



## OCTOBER 2020 NEWSLETTER



### National Cybersecurity Awareness Month



[National Cyber Security Awareness Month \(NCSAM\)](#) — celebrated every October — was created as a collaborative effort between government and industry to ensure every American has the resources they need be safe and secure online. NIST has partnered with other federal agencies to help raise awareness about cybersecurity and engage with public and private sector partners through events and initiatives to raise awareness about cybersecurity, provide them with tools and resources needed to stay safe online, and increase the resiliency of the Nation in the event of a cyber incident.

Even though October is nearing its end, there are many ways you can still [get involved](#) with National Cyber Security Awareness Month. To celebrate, you can attend this month's Cybersecurity webinars (*now available on-demand*): "[How to Mitigate the Cybersecurity Risks Brought on by Your Remote Workforce](#)" and "[CMMC & 3rd Party Risk: Cybersecurity Compliance in the Last Mile of the DoD Supply Chain](#)." You can also check out the National Cyber Security Alliance's "[Security Awareness Videos](#)" and other [resources, publications, and tip sheets](#).

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## MFG Month CA 2020



Now that we're more than halfway through MFG Month CA 2020, previous weeks' events are becoming available *on-demand*. A silver lining to this year's virtual environment is the ability to access recordings of all MFG Month events and view them at your convenience, such as [Vital Link's business panel with M&R Manufacturing, Reborn Cabinets, and the City of Anaheim](#).

There are also more *live* events scheduled throughout the remainder of October, like the City of Corona's "[Manufacturing Opportunities and Careers that Inspire](#)" and STREAM World's "[Passing the Torch: Next Gen Panel](#)."

To view our full MFG Month CA 2020 events calendar, [click here](#).

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## CMTC Spotlight



Artech Industries, Inc. ("Artech") is a major supplier of strain gauge load cells / force transducers for a wide variety of industrial and OEM applications. However, for the last three years, Artech's revenue had been trending downwards and customer consolidation had decreased its customer base. In addition, Artech faced increased global competition, increasing costs for metals, challenging supply chain issues, and a lack of in-

house expertise and capacity. In order to overcome these challenges and stimulate sales growth, Artech reached out to CMTC to assist in developing a lead generation initiative with the implementation of two programs: the BizBytes™ Sales Activity Program and the BizLeads™ Program.

The results of the programs were as follows:

- Heightened market and industry awareness
- Increase in viable sales leads
- Increase in sales of \$250,000 that supported the addition of 2 new jobs
- \$2.6M in retained sales and 12 retained jobs
- Investment of \$140,000
- Savings of \$125,000 in internal costs

Find Out How We Did It

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## Made in California Showcase



Today's customers are looking for American-made products because they associate them with quality. In fact, recent reports reveal that 60% of Americans are willing to pay more for products made here at home. So, adding a Made in CA logo to your website and marketing and packaging materials can really pay off. There's no cost to join the other 2,000-plus Made in CA members, just [click here to sign up](#).

## This Month's Featured Manufacturers

**INTRIPLEX TECHNOLOGIES | OEM PRECISION LLC**  
**ADVANCE PLASTICS | CARBON BY DESIGN**

Every month, CMTC is proud to showcase manufacturers participating in the Made in CA program. Featured companies appear in order from when they qualified for and joined the program. Each week, a single featured manufacturer is promoted on the Made in CA social media sites, giving that company even more visibility. Check out our featured manufacturers:



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## Latest Blog Posts

AUTOMATION

CYBERSECURITY





## Manufacturing Automation and the COVID-19 Recession

The COVID-19 crisis has affected every industry, and manufacturing is no exception. As social distancing and mandated closures have sent the economy reeling, manufacturers have had to adapt to disruptions in supply chains, inventory shortages, and limited availability of employees. Falling demand for items such as oil and computer products has led to a drop in productivity unseen since the recession in 2009.

[Read more...](#)

## Cybersecurity Awareness Month: If You Connect IT, Protect IT

*Brought to you by NIST*

As the line between our online and offline lives continues to be indistinguishable, the network of connections we have to each other across the globe creates both opportunities and challenges for individuals and organizations. In this blog post, NIST's Danielle Santos explains how everyone can take the right security steps to reduce their cybersecurity risks and opportunities for those interested in a cybersecurity career.

[Read more...](#)

[CLICK HERE TO VIEW OUR BLOG](#)

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## Events



### Virtual Selling: Essential Tips to Survive & Thrive Despite COVID-19

**Thursday, October 29th**  
11:00 AM – 12:00 PM PT

During this webinar, Connexia Group's President Patrick McClure will address **how manufacturers can improve upon their virtual selling abilities** by addressing the challenges created by the COVID-19 environment and leveraging available tools and opportunities.

[Register Now](#)

[View All Webinars](#)

We have other informative webinars scheduled throughout the remainder of the year. Get valuable guidance and help from CMTC and our guest speakers. [Register now.](#)

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## Need help navigating COVID-19 challenges?

CMTC is offering an assistance program to support California small and medium-sized manufacturers through our statewide network. Our Business Stabilization Consultants can help you develop a customized plan of action to ensure you are on track to achieve your long-term objectives. [Request a meeting today.](#)



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