

MANUFACTURERS
CONNECT

CONNECTING POINT

OCTOBER 2021



INTEGRATING SOLUTIONS THROUGH MANUFACTURING GROUP CONNECTIONS

What is Manufacturers Connect?

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Founded in 2021, Manufacturers Connect is an exclusive event where members discuss current trends, strategic insights, and best practices in manufacturing, outsourcing, capacity management, and quality assurance with like-minded individuals.

2021 Manufacturers Connect Event

The manufacturing industry went through significant changes over the last 18 months. Whether it was managing cash, finding new suppliers, material costs, addressing safety, or adapting your systems and processes to deal with new world issues, we have all been influenced one way or another.

Please join us in person for our exclusive inaugural Manufacturers Connect gathering on September 30. You will get to network with other manufacturing executives and listen to the expert panel talk about the following issues and more:

- **Supply Channel Changes**
- **Space Usage - Real Estate**
- **Financial Challenges or Opportunities**
- **Sales Process Changes**
- **Trade Shows/Conferences**
 - **Changing the way people connect and sell**
- **People Recruitment/Retention**

Moderator:

Gary Braun

Partner, Pivotal Advisors, LLC

<https://www.linkedin.com/in/pagarybraun>

Speakers:

John Bower

Chief Operating Officer,
Precision Gasket Company

<https://www.linkedin.com/in/johnobower/>

Bob Gardner

President, Gardner Builders

<https://www.linkedin.com/in/bob-gardner-65b85/>

Bruce Lach

President, Success Computer Consulting

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Lori Tapani

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OUR CURRENT EVENT

Thursday,
September 30th, 2021

Golden Valley
Country Club

4-7 pm



Executive Outplacement Sponsor

Mary Nutting, Owner
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How CorTalent is Different

People are the most important asset in your business. Strengthen your core with recruitment and retention strategies that enable your company to thrive, not just survive.

The reality is that the success of your business is a direct reflection of the success of your people. Here is why we are the premier partner that ensures you get the right person in the right seat at the right time.

Start with current state

We gain a deep understanding of what is working and not working with the people in your organization so we can help you plan for your ideal future state.

Get Strategic About the People

We help you prioritize which roles are most critical within your organization to ensure you get the right people based on your business growth plans.

Ensure It Is the Right Fit

We look holistically at each person's skills, talent, attributes, and interests to help you attain the best and most beneficial talent match.

Keep Retention Top of Mind

We equip you with the strategies, tools, and insights you need to proactively engage and support your people so that you keep and grow your top talent.

Our Areas of Expertise

Entrepreneurial Operating System (EOS™) Recruiters

If you are a devoted follower of the EOS™ model, you understand how critical it is for your business to have the right people in the right seats. We partner with companies who have applied this to their business plan and want to bring the same detail to their people plan.

As users of EOS™ in our own business model, we understand how important constructive conversations are when it comes to making decisions about your people. Whether it is a critical hire, the design of an accountability chart or leadership assessment, our EOS recruiters are proficient in this methodology.

Employee Stock Ownership Plan (ESOP) Partners

We partner with a number of ESOP organizations staffed with talented employees who are invested in their organizations. With your stock price being a key indicator of success, you need to find and manage individuals who live on the edge of innovation and possess the desire to succeed.

We work with ESOPs on a number of levels. From executive search and talent management to independent board reviews for an organization's CEO. Our partnership will offer you insights on how to find, select, and retain your employee-owners.

Women-Owned Businesses

With strong ties to the National Association of Women Business Owners (NAWBO) and Women's Business Enterprise National Council (WEBENC), our owner Mary Nutting is passionate about the growth and success of women-owned businesses. Our team is with you in the pursuit of your dreams, and we help you find and retain the talent your business needs to go to the next level. We understand your challenges as a woman business owner. Let us connect you to the resources that will equip your business for growth.

Small and Medium-Sized Businesses (SMBs)

Your business is constantly evolving and you need skilled people who can adapt to different roles and carry multiple responsibilities. Whether you are searching for your first sales leader or rethinking your finance department, our executive recruiting process starts by defining the individual you need to fill your small business gaps.

