

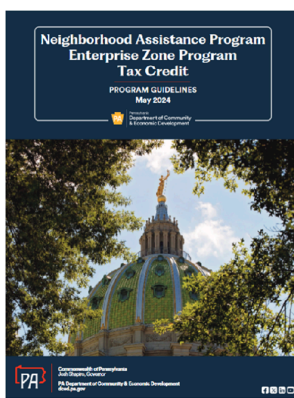


In our CEO Corner Rich Hobbs delves into the realm of automation and the complexities of implementation. Rich shares insights and guidance to help SMMs identify opportunities, select appropriate technologies, and integrate automation into their overall business strategy. Discover more about our **Automation Onboarding** program, designed to provide comprehensive support at every step of your automation journey. [READ MORE](#)



Industry leaders, experts, and innovators came together on April 25th for a day of insightful discussions and demonstrations at the Delta Hotels Breinigsville, PA to focus on the latest trends and advancements in automation. For a rundown on what you may have missed, view [MRC NEWS](#) and additional media coverage.





The [Enterprise Zone Tax Credit Program](#) application is now live and the deadline to submit is **June 28<sup>th</sup>, 2024**. This is a tax incentive program that provides tax credits to businesses or private companies investing in rehabilitating, expanding, or improving buildings or land located within designated enterprise zones. Project expenses that you are applying tax credits for must be incurred between July 1<sup>st</sup>, 2024 – September 30<sup>th</sup>, 2025, however, a 1-year extension can be requested. For a copy of the guidelines: [DOWNLOAD](#)

For questions or technical assistance, please contact: **Asher Schiavone**, Economic Development Coordinator | City of Bethlehem | (610) 865-4347 [ASchiavone@bethlehem-pa.gov](mailto:ASchiavone@bethlehem-pa.gov).

If you are planning to apply, **Asher Schiavone** will set up a conference call with Pennsylvania DCED's Lehigh Valley Regional Coordinator Fadia Halma to discuss the project.

## Winners of the Lehigh Valley and Berks/Schuylkill "What's So Cool About Manufacturing™" Awards

### Lehigh Valley Awards



On March 26th, the **Lehigh Valley** What's So Cool About Manufacturing™ awards took center stage at Stabler Arena on the prestigious campus of Lehigh University and was broadcast live on WFMZ. There were more than 1,200 attendees. The two-minute videos produced by each student team received 274,867 votes. The contest featured 30 middle schools and manufacturers from Carbon, Lehigh, and Northampton counties. [READ MORE](#)

### Berks / Schuylkill Awards



"We are excited to celebrate the students and the growth of our **Berks / Schuylkill** contest at our annual awards event," says Rich Hobbs, MRC President & CEO. "The videos not only highlight the innovation and creativity of our students but also emphasize the importance of fostering STEM education and career pathways in our community." View Teams: [READ MORE](#)

### Best of PA Nominees for State Competition



We are so pleased to announce the following four Lehigh Valley schools have been selected to participate in the Pennsylvania Statewide Awards Ceremony. The awards will be held in Harrisburg on May 15th. Congratulations Nazareth Area Middle School, Broughal Middle School, Northampton Area Middle School, and Bangor Area Middle School. View Teams: [READ MORE](#)



We are delighted to announce the four schools from Berks and Schuylkill Counties nominated to participate in the statewide awards. The ceremony will take place in Harrisburg on May 15th. Congratulations to Mahanoy Area Junior/Senior High School, Conrad Weiser Middle School, Exeter Township Junior High School, and D.H.H. Lengel Middle School. View Teams: [READ MORE](#)

## ***Featured Success Story*** **East Penn Manufacturing**



**“MRC’s Maintenance Assessment connected the dots in a way that just made sense. They know us, and they know our business.”**

**– Ron Miksiewicz, Senior Vice President of Manufacturing Support Services**

**[READ MORE](#)**

## ***What Your Employees Wished You Knew*** **DiSC® Styles in Leadership** by Wendy Beltzner, Sr. Director Leadership Development & Training



**DiSC® ( DiSC® Assessment) can help employers improve communication, reduce conflict, and build trust within their teams. DiSC helps managers understand their employees' communication styles, motivational tendencies, and cognitive diversity, which can lead to a more cohesive and effective team. By embracing the principles of DiSC, leaders can pave the way for success in today’s dynamic work environment.**

**[READ ALL OF WENDY'S BLOG POST!](#)**

## FORUM UPDATES!

### HR FORUM



**March HR Forum Recap! HRIS - Paylocity Overview & Demo!** Greetings HR professionals! We're excited to share highlights from our recent HR Forum where we delved into the dynamic world of HRIS with a special focus on Paylocity. To learn more about this topic and the lively discussion, view details: [READ MORE](#)

### WORKPLACE SAFETY FORUM



**March Workplace Safety Forum Recap!** Ensuring workplace safety is paramount for any thriving organization. View a snapshot of the insightful discussions from our recent Workplace Safety Forum: on ✓ Workplace Housekeeping: From OSHA requirements to identifying hazards; ✓ Reasonable Suspicion: What constitutes reasonable suspicion in the workplace? ✓ Next Steps: Developing a procedure for addressing reasonable suspicion is essential. For details: [READ MORE](#)

## LATEST ADVANCEMENTS AT MRC

### *New Factory Simulation* LEAN THINKING AND EMPLOYEE ENGAGEMENT



In this workshop at MRC, you will learn and apply Lean concepts through a simulation building model-scale Land Cruisers, fostering problem-solving and continuous improvement thinking based on Toyota's approach to training their team members.

Participants' goals during the simulation will be to produce quality at the lowest cost. During various rounds of the simulation, participants are assigned roles to learn the importance of Standards, WIP, Kanban, Level Loading, Visualization, Waste Identification, Process Stability, 5S, Flow, and Standardized Training and Onboarding. *(Next class to be announced.)*

# AUTOMATION ONBOARDING



**Personalized Guidance** - MRC ensures a seamless onboarding process for automation by incorporating comprehensive support, personalized guidance, and additional elements crucial for success. In the initial phase, MRC collaborates closely with you to understand your business processes, objectives, and challenges. Together, a customized plan for integrating automation is developed. This plan not only encompasses the technical aspects but also includes a training component to ensure that your team is well-equipped to embrace and utilize the new automated systems effectively. [READ MORE](#)

## AMT 101 | AUTOMATION MANUFACTURING TECHNOLOGY



**September 24, 2024 | 8:30 AM - 4:30 PM**  
Manufacturers Resource Center

**This course focuses on the strategic aspects of automation adoption in manufacturing, emphasizing benefits, ROI analysis, and project development.**

Designed for manufacturers with varying levels of automation experience, this course provides a comprehensive understanding of how to effectively leverage automation to improve productivity, efficiency, and cost.

Through interactive discussions, case studies, and practical exercises, participants will learn how to assess the feasibility of automation projects, calculate ROI, and develop well-defined implementation plans tailored to their manufacturing needs.

By the end of this course, participants will have the knowledge and skills to strategically assess, plan, and implement automation projects within their manufacturing facilities, leading to tangible improvements in productivity, efficiency, and cost. For additional details and to register, [CLICK HERE](#)

**LIKE, SHARE, and FOLLOW US on Social Media! Thank you!**

### GET THE RESOURCES YOU NEED TO THRIVE

Contact the MRC Team today for the answers to your biggest challenges.

[SCHEDULE A MEETING](#)

[TRAINING EVENTS CALENDAR](#)



**Manufacturers Resource Center**  
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