

RECRUITING VETERANS:

A SMART TACTICAL MANEUVER

JOSH WHITE
Setup Technician
Agri-Industrial Plastics



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AUGUST 2015
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**IOWA ASSOCIATION OF
 BUSINESS AND INDUSTRY**

The Voice of Iowa Business Since 1903.

Iowa Association of Business and Industry. "The Voice of Iowa Business since 1903" is the largest business network in the state (serving as Iowa's state chamber) with a long legacy of advocating for a competitive business climate in Iowa. ABI offers its nearly 1,500 member companies and their employees opportunities to network, learn best practices in lean processes, workforce, workers' compensation, controlling health care costs, employee drug testing, environmental issues and leadership. ABI works "to foster a favorable business, economic, governmental and social climate within the State of Iowa so that our citizens have the opportunity to enjoy the highest possible quality of life."

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A VIEW FROM THE TOP



Paul Gregoire

ABI Chairman

*Emerson/Fisher,
 Marshalltown*

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Veterans provide critical workforce pool

When ABI joined with longtime member Business Publications Corp. to create Business Record Iowa a couple of years ago, one factor was the increased publishing schedule such a move allowed us. In partnership with BPC, we are now able to cover issues in a much more timely way.

There is no more timely an issue than workforce. ABI members of all sizes, no matter their industry or location, are looking for people.

One key pool of highly skilled workers is composed of veterans. In the coming months, America's military will see hundreds of thousands of people being discharged. We want those veterans to know they will be enthusiastically welcomed in Iowa. That is the focus of this edition of Business Record Iowa: why hiring veterans is a smart tactical move. You will find information inside about ways your company can reach out to vets and increase your workforce.

A key resource for your company is the Home Base Iowa program, our state's initiative to help recruit retiring veterans to Iowa. For

more information about how Home Base Iowa can help, visit <https://homebaseiowa.gov/>.

On other matters as this edition of BRIOwa goes to press, ABI is busy on all fronts.

Hundreds of members from all over the state are participating in the annual policy development process and final preparations of the biennial D.C. Fly-In are now underway. Programs and events, such as the Iowa Advanced Manufacturing Conference and BizWise sessions, are ongoing. The ABI Foundation is deep into Leadership Iowa and its college counterpart, Leadership Iowa University.

All that activity is taking place with one goal in mind: to add value to you and your business. Let us hear from you with your suggestions about ways we can help further or do things better. Remember, in the year ahead, when the question is asked about who will lead the way in making Iowa an even better place to live and do business, "Why Not ABI?" Thank you for your support.

EXPERT ADVICE

CONTROL WORKERS' COMP COSTS FOR YOUR COMPANY

Your company works diligently to create a safe environment for employees. You shovel walkways, focus on ergonomics, and champion health and wellness initiatives. But even in the safest work environments, accidents occur. And the resulting workers' compensation costs continue to affect your bottom line.

One way to control these costs is by implementing a preferred provider program. This program can provide educational tools to improve claims handling procedures, select qualified and reputable medical providers, and formalize a workplace injury process.

When developing your preferred provider program, remember the following components:

1. Accurate reporting. The key to controlling workers' compensation costs is knowing what to do when an injury is first reported. A preferred provider program helps you manage the first 24-48 hours of a workers' compensation claim by providing detailed employee reporting procedures, collecting accurate information, and assisting in finding prompt and appropriate medical care for injured workers.

2. Quality medical attention. Your insurance carrier can help identify



Leslie Bramwell, CPCU, Senior Workers' Compensation Program Coordinator, EMC Insurance Companies, leslie.r.bramwell@emcins.com

medical providers who provide quality care and maintain open lines of communication. Providers are selected based on their experience with workplace injuries, their familiarity with workers' compensation and their training in occupational medicine.

3. Excellent communications. The foundation of any successful preferred provider program is how well everyone understands his or her role in handling workplace injuries. An effective program stresses open communication

between employees, employers, medical providers and claims personnel by providing easy-to-follow procedures.