As a fellow small business, we thrive off the energy, passion and organized chaos that comes with businesses of this size. Let us help you find the individual that best fits your needs and identify your existing employees who will help scale toward the future.



Business Advisor Sponsor

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Wealth Management Sponsor

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BUSINESS + WEALTH MANAGEMENT PARTNERS

DSB Rock Island – Business and Wealth Management Partners

DSB Rock Island helps clients grow, protect, and enjoy their wealth. Our experienced and seasoned accountants, business advisors and financial consultants work as a cross-functional team providing individuals and business owners with tailored, all-encompassing financial solutions.

Our Services

The path to success is different for everyone. But the one constant is that you want to partner with a team that is connected, proactive, and accessible. You need a firm you can trust; a team that can help you navigate multiple channels, explore your options, and ask the tough questions. You need us to bring you solutions that protect what you've achieved so far and position you for future opportunities. At DSB Rock Island, we live by the principle that knowing how to help you starts with knowing you.

For Individuals:

- Personal Tax Preparation
- Estate Planning
- Gift and Trust
- Investment and
- Retirement Planning

For Businesses:

- Accounting Services
- Advisory Services
- Tax Services
- Employee Benefit Plan Services
- Financial and Audit Services
- Valuation and Due Diligence

Guided by Our Values

We champion the entrepreneurs, the family businesses, the trailblazers always seeking the next step in their unique journey. Our team breaks down the complicated tax and financial situations that you face to clear the path ahead for further success. It's our mission at DSB Rock Island to be your trusted guide. Wherever you want to go, DSB Rock Island has the expertise to get you there and help you reach your destination.

We are true to our word

We are committed to mastery

We seek first to serve

Connected. Proactive. Accessible.*

Our promise to you and our map for everything that we do for our clients. It's a shared culture of always preparing for the journey ahead, of investing in our clients on a personal level. It's bringing our best to every client interaction and always being available to address the urgent questions that can make all the difference. It's understanding our clients' professional and personal goals and how we can map the right path to get there.



It's the Intellectual Capital™



Banking Sponsor

Jeff Campbell, Senior Vice President

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Fidelity Bank is an independent, privately-owned business bank that is proud to call Minnesota home. The bank was initially chartered in September 1970 as Southwest Fidelity State Bank of Edina and affiliated with Fidelity Bank and Trust in northeast Minneapolis. Southwest Fidelity State Bank of Edina opened its doors in October 1970 and focused on consumer services and real estate lending. This focus changed to commercial banking shortly after Jim Morton took over as the President in 1978. In 1986, Robert Reznick purchased the bank and renamed it Fidelity Bank. In 2005 a long-term investment by an independent group of related family trusts purchased the bank. In 2008, Jim Morton retired as CEO and became Chairman of the Board, while Chuck Mueller took the reigns as President and CEO.

Today, Fidelity Bank remains independently owned and operated, providing financial services to businesses throughout the Twin Cities metropolitan area. Our focus is on small to mid-sized clients, and we invest in their success. We take a genuine interest in our clients' business banking goals, and by getting to know them well, we can often anticipate their business needs rather than reacting to them. This approach allows us to use our extensive industry experience to provide the best financial advice now, as well as taking our clients' best interests into the future. Our dedication makes us a bank that's ahead of the curve — a bank that's continually asking: "What's next?"

When clients work with us, they work with people, not automated systems or organizational layers — people who are genuinely interested in the vision our clients have for their business. People who make decisions quickly, get things done and have a proven business banking track record. At Fidelity Bank, we want to be the partner that our clients need to help their businesses succeed.

Comprehensive business banking services—available under one roof

When you work with Fidelity Bank, you and your business get the attention you deserve. You will also get the expertise you crave — knowledge that goes beyond banking, the expertise that can support your entire business. We back up these words with reliable advice, strong networks, business banking products, and services.

Our services portfolio is as diverse as our clients' business needs, including; commercial lending, warehouse funding, equipment financing, equipment leasing, cash management, and factoring services. Fidelity Bank offers full business banking capabilities inside a nimble bank focused on the needs of small to mid-sized clients.

