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Author and Business Advisor addresses group of manufacturers on the “New Economy”

Lawrenceville, Georgia – March 9, 2010

On March 9, the Networking MFG group held its monthly forum and networking session in Lawrenceville. Members and guests of the manufacturing-based group interacted with presentations brought by entrepreneur and author Kevin Hanville, of the Quadrant Group and from representatives the Georgia Department of Economic Development.

The event was sponsored by TSI Solutions of Stone Mountain, GA. TSI represents a comprehensive line of air valves, actuators, controls, drives, sensors, and related products to support their clients in manufacturing and engineering. Charles Post, president of TSI Solutions, brought in a working demonstration their 80/20 aluminum extrusion profile used in near limitless applications for structural framing. Visit TSI’s website <http://www.4tsi.com> or call (770) 879-3500 to learn more.

The meeting’s first speaker was Bill Dobbs from Georgia Department of Economic Development. The GDEcD is an agency that promotes bringing new and relocating industries to GA from around the globe. Dobbs gave a brief overview of the GDEcD and informed the group about many of the free programs they have to help GA companies become certified vendors for many of the large contractors that conduct business within the state. Bill Dobbs said that the economic forecast in GA looks good in defense, aerospace, and industries related to elderly healthcare. Tony Greene was introduced as the agency’s supplier matching manager in the aerospace and defense industries. Networking MFG is proud to have the Georgia Department of Economic Development on board as a partner and resource for the group. <http://www.georgia.org>

Featured Guest Speaker

This month’s featured speaker was Kevin Hanville, owner of the business consulting firm, Quadrant Group, and author of “Change or Go Broke”. Hanville, who joked he was “paroled” from the corporate sales world because of his often-outspoken demeanor, offered the group of

business owners some sobering advice and insight on what he coins the “new rules” of business. Hanville said that the economic boom of the mid 2000’s was funded by spending based on an overabundance of credit and inflated housing equities. “The rules have changed”, said Hanville, “if you are still operating your business based on the economy of 2006 and hoping it will come back, you are destined for failure.” Hanville advised the group that they need to ask themselves the hard questions about the way they are running their business in the “new economy” and find ways to trim their operational costs and work more “*in their business* instead of *on their business*”. Hanville finished his presentation with a captivating illustration on selling value versus selling price. Kevin Hanville is available for speaking engagements and for private business consultations. To learn more, go to <http://www.quadrantgroup.biz>. To schedule a consultation with Kevin, you can contact him directly at (770) 277-2212 or by email: kevinhanville@quadrantgroup.biz. Book orders are available at www.changeorgobroke.com.

Networking MFG was founded by Jason Moss, a local sales executive, to promote interaction between Gwinnett based manufacturers, engineers, and related service providers. Networking MFG is unique from other networking groups in that it targets manufacturing related businesses exclusively. The group meets on the second Tuesday of each month and includes a presentation by guest speakers and a forum for attendees to introduce themselves. Event sponsorship opportunities allow guests to make a brief sales-based presentation and include website and news column exposure.

The next meeting is slated for April 13 at the MLC CAD Systems location in Lawrenceville GA. Please visit <http://www.NetworkingMFG.com> to register for future events, view notes from previous meetings, find other members and learn more about sponsorship opportunities. Special thanks to MLC CAD Systems, a premier US supplier of Solidworks 3d CAD software, for hosting the event at their Lawrenceville facility! <http://www.mlc-cad.com> (800) 364-1652

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