



INSIDE

Sections

| | |
|------------------|-------|
| Government Watch | pg. 3 |
| Certified Vendor | pg. 4 |
| MAP's Edge | pg. 6 |
| Upcoming Events | pg. 7 |

Articles

| | |
|--|-------|
| Bottom Line...Revisit How You Value Your Inventory | pg. 2 |
| The Downside of Just-in-Time Inventory | pg. 6 |

"We make a living by what we get, but we make a life by what we give."

-Winston Churchill.

the advocate is published four times each year by the Manufacturing Alliance of Philadelphia and is intended to assist Philadelphia manufacturers, promote this sector of our economy and provide it with timely information on matters of interest. It is distributed to all manufacturers within the city. Inquiries should be made to the

Manufacturing Alliance of Philadelphia
Globe Dye Works Building
4500 Worth Street
Philadelphia, PA 19124
Phone: 215-948-9285
email: SteveJ@manufacturingonline.org

How to Penetrate New Accounts in Tough Times

By Chris Koch
Information Technology Services
Marketing Association



As economic fortunes tighten, the need for marketers to learn more about customers—a growing trend even in good times—will become even more important. ITSMA research shows that CIOs and business leaders are looking to reduce the number of companies they are doing business with and establish better and deeper relationships with a select few.

The yardstick for determining who stays and who goes? Providers who truly understand customers' business, have done their homework, and proven themselves trustworthy.

Indeed, in this climate, the cold call is going the way of the shivering dinosaur. A recent ITSMA survey found that when selling to new accounts, 80% of salespeople's time is devoted to "warm calls" (prospects who have already received marketing materials or samples) versus 20% on cold calls.

Penetrating New Accounts is Getting Harder

Warming up those prospects is the responsibility of marketing, but the job isn't getting easier—especially when trying to penetrate new accounts. In ITSMA's survey, 50% said it is more difficult to penetrate new accounts today, with only 12% saying it is getting easier. But the slowing economy also means opportunity: 58% said it means they could take business away from competitors.

How then to warm up new accounts in these tough times? Jeff Sands, director, membership engagement for ITSMA and leader of ITSMA's Account Based Marketing consulting practice, offers some advice:

- Do your research. Understand the market the target account exists in, the dynamics of that market, and how it impacts the company's ability to succeed.

- Build channel partnerships. ITSMA research found that 63% of respondents have formal channel programs to generate new accounts through channel partners.

- Integrate campaigns and systems with partners. It's difficult to build deep knowledge about new customers if you can't see what channel partners are doing with them. Of the respondents who are generating marketing leads for channel partners, 47% are tracking those leads through an internal CRM system.

- Find out what competitors are doing. Differentiation doesn't happen in a vacuum. Services marketers all tend to use the same language as part of their messages—the techno speak of the high-tech industry. It behooves us to step back and see what others are saying to make sure that we are really differentiating.

Be Patient

Once you get the lay of the land and develop the contact points with customers, it's important to avoid trying to make the sale too early in the process. New customers are generally not ready to buy for quite some time—ITSMA research shows that customers need an average of 25-30 touches before they will buy complex technology solutions.

continued on page 4

UII/MAP Board of Directors

Board Chair:
Theodore C. LeBow
Principal
JRI Consulting LLC

Vice Chair:
Peter Windle
President & CEO
Windle Mechanical Solutions, Inc.

Board Members:
Alan Greenberger
Deputy Mayor for Planning
& Economic Development
Philadelphia Commerce Department

Roger Nielsen
President
Abbey Group Companies

David Keiser
Executive Vice President
Tioga Pipe & Supply Company, Inc.

Francis X. McGorry
President
The Phila. Coca-Cola Bottling Co.

Robert Rosania
Chief Executive Officer

Ehmke Manufacturing Company
Michael F. Savage, Jr.
Executive Vice President
PTR Baler & Compactor Co.

Ex Officio
Louis Eni, President
Dietz & Watson, Inc.

Stephen F. Jurash, President & CEO

Bottom Line...Revisit How You Value Your Inventory

By Timothy J. Crouch

Are you sure your inventory values are correct? When's the last time you looked at your overhead? In an economy such as today's, accurate financial reporting is more important than ever. Pulling a number out of thin air is not a good idea. Owners need to be satisfied that the results calculated by their accounting staff are correct.

With skyrocketing fuel and health care costs, what costs you capitalize into inventory should be re-evaluated. The only way owners can be sure that their accounting staff are properly calculating inventory values is by taking a hard look at the numbers. As a CPA, this is one of the most common areas where we identify errors.