The key is to have a workers' compensation action plan ready before an injury occurs that includes a clear set of procedures and expectations with supporting tools to guide the process — being sure the plan takes advantage of a preferred provider program to handle work-related illnesses and injuries and to help control costs.

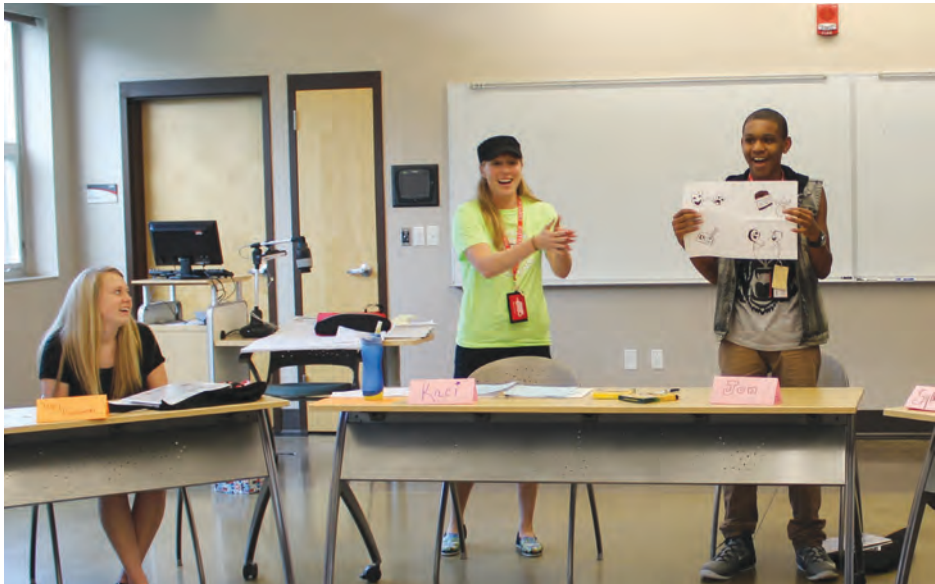




◀ EVENT REWIND

JUNE 28 - JULY 2 | CENTRAL COLLEGE, PELLA

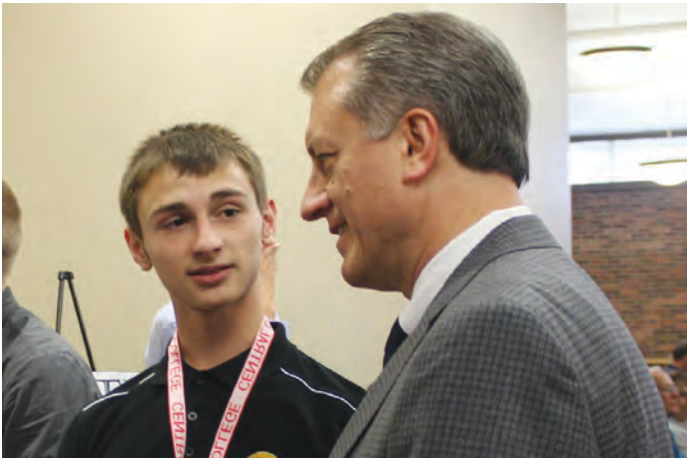
Business Horizons



Clockwise from left: Kaci Conetzkey, a volunteer from DMACC, leads her group in a teambuilding activity; Students listen intently to speaker David Williamson; Williamson, right, talks with a student about proper presentation skills.



Clockwise from top right: Students exercise their creativity in building a product out of junk; Mike Byram of BH Sponsor Vermeer Corporation speaks to students during graduation; Students play rock-paper-scissors to decide who will get an item during the junk game; a member of the Media Track show off the BH newspaper to her parents.



ABI Board Member Mary Landhuis of Lisle Corporation in Clarinda, left, listens as her son, Nik, explains his product during the BH Innovation Trade Show.

Chris Ohnysty of BH sponsor John Deere, left, learns about products during the trade show.