Commercial Lending

Providing financial solutions designed to advance clients' businesses. The challenges of running a business are numerous. The list is long, and priorities often come down to managing equipment and inventory. Commercial lending may be the right fit. Focused commercial lending products:

- Commercial Loans
- Commercial Real Estate
- Equipment Financing

Business Banking

Supporting better cash flow management, which translates to a better ability for our clients to scale, less stress, and more time for clients to spend on doing what they do best within their business. To support client goals, Fidelity Bank offers a variety of business banking solutions that can help businesses to manage accounts effortlessly. Focused business banking products:

- Cash Management
- Business Online Banking
- Business Checking & Savings/Money Market
- Merchant Services
- Business Credit Cards

Warehouse Funding

Understanding the importance of a smooth closing and providing the flexibility to make quick decisions to keep clients' mortgage businesses moving. Our in-house resources and guidance allow nationwide clients the ability to leverage the depth of our business and industry expertise to support their company with more than funding. Focused warehouse funding client groups:

- Correspondent Mortgage Bankers
- Emerging Mortgage Bankers

Personal Banking Services

Supporting all business banking owners' needs under one roof. Personal banking services allow our clients to receive banking support in areas inside and outside of their business needs.

- Residential Construction Loans
- Personal Loans
- Personal Checking & Savings

Factoring

Furnishing consistent cash flow for small to mid-sized companies. Factoring services provide clients with the cash their businesses need to meet payroll, manage expenses, and grow. Primary factoring products:

- Invoice Factoring
- Accounts Receivable Factoring
- Payroll Funding



Sales Consulting Sponsor

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How A Golf League Launched Both A Hole In One And A Sales Consulting Firm

Thursday night on the golf course, Gary, as usual, showed up late to the game. He would often scramble to the first tee, slice it out of bounds, then shank one in the woods. Gary would spend the next three to four holes complaining about work and how crazy his job was.

Mike, having been through a similar situation with his company, could easily relate to how stressed Gary was. However, by putting in place both structure, and processes, Mike was able to gain control of his predicament and scale his company to new heights. Gary listened reluctantly to his brother as Mike shared with him how the changes he made helped him. But even more so it made Mike's life more comfortable and made it so that he wasn't running around with his hair on fire any longer.

These talks became the trend for Gary and Mike on the golf course. Each week during golf, Mike would coach Gary on how to implement practical structure processes, and proactive systems.

Between swings and talks, Gary became more intentional about tracking progress against goals, which helped him spot trends and his own coaching opportunities. He started to see the power and impact of coaching people versus "telling" people. Gary made the fundamental shift from directing people's action to focusing on making his team better.

Fast forward to the year 2008, the market is crashing, and the consulting firm Mike was working for was in the process of transitioning. As he was sitting with his brother Gary, he turns to him and says, "We always said we wanted to start a business together, and if we were ever going to do it, now is the time." Half joking more than half serious they both started to contemplate how their actions with coaching and managing sales received more than ideal results.

Both Mike and Gary got together to talk about business. They realized they had just concluded the concepts for which they called the "Sales Performance Factors." They knew they were onto something huge thus, later that year with smiles on their faces and those performance factors Pivotal Advisors was born!

Taking and adapting those whiteboard concepts, Pivotal Advisors helps to build other companies' sales so they can achieve their next level of growth.

These Sales Performance Factors include:

- Growth Strategy
- People
- Process
- Measurement
- Rewards & Recognition
- Execution

In the year 2009, 17 brave clients heard about Pivotal Advisors and chose to step up to the plate. They decided well - their sales flourished. In 2010, Pivotal Advisors doubled their revenue and officially established that these concepts work. Today, they have worked with hundreds of sales leaders and teams to replicate their success. In fact, some of those same companies from 2008 and 2009 are still ongoing clients.

Even, after all these years, Gary often wonders if Mike's ulterior motive for coaching him was to take the stress off him so he would golf better and show up on time.



