

FOR IMMEDIATE RELEASE

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THE 6TH ANNUAL “VALLEY MADE” MANUFACTURING SUMMIT SCHEDULE OF EVENTS *More than 600 attendees expected; 65 exhibitors and 9 topical workshop sessions*

Fresno, California – October 15, 2021...The San Joaquin Valley Manufacturing Alliance (SJVMA) and the Fresno Business Council (FBC) are one week away from opening the doors for the 6th Annual “Valley Made” Manufacturing Summit, which will take place on Thursday, October 21 from 7:30 a.m. to 3:45 p.m. at the Fresno Convention Center Exhibit Hall. The event returns after pivoting in 2020 to a digital platform with focused speaker sessions tackling COVID-related and other topical business topics impacting manufacturers.

The 6th Annual “Valley Made” Manufacturing Summit is designed as a workshop and resource expo that celebrates the Valley’s history of innovation in manufacturing while providing resources and networking opportunities that continue to build a well-trained, outstanding workforce. At its core, the Summit promotes cross-sector collaboration aimed at creating a globally-competitive environment for the Valley’s manufacturing industry.

This year’s keynote speaker is John Shegerian, Chairman and CEO of ERI (Electronic Recyclers International) will deliver the noontime address entitled “C.A.R.E. – Culture Affects Retention + Earnings”. In the keynote, John will tackle the topic of culture – a topic that greatly impacts all businesses, not just manufacturers; as well as employee retention, recruitment, training and company culture’s impact on business earnings. John was recently recognized by Goldman Sachs as one of the 100 Most Intriguing Entrepreneurs of 2021.

Cost to attend is \$150; student tickets are available starting at \$25. A limited number of tickets will be available at the door. Officials are expecting more than 600 manufacturing industry attendees including CEOs, technology management, human resources directors, industry service providers and Career Technology Education partners.

Media is encouraged to attend the “Valley Made” Manufacturing Summit. Please notify Danielle Griffin at danielle@cohencommunications.com of any specific interview requests in advance and on the day of the Summit. Below you will find a complete schedule of events that includes details on the 10 workshop sessions.

9:00 a.m. – 11:00 a.m. Job Seeker Interview Sessions

- Program partner clients and students from local high schools, community colleges and Fresno State will be onsite to connect with local manufacturers to network and secure job shadow, internship and employment opportunities. These sessions will also provide manufacturers with a glimpse at their future workforce.

9:00 a.m. – 10:00 a.m. Breakout Session One

- *How to Protect Your Company from Ransomware*
 - Speakers:
 - Steve Shaw, CEO, Secure Data Team Inc.
 - Brian W. Horton, CEO, Breadcrumb Security
- *How to Avoid a PAGA Lawsuit? New Trends in CA Wage & Hour Litigation and Common Wage & Hour Mistakes by Employers*

- Speaker: Ian Weiland, Partner, Sagaser, Watkins & Wieland PC
- *ROI of Retaining Top Talent*
- Speakers: Kathleen Quinn Votaw, Professional Speaker & Author

10:15 a.m. – 11:15 a.m. Breakout Session Two

- *Successful Hiring & Retention 2.0*
- Speaker: Beth Bruegman, Account Executive, United Staffing Associates
- *Emergence of IT in Manufacturing*
- Speakers:
 - Jonathan Lee, Associate Director, Protiviti
 - Geoff Weathersby, Director of Technology Consulting, Protiviti

11:30 a.m. – 1:00 p.m. Lunch Program & Keynote

- Mayor Jerry Dyer City of Fresno
- John Shegerian, Keynote Speaker, Chairman and CEO of ERI
 - *C.A.R.E. – Culture Affects Retention + Earnings*

1:00 p.m. – 1:30 p.m. Break & Exhibit Area Experience

1:30 p.m. – 2:30 p.m. Breakout Session Three

- *Building Your Employee Bench While Reducing Hiring Costs*
- Speaker: Kurt Madden, CEO, Career Nexus
- *Fall COVID-19 Updates*
- Speakers:
 - Ashley N. Emerzian, Esq., Emerzian Shankar Legal, Inc.
 - Denise Wilson, CEO/HR Consultant, CoreHR Team
- *New Business Engagement Strategies and Programs to Support Manufacturing Job Creation*
- Speakers:
 - Craig Scharton, Client Advisor, California Manufacturing Technology Consulting (CMTC)
 - Rocio Leon, Training Manager, California Manufacturing Technology Consulting (CMTC)
 - Renee Pierce, Senior Economic Development Analyst, Employee Training Panel
 - Robert Meyer, Director of Economic Development, ETP
 - Erik Cherkaski, Manager, Fresno Regional Workforce Development Board
 - Julie Herd, Regional Business Development Specialist, Central Valley Governor's Office of Business and Economic Development (GOBIZ)

2:45 p.m. – 3:45 p.m. Plenary Session

- *The Role of Education in Human & Economic Development*
- Main Stage
- Speakers:
 - Dr. Ram Nunna, Dean, Lyles College of Engineering, Fresno State
 - Dr. Julie Olson-Buchanan, Dean, Craig School of Business, Fresno State
 - Paula Castadio, Vice President, University Advancement, Fresno State
 - Dr. Denise Seabert, Dean of Health and Human Services, Fresno State
 - Mekiyah Rabbon, Mechanical Engineering, Fresno State student

The Fresno Business Council and San Joaquin Valley Manufacturing Alliance

The [Fresno Business Council \(FBC\)](#) aims to create social and economic change which leaves a lasting impact on Fresno's community, combining its collective passion and intellectual capital to form strategic solutions for local issues. The FBC's CEO and Board take a leadership role in executing their strategies and have been the force behind major local initiatives involving education, land use, workforce development, and more. Among the many projects incubated and launched by the FBC is the **San Joaquin Valley Manufacturing Alliance (SJVMA)**, which provides support for local manufacturers through elevating the workforce pipeline, educating the public on the industry, building constructive relationships, and hosting the annual **Valley Made Summit**; an annual conference for the San Joaquin Valley's manufacturing industry which is focused on creating a globally-competitive industry while celebrating its thriving business community.

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