Karen Rieck of FBL Financial Group, Inc., and chair of the BH board welcomes students to the program.

First row, L to R: Students put together a puzzle during the first day of Business Horizons; student Susie Lupkes posts information about herself during an orientation activity; Kevin Lopez and Jared Coady get to know one another on the first day of BH.



Second Row, L to R: Media Track Industry Adviser Ann Viser, right, welcomes a student and her parents to BH; students draw photos illustrating their interests during an orientation activity; speaker David Williamson talks to a student about her career aspirations.

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As technology advances and becomes easier to use, people often find face-to-face interactions more difficult. As a result, presentations fail, opportunities are lost, relationships suffer and business results fall short of goals. Contact Tero to learn the secrets and the science of delivering persuasive presentations.

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CAPITOL BUSINESS



2015 Session Brought Mixed Results for Business

Gov. Terry Branstad completed his review of bills from the 2015 Legislature on July 2. Due to editorial deadlines, this month is the first opportunity we have to share some highlights of the session. Although the veto period ended only one month ago, ABI members are well into planning for the 2016 legislative session. Three of the five public policy committees have met, and the remaining two will meet next week. There is still time to register; go to www.iowaabi.org to see the agenda.

Now for a 2015 Recap:

Tax Reform: Unfinished Business

Although legislation to clarify the taxation of replacement parts and consumable supplies has bipartisan support, budget realities and political differences prevented the ABI priority from moving forward in 2015. ABI is receiving feedback from members and evaluating what tax policy should be introduced in 2016.

Economic Development: Achieved

At ABI, we view economic growth as anything that helps keep and expand existing businesses and allows Iowa to attract new business. The 2015 session was a successful one for economic growth through increased resources for transportation and telecommunication infrastructure. ABI supported an increase in the state fuel tax as one piece to addressing Iowa's deficient roads and bridges. Additionally, ABI supported expansion of broadband, as it is key for Iowa businesses to remain competitive in a global economy. ABI staff and members appreciate the Legislature's leadership in tackling these two issues.

Workforce: Achieved

The worker shortage is real. ABI members are struggling to find qualified employees for positions at all levels. We appreciate the Legislature's continued commitment to funding education at all levels. ABI applauds the Iowa House's passage of House File 308, conforming with federal alcohol testing guidelines. Although the bill did not move forward in the Senate, we look forward to working with members to make sure Iowa's workplaces are safe for all workers in 2016. ABI will continue to educate Iowa legislators about the stringent laws we have on the books to penalize the bad actors and not all Iowa employers.

The bottom line is this: Whether you are focused on environmental, workplace safety, workforce education or employment issues, the ABI public policy staff works year-round for you. As we look to next year, we hope you will continue to call on us whenever we can be of assistance to you. 2016 is a great opportunity for ABI members — and your employees — to get engaged in the public policy process. We need you to help us make a difference!



Nicole Crain

*Senior Vice President,
Public Policy*

ncrain@iowaabi.org



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TOP TIPS

Independent Contractor or Employee? Minimize Your Risk

Employers trying to control business costs often use independent contractors. If a worker is misclassified as an independent contractor instead of an employee, the worker is not paid for overtime and lacks unemployment insurance protection and workers' compensation coverage. The courts will attempt to bring every employee under the protection of workers' compensation who can fairly be brought within its coverage. Determining a worker's status requires consideration of several factors. The factors are applied on a case-by-case basis, and the U.S. Supreme Court considers the following to be significant:

- The extent to which the services rendered are an integral part of the principal's business.
- The permanency of the relationship.
- The amount of the alleged contractor's investment in facilities and equipment.

- The nature and degree of control by the principal.
- The alleged contractor's opportunities for profit and loss.
- The amount of initiative, judgment or foresight in open-market competition with others required for the success of the claimed independent contractor.
- The degree of independent business organization and operation.

It's important to draft good contracts and use them consistently or determine whether the independent contractor has his own workers' compensation coverage. Companies that employ best practices are less likely to have claims. When you have a well-written contract and a solid insurance program, companies can greatly reduce the potential for workers' compensation claims.