You need to make sure the way you calculate your inventory is correct. As a manufacturer, inventory generally consists of raw materials; work in process and finished goods. There are certain expenses that should be considered when valuing each of these in-



ventory categories.

For work in process and finished goods, the costs should include direct materials, direct labor and an allocation of indirect overhead costs. This process is generally referred to as "full absorption costing." The first two costs are easy to calculate but

any accountant will tell you that the allocating indirect overhead costs are a pain in the you-know-what and generally neglected.

Indirect overhead is comprised of two elements: variable and fixed overhead. Variable expenses are defined as expenses that change in proportion to changes in the amount of inventory produced. Fixed expenses are expenses that do not change in total despite the amount of inventory produced. There are ways to allocate indirect overhead.

An example includes using machine hours to calculate the overhead costs still in inventory.

If there is one thing that you take away from this article, it should be that you need to understand how your accounting staff is valuing your inventory because it affects your bottom line.

For more information, please contact Timothy J. Crouch of Stephano Slack LLC at 610-235-4286, a MAP Certified Vendor.

MAP SPONSOR



M&T Bank is a strong regional bank that focuses on providing banking services to manufacturing companies just like yours. That's why our legal name is still "**Manufacturers and Traders Trust Company**," which dates back to our founding over 150 years ago. Today, M&T Bank is one of the 20 largest commercial bank holding companies in the U.S., with over 750 branches across Pennsylvania, Delaware, Maryland, New York, Virginia, West Virginia, New Jersey and Washington, D.C.

You'll find M&T to be a reliable bank that's strong and stable, a local bank that's committed to the communities we serve, an accessible bank that's close and convenient, and a responsive bank that cares about what's important to you and your business.

Contact: David Mills, VP, Commercial Banking
M&T Bank, 215.956.7020 dwmills@mtb.com

MAP SPONSOR

STEVENS & LEE
LAWYERS & CONSULTANTS

Understanding Your Business Is Our Business



GRIFFIN FINANCIAL GROUP LLC

Stevens & Lee, Griffin Financial Group and related platform businesses understand your competitive marketplace and can provide you with a depth and breadth of services unmatched by any other professional services firm in the Mid-Atlantic region.

- Legal services
- Investment banking
- Government grants and incentives
- D&O and E&O insurance risk consulting and management
- Government affairs

Together, our team of multidisciplinary professionals brings diverse educational and occupational experience and industry expertise to provide a full range of legal and professional services to manufacturers in Greater Philadelphia and beyond.

To learn more, contact Joseph W. "Chip" Marshall, III at 215.751.1240 or chip.marshall@stevenslee.com



This special category features Associate members who have met detailed performance criteria and have agreed to adhere to specific standards in delivering their products or services to Philadelphia

manufacturers. In other words, we have checked them out! Perhaps, just as important is that each of these vendors has a product or service to offer that is specifically tailored to manufacturing. They are familiar with your needs and the unique requirements you have. This can make a world of difference in your getting the performance you deserve out of a vendor, particularly when it comes to service.

PREMIER Energy Group, LLC
 System and system
 Administration/Service

Premier Energy Group, LLC is a leading energy consulting/brokering firm providing professional energy procurement and energy management services to commercial and industrial customers. With the most current information on natural gas and electricity pricing, we can help you identify the energy purchasing opportunities that will bring the greatest benefit to your company.

Contact: Nicholas Brown, CEP
 Phone: (609) 241-0125 • Email: nbrown@premierenergygroup.com
 Visit our website: www.premierenergygroup.com

OBERMAYER
 KEBMANN MAXWELL & HEPPEL LLP
 Attorneys at Law

Trusted Advisors in Employment & Human Resources Law
 Cost-Effective, Practical Legal Advice & Solutions
 Assisting Employers with:

- Union elections, ULP charges, negotiations, arbitrations
- Wage and hour issues: overtime and "exempt" classifications
- Defending employment discrimination/harassment lawsuits
 - Conducting management and employee HR training
 - Creating/reviewing employee handbooks

Jason Reisman, Esq. 215-665-3251
 JR@Obernayer.com

H.R. Benjamin, Inc.
Electrical Contractors

Since 1983, H.R. Benjamin has been providing electrical construction, motor control & lighting work, renovation, emergency service to owners & general contractors throughout the tri-state area. A fleet of fully stocked trucks (including bucket/auger trucks) and a team of electricians can service your needs, large or small. With over 28 years experience in motor control, power distribution process, controls & design, we can perform turkey projects with value engineering in mind.

