



## Manufacturing Times

Q4 2018

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### “Did the ‘New Business’ that you are looking for just walk in the door?”

Over the years, our management team has suggested different topics to present in our quarterly Manufacturing Times newsletter. Many of these topics are success stories that we have experienced with new customers, new equipment and employees.

Our goal is to introduce Long Stanton to all of our readers with the hope that by sharing these stories, we may help someone who is experiencing a problem that we can help solve.

Our Sales Manager, Michael Gallagher, recently exhibited at a trade show in North Carolina. During the show, one of our suppliers walked up to our booth and they began to discuss why each of them were there.

It turned out that our supplier was looking for someone to pierce custom shaped holes into one million linear feet of formed steel. After a brief conversation, we discovered that we have the capability to do this work for them. We also discovered that they needed brackets to hang this product which are similar to brackets we currently produce. This opened the doors to an entirely new relationship as a supplier to our supplier.

This event was not the first time we have transitioned a supplier relationship to a customer relationship. Re-introducing ourselves and our capabilities to existing customers and suppliers is part of our normal operating procedure.

The point of this is, you may want to re-introduce yourself to your customers and suppliers. Take them beyond the front lobby and show them everything you do.

Your search for ‘New Business’ may have just walked in your front door.

### A Grant Program to Consider

In continuing with the theme of this newsletter, we want to share a discovery that Long Stanton uncovered while researching federal grant programs. That program is run by the Great Lakes Trade Adjustment Assistance Center.



The Great Lakes Trade Adjustment Assistance Center is part of the Economic Growth Institute at the University of Michigan. GLTAAC was established in the 1980's as one of 11 centers for the U.S. Economic Development Administration's federal Trade Adjustment Assistance for Firms program (TAAF). It works with small/mid-sized manufacturers located in Indiana, Michigan, and Ohio that have been hurt by import competition. GLTAAC provides TAAF matching funds and assistance to help manufacturers affected by Globalization with grants in areas where the firm may not have internal capability.

For example, Long Stanton requested a grant to update our website, improve our mobile and search applications, assist in marketing and to upgrade certain manufacturing processes.

This matching grant program (50/50) was thoroughly vetted by the GLTAAC with site visits at our plant and interviews with our management team. A summary of projects and approaches were agreed upon.

Our team found their staff to be very experienced, responsive and helpful every step of the way. If your company always wanted to improve certain areas of your business, but you were hesitant because of costs concerns, you should contact the GLTAAC. They may be able to help you.

The process to date has been beyond what we expected. This program and their professional staff want to help U.S. Manufacturers succeed in today's global marketplace.

If you would like more information please email Marvin Cunningham, at MarvinC@longstanton.com or call 513-720-3959.

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