Juli Jenkins

LMC Insurance

juli.jenkins@lmcins.com



How do I recruit the best employees?

What should I pay a senior-level Financial Analyst in Des Moines?

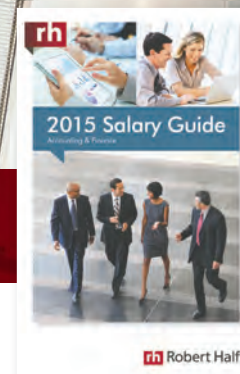
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RECRUITING VETERANS:

A SMART TACTICAL MANEUVER

When Josh White accepted a summer help position at Agri-Industrial Plastics in Fairfield after high school, he never imagined he would still be working for the company 12 years later.

White joined the National Guard when he was 17 and served for 10 years, including a yearlong deployment to Iraq in 2005.

He and his boss, Agri-Industrial President Lori Schaefer-Weaton, agree the skills he learned in the military have positioned him well for a leadership role on the manufacturing floor.

"I think there are a lot of skill sets that are a good match between military training and manufacturing," Schaefer-Weaton said.

"He knows how to troubleshoot problems on his own and works well under pressure," she said. "Constantly in manufacturing we're working under deadline and have to get parts out the door. Keeping a cool, calm, level mindset is really important."

A large troop drawdown of between 300,000 and 1 million military personnel is anticipated in the coming years, providing ready and willing employees to fill critical workforce needs in manufacturing and other industries.

"When you think about it, the military has every skill set you could ever want," said Robert Myers, chairman and CEO of Casey's General Stores, who served in the military for 22 years. "It is a microcosm of the skill sets necessary in civilian careers."

Iowa companies, state agencies and other organizations are increasingly working together to help match these veterans with career opportunities. Employers and state officials hope that these efforts and initiatives like Home Base Iowa turn our state into a top destination for military personnel and their families.

"From a workforce perspective, we have a huge need for skilled people, and here is a very large pool of talented, qualified individuals with leadership and other skills that we would greatly benefit from," said Paul Gregoire, ABI chairman and global vice president of human resources for Em-

erson/Fisher in Marshalltown. "If we've got access to that pool, why would we not want to make Iowa their preferred place to be?"

Iowa Economic Development Director Debi Durham agreed that recruiting and retaining veterans is one way to address Iowa's ongoing worker shortage.

"We routinely have a very low unemployment rate and low population growth," Durham said. "In order to support businesses, we're going to need to make sure we identify and fill the skills gap and worker shortage we have in our state. Transitioning military members into positions that are open is one way we can address some of these issues we are facing now."

During his more than 12-year career at Agri-Industrial Plastics, a custom industrial blow molder, White has been promoted to several positions, including his current job as a setup technician. He plays an important role in helping to implement new technology and machinery at the company.

He credits his time in the military with helping him prepare for his role at Agri-Industrial.

"One of the big things I took away from the military, besides just the general work ethic, were the leadership skills I developed," White said. "I had opportunities to be in charge of people and to lead. That helped me do what I do today."

In the National Guard, White worked on high-tech communications equipment, from phones and computers to satellites.

"That signals to me that he has an inclination for that," Schaefer-Weaton said. "There's a skill set there, and an aptitude to learn different machines."



"WHEN YOU THINK ABOUT IT, THE MILITARY HAS EVERY SKILL SET YOU COULD EVER WANT. IT IS A MICROCOSM OF THE SKILL SETS NECESSARY IN CIVILIAN CAREERS."

ROBERT MYERS

Chairman and CEO, Casey's General Stores

Many employers and military leaders agree that the discipline and leadership skills gained while serving in the military are difficult to replicate in civilian life. The technical skills can be taught.

"We'll take those strong leadership and organizational skills that are honed in the military, and we can teach them how to do machining," Gregoire said.

In fact, Emerson/Fisher, a control valve manufacturer in Marshalltown, has developed a three-week manufacturing/machining supervisors course to do just that.