Computer Consulting Sponsor

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Intellectual property is the lifeblood of every manufacturing company. Your company's IP, whether that's patents, formulas, designs, client lists, or financials, are likely more valuable than its physical assets. And, as a result, your IP is a target for cyber-attacks. Even more, technology has evolved and empowered manufacturers in a variety of ways, and companies have become increasingly reliant on IT and its automation capabilities for their daily operations.

Therefore now, more than ever, your cybersecurity strategy is vital to protecting your intellectual property and to avoiding major disruptions to operations and the delivery of your products.

SUCCESS has developed these principles and more to guide your decision-making about security:

Behavioral analysis

The traditional security tools that have been in place for decades (firewall, antivirus, antispam, antimalware, patching/updates) are still an important part of the security solution but are no longer sufficient to protect business networks against modern attacks on their own. New tools and resources are required to protect, detect, and respond to the evolving threats that exist today. A modern security solution will include behavioral analysis and alerting on specific network events:

- Network logins at odd times
- Administrator account creation
- Elevation of rights
- New software installed on high value assets
- Document and review sensitive data and where it's stored

Performing behavioral analysis in addition to traditional security tools is essential to increasing visibility in your environment and reducing the number of days a bad actor has access to your infrastructure.

Use a multi-layered approach

Contrary to popular advertising, there is no single tool or technology that provides comprehensive security protection on its own. Security depends on the careful combination of intrusion prevention/threat management (firewall) appliances, antivirus software, patch management and other tools, combined with human behaviors that protect security as well.

Patch and update

Don't be "low-hanging fruit" for hackers who often search for devices that don't receive security updates and patches on a timely basis. Today, any device that connects to your network or your data should maintain an up-to-date patch status that is centrally managed and monitored.

Conduct regular logging/audits

Business-class security tools should be configured to log activity, including security events, changes, and configuration information. If you don't have a process to continuously gather and review logging information, you will likely be unaware of security vulnerabilities or exploits that occur on your network. This leaves your ability to troubleshoot these events significantly reduced.

Enforce policy

Security is not a piece of software but a system of technology tools, monitoring systems, rules and human behavior that work together to mitigate risk on an ongoing basis. If an organization invests heavily in expensive, sophisticated security technology but fails to enforce consistent security policy, they are at great security risk.

Each network must have an up-to-date written security policy whose rules and settings are reflected in system policies and configurations.

Let's get started.

Our mission is to empower your business with the best and most appropriate technical infrastructure. Partnering with SUCCESS enables you to move beyond worrying about the next attack, allowing your business to focus on growth instead of security.

Why work with SUCCESS?

In the simplest of terms, our behavior is guided by a production methodology of having excess capacity or "too much of everything" in order to deliver on our promises to our clients. Compared to other service providers, we don't consider a "bench of people" underutilized resources that must be cut from the budget, but a necessary requirement to provide responsive service to our clients and future clients.

Our goal is to make good on our promises. To help us achieve this we must be able to consistently deliver not just when things go right, but also when "Murphy's Law" hits or opportunity strikes. Our competition looks to operate "efficiently"; we strive to meet the needs of our clients.



Marketing Sponsor

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10 Tips for Marketing during Uncertain Times

The manufacturing industry does not grind to a halt during uncertain times. Here are some ideas for how to continue to market your products through one of the largest economic upheavals the United States has endured.

1. Get Back to Basics

When times are uncertain, it is helpful to get back to basics and rediscover why you do what you do and who you serve. Review your product offerings and analyze production and purchase data to uncover the products that have the highest demand while being the most efficient to produce. Then, consider how the current public health and economic situation may affect demand for your products. Use the information you uncover to adjust your operations.

After taking a look at your products, focus on your customers. Why do your customers buy from you and not your competitors? How do you maintain strong relationships with your current customers? What do you currently do to reach new ones?

2. Reacquaint Yourself with Your Core Market

After spending some time reviewing your current customer base, reidentify your core target market and reevaluate their needs. Your core target market are the customers who are most likely to buy from you. Use your customer data to identify who these customers are and what products they purchase. Note which marketing and sales efforts work best with them. Then, take a look at trends in their industry and anticipate how your company may be able to solve their future needs.

