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BECOME A NEXT GENERATION MANUFACTURER

*Experts from MassMEP, IntelliSource International, and Mar-Lee Companies Present
What Works and What Doesn't in Today's Changing Market Place
at the WPI Venture Forum on March 11th*

WORCESTER – Over the years, Massachusetts has seen a number of manufacturers, whether it be textile shops, plastics, computers or industrial products dwindle in numbers. However, at the same time, the employees at those manufacturing facilities have shown the greatest increase in value-added dollars. That means these workers are highly motivated and skilled, and continuously want to improve on their skills.

Along with these motivated and skilled workers, many transient products and technologies have allowed the manufacturing sector to account for 14 percent of the gross state product in Massachusetts, and the largest personnel payroll sector in the state. But factories need the ability to adapt in order to keep up with these manufacturing employees, alterations in production, and the changing marketplace in the Commonwealth so they can stay competitive and sustain profitable growth. They need the tools to become a next-generation manufacturer.

On Tuesday, March 11th, the Massachusetts Manufacturing Extension Partnership (MassMEP), IntelliSource International and the Mar-Lee Companies are leading the WPI Venture Forum, speaking first-hand about the mistakes, lessons learned, and actions taken to turn adversity into opportunity as a manufacturer in Massachusetts. The program will include interactive presentations and discussions, followed by questions and answers with the panel. Topics to be covered include:

- Manufacturing in Central Massachusetts – Where It Stands and Where It's Going
- Positioning a Manufacturing Company for Growth – A Business Strategy
- Achieving a Double-Digit Growth & Profit – From Mar-Lee Companies

The following executives will provide you with valuable insights on how to survive the transition and become a next generation manufacturer:

- **Jack Healy, Director of MassMEP and the Manufacturing Advancement Center** – Mr. Healy brings several years of experience assisting manufacturing firms in improving their overall manufacturing capabilities and profitability.
- **Paul Maguire, President of IntelliSource International** - Through the lens of the customer and investor, Mr. Maguire helps executives broaden their perspective to see new growth opportunities and to help them make better and faster decisions.
- **John Gravelle, President of Mar-Lee Companies** – For 25 years, Mr. Gravelle has operated Mar-Lee Companies and positioned this leading plastics

manufacturer to bring in over \$20 million in sales with an annual growth of 15-20 percent.

The program, which will take place in the Odeum Room in the Campus Center of Worcester Polytechnic Institute, runs from 6:30 p.m. – 9:00 p.m. on Tuesday, March 11th, but doors open at 5:30 p.m. The cost is \$15 for members and \$25 for non-members. Pizza and beverages will be provided.

To register, or to find out additional information about this program, please visit the WPI Venture Forum web site: www.wpiventureforum.org, or call 508-831-5075.

About MassMEP

The MassMEP is an affiliate of the National Institute of Standards and Technology (NIST) under the U.S. Department of Commerce. The national MEP system is a network of manufacturing extension centers that provide business and technical assistance to smaller manufacturers in all 50 states, the District of Columbia and Puerto Rico. Through MEP, manufacturers have access to more than 2,000 manufacturing and business “coaches” whose job is to help firms make changes that lead to greater productivity, increased profits and enhanced global competitiveness. For more information, please visit www.massmep.org, or phone 1-800-MEP-4MFG.

About Mar-Lee Companies

Founded in 1972 in Leominster, Massachusetts, the Mar-Lee Companies are a leading technology-based injection molder and moldmaker, serving the medical, packaging, and consumer products markets. The company specializes in new technologies, customized workcells, and complex automation. In 2001, Mar-Lee successfully transformed itself from a traditional custom injection molder and moldmaker, into a successful contract manufacturer who specializes in medical applications and high volume, highly automated packaging products. For more information, please visit www.mar-leecompanies.com, or call 978-534-8305.

About IntelliSource International

IntelliSource International (ISI) specializes in helping companies define and dominate their markets by dramatically improving sales results. Based in Leominster, Massachusetts, ISI develops workshops to help companies determine "what to say" and then train their executives and sales people "how to say it" with the most comprehensive sales training program available in the area of message delivery. By tightly coupling the message creation process with the message delivery process, ISI is able to weld marketing and sales efforts into a single high powered campaign designed to advance products or service quickly and efficiently in their respective market. For more information, please visit www.intellisourcecorp.com, or call 978-537-7100.

About the WPI Venture Forum

The WPI Venture Forum serves entrepreneurs seeking to start their own technology-based business. The forum also serves sponsors, service providers, and investors (seeking pre-startup and early stage technology opportunities) by providing knowledge through

programs and a venue in which to network. WPI Venture Forum activities include monthly programs and a concurrent newsletter, free networking events, a weekly radio program, an annual breakfast event, and an annual business plan contest. Membership consists of entrepreneurs, investors, service providers, researchers, inventors, and WPI faculty, alumni, and students. Directed by a volunteer Executive Board of leaders of regional businesses and service organizations, some of whom are WPI alumni, the WPI Venture Forum is a 501 (c)(3) program of the Collaborative for Entrepreneurship & Innovation in the Department of Management at WPI. For more information, please visit www.wpiventureforum.org or call 508-831-5075.

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