The company worked with military recruiters and hired three employees with a military background who will complete the training program and begin their careers at Emerson/Fisher in leadership roles.

Plant Manager Ross Harris, an Army veteran himself, said he tries

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A CUSTOM PUBLICATION FOR ABI



Iowa Gov. Terry Branstad listens as Plant Manager Ross Harris discusses the manufacturing process during a tour of Emerson/Fisher in Marshalltown in October.

to replicate some of the military culture at the Marshalltown facility.

"I tell everybody they're a victim of my time in the military, because I don't want to be anything but the best," Harris said. "You try to carry that over to the people you hire. You find military people who, regardless of the branch they were in, have the same drive and passion. They jump in with both feet."

Harris also tries to emphasize the teamwork necessary for his employees and his company to be successful.

"The thing you absolutely miss the most is the team. That's just so hard to replicate coming from the military," Harris said. "Getting people to recognize that you have to rely on the person to your left and the person to your right, just like you do in the military to survive; in this case you have to rely on those people to be successful, for the business to survive and grow."

Many companies have already implemented veteran hiring initiatives, says Ray Rodriguez, a program support specialist at Employer Support of the Guard and Reserve, or ESGR.

"Now that these wars are ending, companies are paying particular attention to the potential employees available to them," Rodriguez said.

Some, such as Wells Fargo, highlight their commitment to hiring veterans on the home page of their careers website.

Rodriguez and his colleagues help companies implement and improve their veteran hiring initiatives and work with other organizations to help connect veterans to jobs. Through the Hire Our Heroes program, ESGR and the U.S. Chamber of Commerce Foundation host about 400 military job fairs annually.

One such job fair in January included about 60 employers and more than 110 job-seekers, Rodriguez said. Fourteen people were offered jobs during the event alone.

In addition to companies bolstering their efforts, state leaders have made several legislative changes in recent years as part of the Home Base Iowa initiative to make the state more appealing to veterans and their families.

On Memorial Day in 2014, Gov. Terry Branstad signed into law the Home Base Iowa Act, which eliminated the income tax on military pensions, created a homeownership assistance program that provides veterans with up to \$5,000 in assistance, and allowed for automatic in-state tuition for military personnel and their families.

"Before that, we were doing things that put us at a competitive disadvantage when it came to attracting veterans," said Myers, of Casey's General Stores, who serves as co-chairman of the Home Base Iowa program.

"We went from being a vets-unfriendly state to a vets-friendly state overnight," he said.

For Myers, the desire to recruit and create more opportunities for



"FROM A WORKFORCE PERSPECTIVE, WE HAVE A HUGE NEED FOR SKILLED PEOPLE, AND HERE IS A VERY LARGE POOL OF TALENTED, QUALIFIED INDIVIDUALS WITH LEADERSHIP AND OTHER SKILLS THAT WE WOULD GREATLY BENEFIT FROM."

PAUL GREGOIRE

Global Vice President, Emerson/Fisher; ABI Chairman

veterans comes in large part out of a sense of responsibility.

"I saw a great need," Myers said. "The outflow of military men and women was unprecedented. These were people who we'd asked to go to combat over multiple tours. We couldn't send them out to pasture."

In addition to the legislative changes, Home Base Iowa has created a special designation for communities and counties that agree to provide incentives above those offered by the state, and representatives for the organization work to actively recruit veterans to the state and connect them with careers here.

Maj. Gen. Tim Orr of the Iowa National Guard, who played a critical role in Home Base Iowa's implementation, hopes to take the efforts a step further and connect military personnel with career opportunities right out of high school.

Orr hopes to work with companies who are willing to provide students who enter the National Guard internship and career opportunities once they receive the necessary education.

Because of their service, the students' education would be paid for by the state.

"Now you've not only given them an education, but the promise of a career once they graduate," Orr said.

Orr sees that as a winning scenario for everyone. Students receive an education and a career, and employers are able to identify and fill their own workforce needs. Plus, military personnel who stay or move to Iowa add instant readiness to the Iowa Guard, he said.