3. Revisit Your 2020 Marketing Plan

Things have changed dramatically since Q4 2019, when many companies were putting together their 2020 marketing plans. If that is true for your company, it is time to take another look. The content you have planned for the next few months may no longer be relevant to your customers. Worse, it may come off as uninformed, insensitive, or out-of-touch during a pandemic and economic crisis.

Take a look through your marketing plan to confirm it continues to serve the times. Remember many of your customers may have consolidated shifts, reconfigured their operations, or shut down entirely. Brainstorm ways your company can continue to serve these customers and rebuild your marketing plan around their needs.

4. Don't Plan So Far Ahead

When the economy's great, set-it-and-forget-it marketing plans can perform well. But in uncertain times where the economic and public situation is constantly shifting, planning too far ahead can be unproductive or harmful.

If you typically execute your marketing plan quarterly or monthly, consider being more hands-on over the next few months. For example, instead of scheduling social media posts for the month, consider scheduling week by week so you can adjust your content as needed.

5. Use Your Entire Marketing Toolkit

Marketing teams have dozens of tools at their disposal, from social media, email, blogs, and websites to print materials such as line cards and direct mail. In uncertain times, deploy your entire marketing toolkit to reach your core market. Keep your digital storefront fresh, stay active on social media, and arm your sales team with updated sales collateral.

6. Be Authentic

The tone of your marketing messaging is critically important during uncertain times. Customers want to know how you are responding to the current situation and be reassured that they can trust you. The best way to continue to build this trust is to be authentic. Stay true to your core values and mission and share why they are important to you and how they guide your business practices.

7. Share Your Concerns . . .

Part of being authentic is sharing your own concerns about the current situation and everything you are doing to address them. This can include how you are ensuring your workers are safe during the pandemic or how you plan to continue to fulfill customer orders. Keep your message focused on solutions rather than fear and uncertainty.

8. And Share How You Are Helping

Customers want to know how you are supporting your employees, customers, and community during this time. Post how your company is responding to the pandemic on your website, including how you are encouraging workers to wash their hands, practice social distancing, and stay home when they feel ill. If you have reconfigured your operations to support the health care industry, share those details.

Use your social media platforms to share how you are supporting your customers and larger community. Share how you are ensuring your products reach your customers safely, including enhanced or expedited delivery. If you are donating time, space, or products to serve your community, feature those efforts on social media and your website, too.

9. Be Mindful of Budgets

It will likely take months or years for companies to bounce back from the current economic situation. During this time, be mindful of your customers' budgets. If you can find creative ways to save them money, they are more likely to stay loyal customers.

10. Get Help

Marketing during uncertain times is challenging. Investing in a marketing team can be money well-spent during economic uncertainty. Hiring an outsourced team is often the most cost-effective choice for manufacturing companies. Outsourced partners can support the efforts of your internal marketing and sales team or manage your entire marketing strategy.

MANUFACTURERS CONNECT

Are you a Midwest-based manufacturing business owner or executive?

Expand your career network in-person at the Manufacturer's Connect programs and events! Manufacturer's Connect is the premier networking group that focuses exclusively on the manufacturing sector.

Attendees are invited to weigh in on current industry trends and issues that impact our industry. Collaborate with your peers and colleagues to sustain a strong manufacturing presence in the midwest! To be eligible to attend Manufacturer's Connect, you must be a manufacturing business owner or currently employed manufacturing executive.

Our quarterly "Manufacturer's Connect" get-togethers feature informative presentations and discussions addressing a wide variety of manufacturing-related topics, followed by lively networking and a happy hour with cash bar and sponsored appetizers.

If you are a Midwestern manufacturing business owner or executive, contact info@manufacturers-connect.com or call 952-346-9258 to receive an invitation to join our growing and dynamic group!

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Founded in 2021, Manufacturers Connect is an exclusive event where members discuss current trends, strategic insights, and best practices in manufacturing, outsourcing, capacity management, and quality assurance with like-minded individuals.