Rich Hoffman 215-535-5200 www.hrbelec.com

SPG STRATEGIC PURCHASING GROUP

Strategic Purchasing Group provides strategic sourcing and procurement related services to help evaluate the goods and services being purchased by your organization. SPG identifies and facilitates the implementation of savings across your organization, helping you achieve the lowest total cost of ownership, identify the best suppliers to meet company requirements and mitigate supply chain risk.

Steven DelCarlino 610.325.6284 sdelcarlino@spg-inc.com

Video Production & Software Technology

VideoNet, Inc. is a full service video production company designed to provide your company with the highest quality communication tools available. Their goal is to help you develop your business, capture new markets, expand your advertising, and explore new ways to inform and educate your team using software technologies. With over 15 years of broadcast television experience, they can tailor any project to fit the needs of your business.

Ron Strobel 610-647-3242 www.videonetinc.com

SCOTT & BILANDER

Scott & Bilander, LLC provides Data Integration and Business Intelligence Solutions with Binocle Platform. Data integration, Analytics & Solutions – Optimize Inventories, Sales Analysis, Decision Support – measure what you expect. Also, Consulting – process improvement, data strategy and implementation, scorecard/metric design. We implement what we recommend – and we take the risk, and show fast returns to your business.

Bob Scott bob.scott@scottbilander.com 484-887-1630

Advent Design designs and builds custom automated equipment; provides contract manufacturing services; and provides engineering and quality management consulting services, such as lean manufacturing and layout development, to reduce manufacturing costs in a variety of industries. Advent Design, through its TESCO brand, supplies a number of products to electric utilities for use with electric meters. These products include test switches, artificial loads, phase angle meters, burden testers, and meter manager software.

Frank Garcia 215-785-2338 frank.garcia@adventdesign.com

STEPHANO SLACK LLC
 ACCOUNTANTS AND TAX ADVISORS

Certified Public Accountant

A CPA firm specializing in middle-market manufacturing and distribution companies. Our commitment is to provide privately owned manufacturers with timely, reliable financial information, as well as creative business and tax advice necessary for manufacturers to achieve their goals.

Blake Chapman, CPA 610-696-4400
 www.stephanoslack.com

MAP MEMBERS

Case Paper Company
 Christini Technologies, Inc.
 Coating Development Group

Coates Brothers Clothing
 CompuData, Inc.
 Consolidated Drake Press

Derbyshire Machine & Tool
 Dietz & Watson
 Donovan Heat Treating

ECOMM Networks
 Edward J Darby & Son Inc
 Ehmke Manufacturing



Apella Group provides strategic sourcing and procurement related services to help evaluate the goods and services being purchased by your organization. Apella identifies and facilitates the implementation of savings across your organization, helping you achieve the lowest total cost of ownership, identify the best suppliers to meet company requirements and mitigate supply chain risk.

Steven DelCarlino 610.325.6284 sdelcarlino@apellagroup.com



CompuData provides ERP manufacturing and accounting software, CRM sales and marketing software, HR software, and IT services to Philadelphia area manufacturers. For 40 years, CompuData has served the hardware, software and consulting technology needs of job shops, make-to-order (MTO), engineer-to-order (ETO), configure-to-order (CTO), mixed-mode and make-to-stock manufacturers. Key ERP software solutions include Epicor, Sage MAS 90/200, MAS 500 and JobOps.

MAP SPONSOR



GOODWIN COLLEGE

Leading-edge Learning

MAP SPONSOR



An Exelon Company

New MAP Members



- **VAC Motorsports (CNC Machine Shop)**
www.vacmotorsports.com
- **Jowitt & Rodgers Company**
(Custom Designed Abrasives)
www.jowittandrodgers.com
- **Hagendorf & Sandy Company**
(Printer's Finisher) 215-922-3289
- **Peacock Laboratories (Formulations for Mirror & Plating Industry)** www.peacocklabs.com
- **American Cable Systems**
(Battery cables, Wireharness & Panel Assemblies)
www.americancableco.com
- **Computdata, Inc. (Certified Vendor, ERP Manufacturing & Accounting Software)**
www.computdata.com

How to Penetrate New Accounts in Tough Times

continued from the front page

Yet with most sales representatives having between 75-100 accounts to cover, it's impossible for them to gain the kind of knowledge they need to have about a customer's business and market position. They simply don't have time—and many don't have the skills.

