



Small Manufacturers Advantage™



Serving the manufacturing industry's most vulnerable sector, CMTC's Small Business Consulting (SBC) Group understands the issues facing small manufacturers and has developed the *Small Manufacturers Advantage*® program to address their unique business challenges.

The *Small Manufacturers Advantage*® program provides expertise and leadership for small manufacturers to identify and solve their problems. Each year our consultants assist hundreds of small manufacturers in identifying their business issues with our Company SnapShot™ assessment tool. We carefully assess the needs of your organization with an objective lens, then provide an improvement plan that can often lead to increased productivity and higher profits.

The SBC group has successfully helped businesses with these issues, and more:

Marketing and Sales

- Marketing products effectively
- Identifying a company's unique selling proposition
- Market penetration & expansion strategy
- Evaluation of web site presence
- Developing strategies to minimize competition

Strategic and Financial Planning

- Strategic planning and implementation
- Evaluating profitability
- Preparing financials for lender
- Controlling costs
- Turnaround management

Workforce Development

- Conflict resolution
- Teamwork and communications
- Workforce training

Manufacturing Improvements

- Quality systems
- Improving on-time delivery
- Inventory control
- Diversifying product lines
- Lean manufacturing

Our talented and dedicated Consulting Team skills include:

- Transformation Planning and Implementation
- Quality Management
- Strategic Thinking
- Cost Savings Strategies
- Strategic Action Planning
- Plant Layout
- Business Information System Selection, Implementation, and Optimization
- Enterprise Assessments and Planning
- Application of Lean Principles
- Automation Strategies
- Continuous Improvement Strategies
- Project Management
- Constraint Theory Management
- Change Management
- Turnaround Management
- New Plant Selection and Development
- International Business
- Strategic Planning and Implementation
- Conflict Resolution
- Teamwork and Communications
- Executive Coaching

We help companies grow their business:

"I've been to many great seminars that excite and inspire, but then I go back to the office and get lost in the day-to-day activities. I don't execute. The SMA program has taken us past inspiration, and we are now implementing many of the recommendations."

The support and guidance we have received from the SMA team has surpassed my expectations. I recommend this program to all manufacturers who want to reinvigorate and grow their business."

Valerie Saint-Gaudens
CEO
Saint-Gaudens Metal Arts
San Marcos

The Small Business Consulting Team offers a wide range of specialized knowledge and practical experience in manufacturing and small business. Our consultants understand your challenges, and they work collaboratively to provide advice and support that is effective and useful. Our staff includes:

BOB WILLIAMS, Managing Consultant

Over 30 years of senior management and operations experience in a manufacturing environment, including P & L responsibility. Bob has a strong background in financial, strategic and business planning, sales and marketing, business information system selection, quality, lean and organizational development. Bob's favorite challenge is "turning problems into profits".

PETER ATHANAS, Consultant

With a degree in Manufacturing Engineering and 20 years experience owning and operating a sub-contract machining facility, Peter has a keen understanding of many manufacturing disciplines and processes. He has consulted with a variety of manufacturers suggesting ways to improve their bottom line, offering expense reduction/profit recovery techniques, financial statement analysis and commercial finance preparations.

PAULA BAHAMON, Consultant

More than 14 years of experience encompassing business development, marketing research, project management and operational supervision. Paula has a strong background in comprehensive technical consulting and management principles. She has crafted a unique angle for assisting entrepreneurs in achieving their goals. Paula provides skillful guidance and excels at helping companies improve their business and manufacturing processes.

TIM BORNEMANN, Senior Consultant

Thirty-five years of hands-on experience in a number of manufacturing industries. Tim began his career as an engineer designing automated production machines and advanced to various senior management positions. His experience in the Toyota Production System (TPS), now referred to as Lean Manufacturing, began nearly 30 years ago when Toyota first came to North America. Since that time he has worked with scores of companies, both as a consultant and an executive, to implement these techniques. Tim is adept in all aspects of manufacturing and in business principles.



JERRY HORWITZ, Senior Consultant

With more than 30 years of experience in senior management Jerry has developed expertise in a wide range of disciplines including: financial and strategic planning, marketing and sales channel development, mergers and acquisitions, product engineering and manufacturing operations. Jerry has held President as well as division and operations management positions throughout his career and enjoys applying that experience to assist manufacturers in meeting their business objectives.

DAVID MOATES, Senior Consultant

For more than 30 years, David helped hundreds of small businesses as a fortune 500 executive. He has worked in the aerospace, biotech, automotive aftermarket, electronics and construction industries. David has a passion for, and a deep belief in, the value of small business and the people who run them. David puts into practice the very same tools CMTC provides under the *Small Manufacturers Advantage™* program in his own family-run small business.

DENNIS SONNEY, Senior Consultant

Master certified Lean / Six Sigma Specialist with over 15 years experience facilitating and implementing change. Dennis is experienced with all levels of continuous improvement, and his devotion has carried him into many Avionics & Aerospace companies including; The Boeing Company, Rockwell Collins, and numerous NASA/DoD suppliers. Dennis enjoys working with small businesses and his work has been published in many publications.

JON TRUSTY, Senior Consultant

Twenty-two years of business and manufacturing experience encompassing sales, web marketing, strategic planning, facility, and computer operations, project management, quality, security, environmental and engineering management. Additionally, Jon has expertise in the training and application of Lean principles, for both large and small companies, and in a broad variety of industries.

RON WILSBACH, Consultant

More than 25 years of management experience in sales, manufacturing and operations. Ron has a strong background in facility management, quality and lean implementation, strategic & business planning, supply chain implementation and management and sales. He has worked across multiple industries including cut & sew, injection molding, tool & die and metal machining.

Right-sized solutions, right now®

Call today and ask about the *Small Manufacturers Advantage™* program and how we can "JumpStart" your continuous improvement efforts.



MANUFACTURING EXTENSION PARTNERSHIP™

Small Manufacturers Advantage™ is a program especially designed to meet the critical needs of small manufacturers (with annual sales of \$15 million or less). The program is funded by the U.S. Department of Commerce, Manufacturing Extension Partnership and offered by California Manufacturing Technology Consulting a NIST MEP Network Affiliate.

FOR MORE INFORMATION, CONTACT US

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