



Advanced Manufacturing Work Group Meeting Notes

Work Group Name: Advanced Manufacturing
Work Group Chair: Charles Edmondson
Work Group Staff Leader: Nadine Powell
Meeting Date: Monday, August 29, 2011, 3:30 – 5:30 p.m.

Work Group Members Present:

Dr. Charles Edmondson, Alfred University
Dave Denk, NYS DEC
Lou Paonessa, NYPA (on phone)
Corey Wiktor, Cattaraugus County IDA
Mike Casale, NCDED
Stacey Jenneve, Delphi
John Cappellino, ECIDA
Adam Pratt, Sherex Fastening Solutions
Ben Rand, Insyte Consulting
Dan Nosal, Vishay Thin Film
Paul Dedrick, Buffalo Games
Fred Johnson, Johnson Estates
Dr. Gregory DeCinque, JCC
Todd Trantum, Chautauqua County Chamber

Summary of Meeting:

Dr. Edmondson called the meeting to order, introduced himself and asked Howard Zemsky to say a few words, after Howard's introductory remarks concluded, Christina Orsi ran the stakeholders through a PowerPoint outlining the Governor's new operating model, what the councils will do, what each council's strategic plan will strive to incorporate and how each strategic plan will be scored. Christina then outlined the purpose of the work groups, the membership of the work groups and the timeline of the work group process.

Our facilitator Christina Coyle then outlined the day's outcome namely, to identify the top three each of regional economic drivers, strengths, weaknesses, opportunities, threats and critical Issues & barriers with respect to Advanced Manufacturing across the Western New York region. The group participated in a brief warm-up exercise to perfect the post-it note brainstorming technique Christina was utilizing. Before beginning the SWOT, the group worked to define advanced manufacturing as the manufacture of technologically advanced products and / or the use of more technologically sophisticated manufacturing processes with an emphasis on the large levels of labor training needed and the importance of innovation.



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The results of the SWOT were: (results of ranking exercise i.e. number of dots noted in parentheses)

Regional economic drivers:

- Educational [12]
 - Facilities (2)
 - Educational institutions (1)
 - University partnership (3)
 - Industry focused research centers (5)
 - Research capacity in advanced materials (1)
 - Range of education at institutions (2)
- Labor [11]
 - Skilled workforce (1)
 - Available skilled resources (5)
 - Productive and available workforce (1)
 - People (1)
 - Regional community of hard workers (3)
- Low cost land (3)
- Fresh water (3)
- Low cost power/green hydro power (3)
- Location to US/Canada population (3)
- Diverse manufacturing base (2), History/legacy of manufacturing (1)
- Cost of living is low (1)
- Cultural assets to attract people (1)

Strengths:

- Manufacturing history (5)
- Educated/skilled (2), Productive workforce/people (4), Competitive advantage w/workforce (1), Connection to almost forgotten trades/ skills (3)
- Technical training facilities (3), Collaboration between academia and industry (2)
- NYPA low cost power (3)
- Easy transportation corridor (3)
- Desire to improve (1)
- National/international business connections (1)
- Natural resources (1), Quality of life (2), Visual beauty (1), Four seasons (1), Manageable size (1)
- Environment conducive to biomass development (1)



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Critical internal issues:

- Regulatory constraints (8)
- Tax structure/Total burden (8)
- Shrinking vendor base/Shrinking manufacturing base (6)
- Population/Entrepreneurial drain (3), Population loss (1), Aging population (2)
- Overlapping agencies and units of local government/Silo thinking/Lack of clear vision (6)
- The “world is flat” (1)
- Too many brownfields (1)
- Diversity of region (1)
- Regional self-image (1)
- Combative attitude (1)
- Reward productivity in a positive way (1)
- Inability to bring outside talent to region (2)
- Develop workforce to support manufacturing (1)

Weaknesses (How might we...)

- Lower taxes (7)
- Rust belt image/Image of WNY in outside world (8)
- Reward innovators and risk takers/Attract entrepreneurs/ Lack of entrepreneurial mindset and experience (5)
- Hold on to local engineering graduates/Gain competitive advantage through workforce/Improve graduation rates (5)
- Consolidate government agencies to reduce costs (4)
- Create a unified strategy (3)
- Reduce red tape and increase ease of doing business/Speed up the SEQR process (2)
- Improve funding opportunities for local business/Attract money from outside the region (2)
- Assist existing businesses to expand and become more competitive (1)
- Redevelop our brownfields (1)
- Lower energy costs (1)
- Dream it/ Do it initiative become regional (2)
- Cities quit polluting lakes and streams (1)
- Give you people better opportunities (1)

Threats:

- Slow down brain drain (2), College grads to stay in WNY (1), How to keep youth (4), Get people to believe in manufacturing future/careers (5)
- Statewide tax burden (6)



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- Reduction of business costs (4), High cost perception (1)
- Image (4)
- Change regulatory climate (3)
- Develop new technologies (1)
- Create an environment that rewards investment (1)
- Make global trade fair (2)
- Integrate multiple, overlapping, programs and aids (2)
- Capitalize on research from our universities (1), Increase high school, college completion (1)
- Attract Tech companies (1)
- Educate workforce of tomorrow (2)

Opportunities:

- Alternative energy devices & components (2)
- Lower property taxes (2)
- Bring together and focus our educational resources (1)
- Form research just between universities and business clusters (2)
- Regional campaign to encourage our young people to participate in advanced manufacturing (2)
- Promote more R&D (2)
- Support automotive innovation (2)
- Develop a real regional industrial strategy (6)
- Sell our products to international markets (1)
- Leverage R&D coming out of our educational facilities (3)
- Incentivize innovation (6)
- Capitalize on our bi-national location (3)
- Have more shovel ready sites (1)
- Celebrate winners in manufacturing (1)
- Supply chain to emerging green technologies (4)
- Ask our own kids to stay (3)

TOP "HITS" identified after conclusion of ranking exercise:

Strengths

1. Productive workforce
2. Manufacturing history
3. Connection to forgotten trades
4. NYPA Low Cost Power
5. Easy transportation corridor



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Weaknesses

1. Tax reduction
2. Rust belt image
3. Consolidate government services to reduce costs

Opportunities

1. Real regional industrial strategy
2. Incentivize innovation
3. Supply chain for green technology

Threats

1. Tax burden
2. Business costs to reduce
3. Belief in future of manufacturing/careers in manufacturing (perception problem)

Regional Economic Drivers

1. Availability of skilled, hard-working resources (people)
2. Industry Focused Research Centers
3. Fresh Water
4. University Partnership
5. Location – Proximity to U.S./Canadian population

Critical Issues & Barriers

1. Regulatory constraints
2. Shrinking vendor base
3. Population and entrepreneurial drain