Educate, Don't Sell

Marketing needs to step in and provide that information. But that information should not be focused on making a sale. It should be focused on educating the customer. "Educational material is the best way to penetrate a new account," says Kathy Macchi, senior associate, ITSMA. "Customers are saying, 'Tell me, don't sell me.'"

But marketing should not be educating customers about the

company. The emphasis should be on customers' business and technology issues. And the content that marketing sends them should come from third party sources at first—analyst whitepapers about a business or technology issue, for example.

Like breadcrumbs in a forest, the marketing touches should proceed logically, educating customers at every step of the way until they are ready to learn about the company's specific offerings. "To penetrate the account there has to be an ongoing presentation and dialog with the prospect and you need to be educating them along the way," says Macchi. "The goal is not to sell them, but to get them to think of your company first when they are ready to buy. That's all you can do as a marketer—*increase mindshare.*"

Additional Information: All materials copyright of the Information Technology Services Marketing Association. If you would like more information about how to reach new customers, contact Steve Jurash at MAP: 215.948.9285 X101



If you have an issue you'd like us to look into or for more information about legislation, contact Ned at MAP: Ned Rauch-Mannino NedR@manufacturingonline.org or 215-948-9285 x103. Also, visit the MAP website www.manufacturingonline.org and click on the "Government Resources" tab at the top.



Issues and Legislation

Paid Sick Days Suspended for Further Review

On March 17th, Bill #080474, the Paid Sick Days Bill, was heard on its second reading. But due to the controversy it has caused and the support opposing this bill from the business community, bill sponsors decided to pull it from Council before a vote could be made. Co-Sponsor Darrell Clarke said during the hearing that until amendments are made with input from the business community this bill will not be called up for a vote. It remains suspended until further adjustments to the language are made - and approved by the business community. While it may be called for a vote before the Council session ends in June, we are confident this bill will be dramatically changed before any vote is considered. MAP worked with Council and companies together, and has proposed changes to the bill; these changes need to be incorporated into the existing legislation before we can even begin to discuss not opposing this bill. MAP's recommended amendments include changes to the definition of employee, seasonal employee and which companies are eligible. MAP also suggests modifying the accrual cap, the accrual rate and when employees would be eligible to use earned time off, and eliminating the carry-over and record keeping provisions. Most importantly, we want to alter the total hours to be accrued to something more reflective of the state average, not a number used in a California bill.

Now we have Council offices reviewing our list of proposed amendments. Of course, we continue to encourage you to be active and promote our recommended changes. For a full list of our amendments, visit www.manufacturingonline.org. Also, you can help us by calling your Council person with the suggested amendments and submitting letters of opposition to the bill.

Bill Submitted to Tie Minimum Wage to Consumer Price Index

State Rep. Christine M. Tartaglione has sponsored legislation that would permanently bind the state's minimum wage to the consumer price index (CPI). This effort aims to provide basic cost of living wages for teenagers and others working in traditionally-low paying jobs.

The CPI is reassessed each month by the Bureau of Labor Statistics, and calculating the difference in prices for a "basket" of

goods. Under this proposed bill the minimum wage would be adjusted every January beginning in 2012 using the CPI for consumers in the Pennsylvania-Maryland-Delaware-New Jersey region.

Since 2009, Pennsylvania has been matching the federal minimum wage at \$7.25. If this bill were to pass, wages would be subject to increases each year to account for cost of living expenses. Studies have yet to show what those differences may look like for employers.

Generally, members from throughout Pennsylvania's business community have begun to voice their opposition to this bill. MAP is investigating its potential impact, too, and would like to hear your comments. Please contact Ned Rauch-Mannino at nedr@manufacturingonline.org to share your thoughts.

State Tax Change Would Mean Manufacturing Savings

A new governor in Harrisburg presents new opportunities, and among them is the idea that manufacturers should pay less in corporate taxes. State Senator Anthony Williams is exploring a measure to replace Pennsylvania's current Corporate Net Income Tax with a Commercial Activity Tax, a method used in other states, including neighboring Ohio. Pennsylvania presently owns the second highest state corporate income tax rate in the country at 9.9%, and coupled with Federal taxes and Philadelphia's own Business Privilege Tax, manufacturers' corporate tax burden can often reach 50% of earnings. The Commercial Activity Tax concept means taxes are levied on all business conducted in the state, saving state companies on national sales and gaining additional revenue through newly-taxed sales. State Senator Williams' office recommends broadening the tax base to simplify corporate taxes and reduce individual Pennsylvania-based company's tax burden. If changed, this would also remove the "profitability penalty," an unfair outcome for many manufacturers' growth and success. Councilman Bill Green, sponsor of the manufacturing-friendly Business Privilege Tax adjustments that fell short in City Council last fall, is responsible for promoting this effort in Philadelphia. Meanwhile, State Senator Williams is looking to introduce the legislation this spring.

