' Meeting was held to allow everyone to begin networking and to discover just how broad the partnership involvement is – higher education, secondary schools, community organizations, government, economic development. Next steps include: interview and hiring of the Center Director, stand up of the CoE Board and 3 Advisory Councils (Industry, Academic and Partners), and execution of leases.

Watch this space for regular updates from the Center of Excellence.

SVAM GOALS:

The Southwest Virginia Alliance for Manufacturing operates under the following three goals which guide programming and initiatives to support the sustainment and advancement of manufacturing in the region:

1. To establish and promote the regional collaborations in support of manufacturing and manufacturing careers as part of an economic development initiative.
2. To redefine the image of manufacturing with young people and their parents, their educators, the community and policy makers in a manner that increases the number of young adults and other members of the workforce who pursue manufacturing careers.
3. To close the skills gap for regional manufacturers by aligning educational and workforce training resources with the most pressing demands of area industry.

Why become a member of SVAM?

- Networking opportunities
- Access and free admission to trainings
- Priority access to SVAM worker pool
- Company exposure on website, at events, on newsletter, etc.
- Peer-to-Peer Best Practices
- Free admission to all SVAM events to include Manufacturers Appreciation Dinner
- Newsletter
- Community outreach opportunities to change the image of manufacturing
- And much more!

Members of The Southwest Virginia Alliance for Manufacturing, Inc.



Associate Members:

Manufacturing Technology Center, Helton and Associates, American Wood Fibers, Mazak Corporation

Affiliate Members:

Tri-County Driving Academy, Occupational Enterprises, Inc., United Way Virginia Highlands, Russell County IDA, Russell County Government, Spectrum Design, Virginia Coalfield Economic Development Authority, Alliance Engineering, Virginia Economic Development Partnership-International Trade, Keith Thompson



Contact the SVAM office for more information:

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