



## Manufacturing Roundtable of Ventura County

**August 17, 2012**  
**7:30 a.m.-10:30 a.m.**

Haas Automation, Inc.  
 2800 Sturgis Road, Oxnard, CA

VIDEO PRODUCTION

FOCUS ON YOUNG PEOPLE  
 WORKING IN LOCAL INDUSTRY  
 SHOWING MANUFACTURING  
 ENVIRONMENTS

RESEARCH  
"NIMS" INFORMATION

Robotics

### AGENDA

- |            |   |  |
|------------|---|--|
| 7:30 a.m.  | <b>Registration and Breakfast</b>   |  |
|            | <i>Host: Economic Development Collaborative-Ventura County</i>  |  |
| 8:00 a.m.  | <b>Welcome and Introductions</b>  | Bill Pratt                               |
| 3:15 a.m.  | <b>Framework for a Competitive Manufacturing Workforce</b>  | Alex Rivera                              |
|            | <i>— INFORMATION SLIDES —</i>   |  |
| 8:30 a.m.  | <b>Workforce Development: A Smart Investment</b>  | Tavi Udrea                               |
|            | <i>Brent Weil, Senior Vice President</i><br><i>Manufacturing Institute</i>  | <i>"NAM" "Nims"</i>                      |
| 9:15 a.m.  | <b>Discussion: Opportunities and Next Steps</b>   | Bill Pratt                               |
|            | <ul style="list-style-type: none"> <li>• Manufacturing Roundtable Organization</li> <li>• Manufacturing Roundtable Meetings</li> <li>• LinkedIn Communications</li> </ul> | <i>→ CERT →</i>                          |
| 9:45 a.m.  | <b>Next Meeting: October 5, 2012</b>  | Tavi Udrea                               |
| 9:50 a.m.  | <b>Networking</b>   | <i>REVIEW — NIMS →</i>                   |
| 10:30 a.m. | <b>Adjournment</b>  | <i>WWW.THEMANUFACTURINGINSTITUTE.ORG</i> |

*"RIGHT SKILLS NOW" ← MC machining →*  
*"MANUFACTURING SKILLS CERTIFICATE"*

The Manufacturing Roundtable of Ventura County is a professional forum for collaboration on regional manufacturing strategies to retain and grow local businesses in a competitive global market. Areas of focus include workforce skills development, market identification, resources, and regulatory environment. For more information, please visit the Manufacturing Roundtable on LinkedIn or call (805) 477-5306.

# MANUFACTURING IN VENTURA COUNTY: COMPETING IN TODAY'S GLOBAL MARKET

**Date:**

Friday June 8, 2012

**Sponsored By:**

Ventura County  
Community College  
District

**Hosted By:**

Haas Automation, Inc.  
2800 Sturgis Road  
Oxnard, CA 93030

**Registration:**

7:30 a.m. - 8:00 a.m.

**Program:**

8:00 a.m. - 10:00 a.m.

**R.S.V.P.**

by June 4, 2012

Kelly Noble

EDC-VC

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*Please Join Us in an  
Executive Round Table  
To Discuss:*

- Workforce Skills Development
- Market Identification
- Resources
- Regulatory Environment

.....  
**Breakfast  
Provided**



Ventura County  
Civic Alliance  
Engaging the Community  
for Our Future



## MANUFACTURING ROUNDTABLE

June 8, 2012

Haas Automation, Inc., Oxnard

### Participating Manufacturers

- Alcoa Fastening Systems Maria Calderas, Kristin March, Ali Motamedi
- Amgen, Inc. Jerod Price
- Applied Powdercoat, Inc. Vic Anselmo
- Clean Diesel Technologies, Inc. Jimmy Blanchette, Alex Rivera
- Cosmetic Specialties International Chris Gedwed
- Crime Point Dan McLeod
- ECA Medical Instruments Jim Schultz
- Gold Coast Erectors Patrick Gallagher
- Haas Automation Tavi Udrea, Peter Zierhut, Kim Reed
- HHG Manufacturing Erik Hughes
- Jaxx Manufacturing Gregory Liu
- Kinamed, Inc. Bill Pratt
- Makino Rob Wood
- Meissner Filtration Chris Meissner
- PBS Biotech Brian Lee
- Pentair Water Pool & Spa Jimmy Fitzpatrick, Michelle Newbury
- Performance Materials Corporation Anil Sharma
- Roklin Systems, Inc. Tamar Swan
- Sessa Manufacturing Michael Sessa
- Transonic Combustion, Inc. Wolfgang Bullmer

### Other Participants

- Economic Development Collaborative– Ventura County Bruce Stenslie
- Ventura County Civic Alliance Jerry Beckerman, Kay Faulconer Boger, Tracy Perez
- Ventura County Community College District Sharon Dwyer
- Workforce Investment Board of Ventura County Cheryl Moore, Theresa Salazar Vital
- Ventura County Office of Education Peggy Velarde

### Presentation: Overview of Manufacturing in Ventura County

- Bruce Stenslie

### Panel: Manufacturing Workforce Challenges and Opportunities

- Patrick Gallagher
- Ali Motamedi
- Peter Zierhut

### Facilitated Discussion: Manufacturing Workforce Issues in Ventura County

- Alex Rivera (Chair, Workforce Investment Board)

## Discussion Notes

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- Hard-to-Fill Jobs in Manufacturing
    - Dimensional Inspector → INSPECTION/HARD GAGING
    - CNC Programmer
    - o Conventional machines
    - o Specific machines
    - o Fabrication
    - Leaders of front-line people
    - o Supervisors
    - o Mentors
    - o Developing the next generation of leaders
    - Automation technicians
    - Product inspectors
    - Clean room
    - Code of ethics
    - Lean manufacturing principles
    - High tonnage tool and dye
    - Process technicians
- BASIC HAND TOOLS  
PRECISION MEASURING  
SEMI PRECISION
- 
- Basic Skills Needed in Manufacturing
    - Basic math, reading, alphabetical filing
    - Personal hygiene
    - Critical thinking
    - Work ethics
    - Common sense
    - Pro-active/initiative/self-actualizing
    - Interested in learning
    - Continuous process improvement
    - 6-Sigma principles/practices
    - Basic computer skills
    - Computer works systems
- 
- Workforce Challenges in Manufacturing
    - Experienced/mature people in the job market who lack new technology skills
    - Inexperienced/less mature people with new technology skills
    - Change in structure of running the business: fewer middle managers, resulting in a shift of problem-solving responsibilities from middle management to shop floor
    - People not trained (or rewarded) for problem avoidance (vs. problem solving)
    - General misperception of manufacturing—attracting talent in a “misunderstood” industry: developing an awareness that people from different disciplines and with multiple skills can have a rewarding career
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- What Manufacturers Can Do to Attract and Retain Talent
    - Develop a positive corporate environment/culture
    - Develop talent (once they have the basics)
    - Train and apply lean manufacturing principles to mitigate risk
    - Access local economic and workforce development resources
    - Engage/grain all levels in problem solving and problem avoidance
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### **Ideas for Next Steps**

- Summarize today's ideas.
- Reconvene as a group to continue the discussion and decide how to proceed.
- Look at how to raise manufacturing career awareness with youth, job seekers, and other members of the community.
- Post information about manufacturing internships online. (Haas volunteered to coordinate the list.)
- Set up a group on Linked In.
- Participate in grant proposal being developed by Ventura County Community College District.

### **Feedback on the Meeting**

- Enjoyed learning about other businesses and would like to hear more
- Good investment of our time today—shows that we're committed
- Need to create awareness of manufacturing opportunities in our community—and do it effectively/efficiently
- Need more time to network