MAP MEMBERS

Leonetti's Frozen Foods Inc
M & M Stainless Steel Processing, Inc.
M&T Bank
Metal Stock, Inc.

National Chemical Laboratoires
Nolen Building Materials
Nupro Industries Corporation (Neatsfoot Oil)
O.F. Zurn Company

Obermayer Rebmann Maxwell and Hippel
Pappajohn Woodworking
Penn Fishing Tackle
Penn Scale Manufacturing Co., Inc.

Perfecseal, Inc
Philadelphia Brewing Company
Philadelphia Pipe Bending Company
Philly Coke

The Downside of Just-in-Time Inventory

U.S. companies such as Boeing have learned to boost profits with tight inventories. Now, with 130 plants closed in Japan, they're learning the risks.

-By Thomas Black and Susanna Ray

In a control center above a wide-body jet plant in Everett, Wash., a group of Boeing staffers is pouring over data from suppliers in Japan—making sure the company has enough parts to build its 787 Dreamliner in the U.S.

It's a long list. Japanese manufacturers helped design and now produce 35% of the 787, 20% of the 777, and 15% of the 767. What they build can't be duplicated anywhere else, and Boeing can't call in a new supplier to make one piece if it runs short. So far, the jetmaker says it has enough inventory to keep running for a few weeks.

Thirty years ago, Japan taught U.S. companies to boost profit by keeping inventory lean. Now it's teaching them the risks. Mitsubishi Heavy Industries builds the 787's wing; no one else can do that job. General Motors decided on Mar. 17 to close its Shreveport (La.) Chevrolet Colorado and GMC Canyon pickup plant for a week because it lacked components. Deere is delaying deliveries of excavators and mining equipment. And Honda Motor suspended orders from U.S. dealers for Japan-built Honda and Acura models that would be sold in May.

"Instead of months' worth of inventory, there are now days and even hours of inventory," says Jim Lawton, head of supply management solutions at consultant Dun & Bradstreet and a

former procurement chief for Hewlett-Packard. "If supply is disrupted as in this situation, there's nowhere to get product."

Beginning in the 1980s, to compete with Japanese manufacturers, U.S. companies became reliant on single suppliers for key parts. It was cheaper to buy in bulk from one outfit than to split orders. Now quake damage has interrupted 25 percent of the world's silicon production because of the shutdown of plants owned by Shin-Etsu Chemical and MEMC Electronic Materials, says IHS iSuppli, an El Segundo (Calif.)-based researcher. The earthquake forced more than 130 plants, mostly in auto and electronics, to close as of Mar. 22, according to data compiled by Bloomberg. Some of the affected factories make items sold directly to consumers; others are sold to manufacturers.

At Dell, the world's third-largest personal computer maker, managers are concerned that the supply of optical disk drives and batteries from Japan may be interrupted, according to a person familiar with the matter. Power failures at plants that make silicon wafers could also cause shortages in the computer-chip market in six to 10 weeks, said the source, who asked not to be identified discussing matters involving suppliers. In a statement, Dell said it doesn't "see any significant immediate supply-chain disruption."

From a command center in Boeing's Everett factory, engineers can see aircraft production from a window and a 40-foot screen that displays live video from supplier operations, weather reports, and global news. Translators are on hand around the clock. Chicago-based Boeing, which has bought parts from Japan since the end of World War II, found damage at several sites, according

continued on next page

Mark Your Calendar for These Upcoming Event!

Manufacturing Forum & Breakfast

When: Wednesday, April 20 at 7 AM

Where: The Enterprise Center, 4548 Market Street, Philadelphia

★ Full Breakfast Served, then, hear about:

Manufacturing Opportunities in the "New Economy"

- **Economic Outlook:** Stevens & Lee's resident economist, Katharine Scott, will discuss the state of our current local economy and preview what to expect.
- **How to jump in front of the pack:** Scott McMartin, Griffin MFG Consulting, is an industry leading doer and coach who brings in-depth knowledge and passion to manufacturing. OK, you've survived the recession; you've cut the fat, leaned your muscle and conditioned your team. It's time to look at strategies that will move your company to the front of the pack!