"What better group of people would you rather have in the state if you were going to bring people here?" Orr said. "These are folks who want to make a difference, who've already made a difference overseas and in their communities."



Setup Technician
Josh White talks with
another employee
at Agri-Industrial
Plastics in Fairfield.



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CALENDAR OF EVENTS



AUGUST 17

Economic Growth Committee Meeting

ABI Office | 400 E Court, Suite 100 | Des Moines
11:15 a.m. - 2:30 p.m. (lunch included)

AUGUST 20

ABI Tax Committee Meeting

ABI Office | 400 E Court, Suite 100 | Des Moines
11:15 a.m. - 2:30 p.m. (lunch included)

AUGUST 31

ABI Executive Open

Des Moines Golf and Country Club | 1600 Jordan Creek Parkway | West Des Moines
Noon - 6:30 p.m.

SEPTEMBER 29

Legends in Manufacturing Awards Dinner

Prairie Meadows Event Center | 1 Prairie Meadows Drive | Altoona
6:30 p.m. - 9 p.m.

SEPTEMBER 30

Iowa's Advanced Manufacturing Conference

Prairie Meadows Event Center | 1 Prairie Meadows Drive | Altoona
9 a.m. - 3 p.m. (Registration will begin at 8 a.m.)



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AHEAD OF THE CURVE



At Business Horizons, learning spans generations

Nico Robinson, right, of Des Moines, works with team members to complete a puzzle on day one of Business Horizons.

After volunteering as an Industry Ambassador at Business Horizons for four years, Gina Vitiritto-Robinson knew her 16-year-old son Nico Robinson would enjoy the experience, but like most participants, the high school student just weeks into his summer vacation needed a little convincing.

"At first I really didn't want to come, but I knew it would look good on a college application," Nico said. "It turns out it was a lot of fun and a great experience. I enjoyed it a lot."

The mother-son pair joined more than 100 high school students and about 100 volunteers at the weeklong business boot camp in July on the Central College campus in Pella.

This is the 32nd year the Iowa Association of Business and Industry Foundation has put on the Business Horizons program, which provides students an opportunity to create their own product, develop a business and marketing plan for the product, and even pitch it to a panel of investors.

"This is a one-of-a-kind opportunity for students to experience first hand the world of business and leadership and the career opportunities available to them in Iowa," ABI Foundation Director Kay Neumann-Thomas said. "Students are really challenged to get out of their comfort zone and work as a team. We are blown away each year by the projects they put together."

Vitiritto-Robinson, human resources manager at Prairie Meadows, was first introduced to the ABI Foundation when she participated in Leadership Iowa in 2008-09.

She volunteered for Business Horizons for the first time in 2009 and was immediately hooked.

"It's one of those programs that lures you in and you don't want to ever leave," she said. "For me, it's the energy of the kids. They teach me as much as I'm teaching them. I feel so strongly and passionately about this program and what it offers kids."

For Nico, the experience offered new friendships he won't soon forget.

"It's a really good experience to actually meet kids from different parts of the state and get to know them on a personal level," he said.

A speech by Business Horizons alumnus Adam Carroll helped to reinforce good money habits that Nico's mom has been working to instill.

"He told us to save money instead of spend money, and it actually put a lot of things into perspective and I'm excited to do that," Nico said.

In addition to the financial literacy the program promotes, Vitiritto-Robinson said she enjoys seeing the motivation and determination participants walk away with.

"It gives them the courage, the drive the passion to really dig for and figure out what it is they want to be when they grow up," she said. "I think it's one of the hardest things you try to figure out as a young person. I wish I'd known about Business Horizons as a student."





BY THE NUMBERS

54 Iowa companies supported by the Export-Import Bank between 2007 and 2014.

The **Export-Import Bank** is the official export credit agency for the federal government that helps finance the sale of U.S. goods to foreign buyers.

The bank has been an important component to the success of Iowa manufacturers that export their products. Exports account for about **40 percent** of Iowa's manufacturing output.

