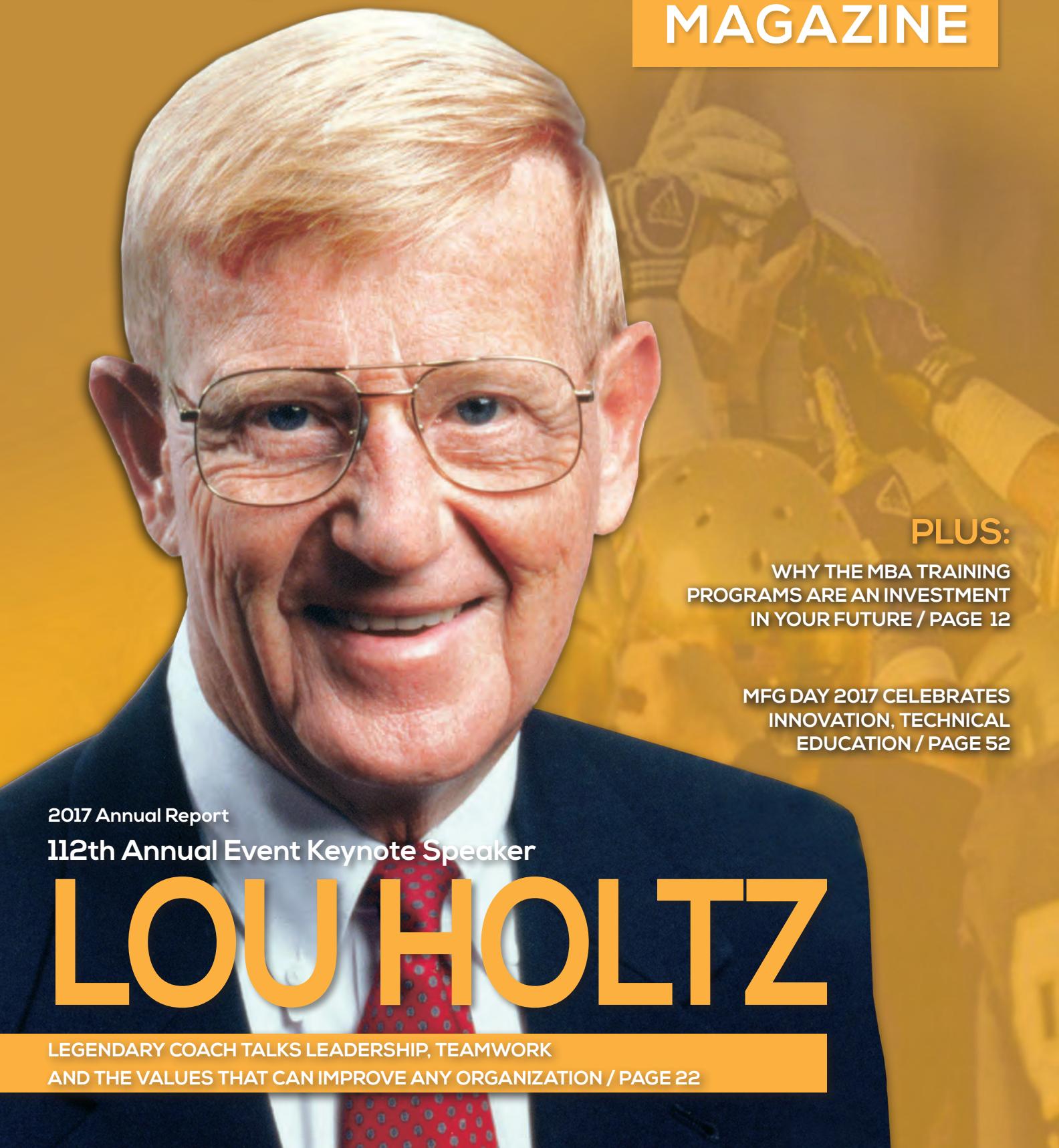


VOL. XXX NO. 10 | OCTOBER 2017

# BUSINESS MAGAZINE



## PLUS:

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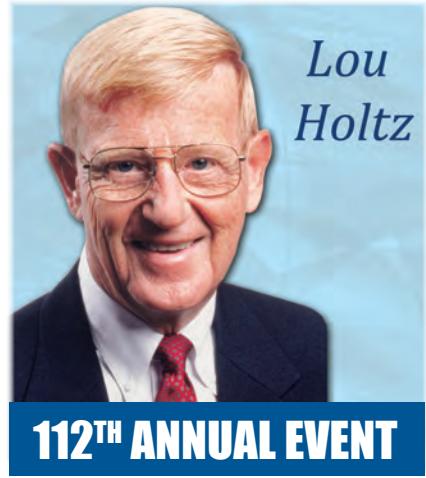
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2017 Annual Report

112th Annual Event Keynote Speaker

# LOU HOLTZ

LEGENDARY COACH TALKS LEADERSHIP, TEAMWORK  
AND THE VALUES THAT CAN IMPROVE ANY ORGANIZATION / PAGE 22



Lou  
Holtz

112<sup>TH</sup> ANNUAL EVENT



OCTOBER 11, 2017  
BAYFRONT CONVENTION CENTER, ERIE

TWO BIG EVENTS



4<sup>TH</sup> ANNUAL MFG DAY

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## Supporting Regional Growth for Over 20 Years

Logistics Plus was founded in late 1996 and recently celebrated its 20th anniversary. The founder and CEO of the company, Jim Berlin, was given a one-year purchase order to manage all inbound freight transportation for GE Transportation. Berlin wanted his new logistics company to be radically different from most other transportation and logistics companies. He wanted the company to have a "passion" for the business and to go above and beyond the call of duty in helping customers be successful in all aspects of shipping and logistics, hence the "plus" in his company's name.