MAP Members: \$35 Non members: \$50

Register at www.manufacturingonline.org For more information call Meghan: 215.948.9285 x102



City Wide Manufacturers Meeting & Plant Tours

Manufacturers Only! MAP Members: Free Non members: \$20

Register at www.manufacturingonline.org

When: Wednesday, May 4th at 8:45

Where: BEMIS FLEXIBLE PACKAGING / Perfecseal, 9800 Bustleton Avenue, Philadelphia, PA



A world leader in the design and manufacture of medical packaging and pharmaceutical packaging

The Downside of Just-in-Time Inventory

continued from previous page

to Boeing Japan President Mike Denton, who is working with officials there to get them running. The leading edge of the 787's wings are built at Spirit AeroSystems Holdings in Tulsa and shipped to Mitsubishi Heavy in Nagoya, where the full wings are assembled, then flown to Everett. Boeing and Mitsubishi Heavy use special autoclave ovens to bake composite-plastic sections of the plane and wing skins. Boeing is three years late and billions of dollars over budget on the 787.

Only about 10 percent of companies have detailed plans to deal with supply disruptions, says Lawton, who calls logistics the fastest-growing piece of Dun & Bradstreet's business. Shortages

may crop up in other countries as companies seek alternative sources, he adds.

Despite the risks, companies won't abandon just-in-time inventory because the cost savings are too great, says James Womack, founder of the Lean Enterprise Institute in Cambridge, Mass. "Once they grasp the situation and they've got a plan, I would predict they are able to restore a remarkable amount of production very quickly," he says. "Never sell Japan short."

The bottom line: Japan taught U.S. companies the value of just-in-time supply chains; the crisis has exposed the downsides.

With Aaron Ricadela, Cliff Edwards, Craig Trudell, Keith Naughton and Shruti Date Singh. Black is a reporter for Bloomberg News. Ray is a reporter for Bloomberg News. Reprint courtesy of Bloomberg/Businessweek.

Consolidated Drake Press

Serving the graphic arts needs of MAP members with high quality offset printing.

- Newsletters
- Postcards
- P.O.P. Displays



- Catalogs
- Brochures
- Annual Reports

Please call Maureen Dobuski for an appointment.

5050 Parkside Avenue

Philadelphia, Pa 19131

215-879-1400

MAP's Edge

A Brief Summary of what MAP has Accomplished for some of its Members...

- Found new customers for 2 companies, resulting in a total of \$178,363 in new sales.
- Helped 1 company resolve an issue with a disruptive One Way sign posted by the City.
- Helped 3 companies find a new market for their products.
- Went to City Hall with 9 companies to meet with City Council over important issues.
- Found 21 new employees for 16 companies.
- Helped 1 company obtain a low interest federal loan for plant improvements.
- Added 6 companies to the group energy buy.
- Helped 2 companies resolve parking issues disruptive to their businesses.

MAP MEMBERS

Tioga Pipe Supply Co
Tracey Incorporated
Video Net Inc

Weber Display & Packaging
Wilson Safe Company
William J Labb & Sons

Windle Mechanical Solutions, Inc.
World Manufacturing, Inc.
Y-Pers



Bob is too busy to get involved in politics. He's largely content to sit by and let the winds of change blow over him. He's even too busy to join MAP and lend his voice to all of the others. He'd rather complain. Poor Bob!



MAP has aggressively attacked a proposed new bill in Philadelphia City Council promoting mandatory paid sick leave for all employees. As of this printing, the bill is on hold.



MAP members **Group** together to take advantage of deregulation by purchasing energy together. The size of the group is attracting some very motivated suppliers. Great rates! Over \$200K in savings so far. There's still time to join...

ADVERTISE WITH US!

The Advocate goes to over 1300 Philadelphia manufacturing companies! Companies may submit articles of interest, items for sale, products needed, etc., and we will be happy to post them to the web site and publish them in "the Advocate." Companies may advertise according to the following rate schedule:

**For more information or to place an ad, please call
215.948.9285 x102**

| Size | Member | Non-Member |
|-----------|-----------------------------------|------------|
| ¼ Page | \$200 | \$350 |
| ½ Page | \$375 | \$575 |
| Full Page | \$600 | \$950 |
| Articles | No Charge if used for publication | |