The bank is credited with supporting \$235 million in export sales from Iowa manufacturers and **1,499 Iowa jobs**.

Iowa companies of *all sizes* have benefited from the Export-Import Bank, either directly or by providing components to another manufacturer that has received financing from the bank. They include United Equipment Accessories, Vermeer, Rockwell Collins, Metalcraft and Titan Tire, among others.

Source: Ex-Im Coalition

ELEVATE IOWA



PUT YOUR WELDING SKILLS TO THE TEST

The Iowa State Fair runs through Aug. 23.

Do you have what it takes to be a welder? Put your skills to the test with a visit to the welding simulator inside the Lincoln Electric trailer at the Iowa State Fair.

Representatives from Elevate Advanced Manufacturing will be at the simulator over the next two weeks as fairgoers try out their welding techniques. Stop in and try out the virtual welding training tool for yourself and learn more about what Elevate is doing to promote advanced manufacturing to Iowa students and educators.

If you are interested in spending time at the booth promoting advanced manufacturing careers and making the public more aware of your business, contact Susan Metheny at semetheny@dmacc.edu to see what spots are available.

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EYE ON INDUSTRY

Conference to highlight innovation in manufacturing

Each fall, the Iowa Advanced Manufacturing Conference gathers top experts in the industry to talk about the latest trends and challenges facing Iowa manufacturers.

The 2015 conference promises to provide the same high-level programming for manufacturers and those who provide professional services for the industry.

Matthew May, an internationally recognized thought leader on strategy, culture and innovation, will discuss how the prospect of pursuing elegance can translate to manufacturing innovation. His book "In Pursuit of Elegance: How the Best Ideas Have Something Missing" was named a Best Book on Design and Innovation by Business Week.

May does not consider himself a motivational speaker or a business guru, but rather a practitioner of business strategy and innovation with powerful lessons learned from years in the trenches with companies of all types and sizes from small startups to large international corporations.

Jeremy Bout is the executive producer and host of "Edge Factor," which provides resources that educators and business leaders can use to inspire students and parents about the future of advanced manufacturing.

Mark Everson is a former head of the In-



*Jay Timmons,
president of the
National Association of
Manufacturers, speaks
during the 2014 Iowa
Advanced Manufacturing
Conference.*

ternal Revenue Service and the current vice chairman of ABI member company Alliant-Group. Everson served as commissioner of the IRS from 2003 until 2007. He will provide insight on tax policy and its implications for Iowa manufacturers.

ABI will also present its second Advocacy in Action Award to an individual who has shown ongoing commitment to ABI's advocacy efforts.

The Iowa Advanced Manufacturing Conference is Sept. 30 from 9 a.m. to 3 p.m. at Prairie Meadows Event Center in Altoona. Visit <http://bit.ly/AdManufacturing15> to register.

ARE YOU AN ABI MEMBER? CHANCES ARE THE ANSWER IS YES.

ABI is Iowa's oldest and largest business network, representing almost **1,500 businesses** of all types and sizes employing **over 310,000 Iowans** in all **99 counties**. If you are not sure if your organization is a member of ABI, contact Dorothy Knowles at 515-235-0568 or dknowles@iowaabi.org.

JOIN US



Iowa Gov. Terry Branstad visited Emerson/Fisher in Marshalltown as part of MFG Day in 2014.

Open your doors for MFG Day

Each year, manufacturers across the country open their doors on MFG Day to give students, lawmakers and the general public a better understanding of the innovation that takes place in their facilities.

This year, MFG Day is Oct. 2, and ABI is working with partners around the state to coordinate events in all 99 counties.

MFG Day is an opportunity to help address the misperceptions about manufacturing and introduce the next generation of employees to the great career opportunities available to them.

Invite students and educators to tour your facility and take part in a hands-on activity, or bring a lawmaker to see the hard work done by your employees. Visit www.mfgday.com to learn more and to add your event to the calendar.

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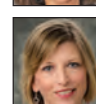
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