Today, Logistics Plus is enjoying unprecedented growth, with a global footprint comprising nearly 500 employees and more than \$150 million in annual sales. Despite its global success, much of the action still takes place in Erie, Pennsylvania. Soon, nearly 200 employees will be supporting global operations from its historic Union Station headquarters, which it purchased and began renovating in 2003. Union Station is an iconic building that is being transformed into a high-tech global supply chain control tower for a number of the company's largest clients (including GE, WeWork, and others).

"We've actually enjoyed revenue growth almost every year, and we've been profitable EVERY year," says Berlin. "Now we are experiencing a major growth surge and expect our business to grow another 50 percent this year! That kind of growth might be pretty normal in the early years of a business, but 20 years in, it's pretty exciting."

### A Cool, Global Company Based in Erie, PA

"One of the great things about growth is that it allows us to create and keep good jobs within the community," says Berlin. Erie companies have struggled to hire and hold on to younger employees who flee the region post-graduation for more attractive jobs elsewhere. "My goal is to provide a solid, interesting and fun place to work, to learn and to grow — we want brain gain not brain drain."

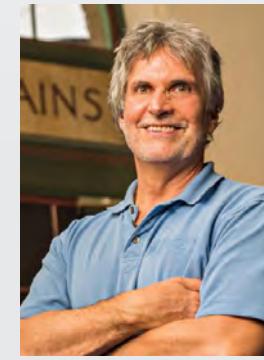
As part of its strategy, Logistics Plus provided more than 16 experience-packed internships this summer for local college students, and the company continues to permanently hire many young graduates and professionals that might otherwise leave the area. The company reports that its average employee age is now in the early 30-range. Working in a cool building (sitting on top of The Brewerie, no less), with a flexible work culture, and being located in downtown near a variety of attractions is undeniably appealing. Retaining local talent also helps Logistics Plus provide top-notch services to other companies located across the region where, as Jim puts it, "No customer is too big or too small."

### Helping MBA Members Address the Challenge of Logistics

Logistics Plus partnered with the MBA in early 2016 to ensure that world-class, affordable

logistics solutions were made available to members that need them. Logistics Plus can become an extension of a company's logistics department — or sometimes they even become the logistics department. In doing so, companies can focus more time on making and selling great products knowing that the logistical side of things is in good hands. MBA members also benefit from additional discounts on most of the company's services.

"We really are world-class at what we do, as exemplified by our roster of customers — some of the top businesses in the world — all managed right here in northwestern PA," says Berlin. "Thank you to the MBA and its members for their support, whether in the past or yet to come. We look forward to remaining a big part of the regional growth now and in the future." ■



### Logistics Plus Inc.

1406 Peach Street  
Erie, PA 16501  
Toll-Free: 866.564.7587  
Phone: 814.461.7600  
Fax: 814.461.7635  
Email: mbausa@logisticsplus.net

[www.mbausa.org/logistics](http://www.mbausa.org/logistics)  
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## COMPANY PROFILE





# HELPING MEMBERS SUCCEED

## THE MANUFACTURER & BUSINESS ASSOCIATION HAS THE EXPERTISE, KNOWLEDGE AND RESOURCES EMPLOYERS NEED

The Manufacturer & Business Association (MBA) is a not-for-profit employers' association that helps employers face challenges by delivering services that lower the cost of doing business, ease the burden of compliance and increase productivity for its members.

The Association, which has supported the business community since it was founded in Erie, Pennsylvania in 1905, accomplishes its mission by providing members exclusive, value-added services and programs. These resources help MBA members with their day-to-day operations, develop their employees' skill sets, lower their insurance costs, reduce energy costs and keep current with legislation.

"MBA membership is a sound investment," explains MBA President and CEO John Krahe. "It gives organizations direct access to a diverse group of free and discounted services — all designed to help your business succeed."

In fact, MBA members have a team of more than 30 employees who work for them at regional locations in Erie and Harrisburg. MBA membership includes legal and HR consulting, professional development and computer training, insurance and employee benefit products, conference center facilities, payroll services, government affairs support, networking and legislative affairs support services, as well as the MBA's low-cost energy program, EnergyAdvisors. In addition, through its partnership with Logistics Plus, the MBA offers affordable and reliable transportation and logistics service — just like having an in-house logistics department on your side.

Whether your needs are in the area of insurance, human resources, training or government affairs, the MBA's professional team has the knowledge, expertise and resources that employers need. Take a look!

### **Business Magazine ...**

The *Business Magazine*, the region's only business-to-business publication, covers the most compelling HR, legal and legislative issues facing employers. Our readership of 15,000 includes CEOs, business owners and top executives throughout Pennsylvania, northeast Ohio and western New York. The monthly magazine features articles on regional businesses, legislative updates, critical HR information, health and safety issues, executive Q&A, legal advice, local business news and much more. Readers also will find the *Business Magazine* online at [www.mbabizmag.com](http://www.mbabizmag.com) and daily updates on the MBA's Facebook, Twitter and LinkedIn pages.

### **Computer and Professional Development Training ...**

As a leader in professional development programs for 25 years, the MBA's expert trainers deliver the knowledge and skills that employers need to compete in today's business world in an interactive, engaging class environment that delivers the skills and tools to improve performance and help your organization compete more effectively. The Association offers half- and full-day classes, onsite and regional training, as well as one-on-one customized coaching in classes that include Certified Supervisory Skills, Leadership for Team Leaders, Food Safety Certification, Marketing and Communication Certification Series, HR Essential Certification, PHR/SPHR Certification, Lean Operations Champion Training, Six Sigma Green Belt Certification and Implementation, Supervisory Safety Skills Series and much more.

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