

E3 – AN INTEGRATED EFFORT TO PROMOTE SUSTAINABILITY

E3 is a national sustainability program which focuses on strengthening small- to medium-sized American manufacturers. The program seeks to renew American manufacturing, promote smarter government, and deliver services in an innovative new way. E3 is an acronym for Energy, Environment, and Economy.

E3 was developed by six federal departments and agencies in support of sustainable manufacturing. The concept of the program is to advance sustainable manufacturing, and thus promote a renewal in American manufacturing through collaboration among local, state and federal government and agencies, utility companies, associations, manufacturers, and other stakeholders. In practice, the program is a team-oriented approach in which companies are able to work with local, state, and federal partners to increase their knowledge of how sustainable business practices can reduce waste, improve the efficiency of their operations and position their firms to be more competitive in the global marketplace. The National E3 web portal sums up the program and its objectives, "At the most basic level, E3 brings people together around a common set of objectives to maximize local sustainability efforts. By working together, an E3 state or community can leverage the know-how of industry leaders to produce better energy and natural resource conservation, better fiscal health, increased competitiveness in the global market, and workers trained to meet the needs of our greener economy."

Several states have embraced the E3 program including Michigan, North Carolina, Ohio and Texas. Alabama launched a pilot program in May 2010, which focused primarily on the automotive manufacturing sector supply chain. With over 25 partners, the program has now expanded to include other manufacturing sectors. The E3 program sequence of action is Assess, Transform, and Sustain. Assessment includes a "lean and green review," energy assessment, greenhouse gas evaluation, and post assessment recommendations. Transformation consists of finding the best tools, training and financing options to assist companies with implementation of recommended actions and assisting individual companies with the development of customized workforce training and support programs. Local E3 teams provide support and assistance to manufacturers through networking, sharing of best practices, and simply communicating with each other to further long-term sustainability goals.

Alabama's E3 program follows these general guidelines and specifically includes assessment tools, employee development and training, growth services, and waste reduction implementation. Assessment tools in the Alabama E3 program include a greenhouse gas calculator, pollution prevention tools, safety assessments, lean assessments, energy best practices audits, lean and green value stream mapping, waste stream mapping, and DOE software tools. Alabama E3 also contains a workforce training and education



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Bill Martin, Director



Teamwork—we all know what it is—we all utilize it to get our work done, our products made and our people paid. There are many synonyms for teamwork, including cooperation, collaboration, communication, coordination, to name a few. But the bottom line comes down to people working together to create a successful outcome. Here at the Franklin Center, we depend on teamwork, or collaboration to accomplish our mission of helping to sustain and grow the furniture industry. So I want to tell you about some of our most recent partnerships and efforts to utilize a consolidated approach to develop programs and services that will benefit you, the industry.

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First, let me tell you about an administrative change that will allow us to more closely work with the wood experts at Mississippi State. FFI now reports to the Forest and Wildlife Research Center through the Department of Forest Products. While our collaboration with Forest Products has been in place ever since I joined FFI, now it will be more structured and enable us to work toward common objectives. In fact, Dr. Shane Kitchens and Dr. David Jones, both forest products faculty, will present sessions at the International Woodworking Fair in Atlanta this August. Shane will present a two-hour program on wood protection and David will teach you all you need to know about wood identification and properties. We encourage you to attend these sessions. Register online at <http://www.iwfatlanta.com/education/educationhome>.

FFI is also working closely with the MSU's Forest and Wildlife Research Center, Department of Industrial Engineering, Extension Service, CAVS Extension, and the Manufacturing Extension Partnership of Mississippi, Mississippi Manufacturers Association and the Mississippi Development Authority to present a reshoring conference featuring Harry Moser at the Franklin Center on August 20. Please see details for this program in this newsletter.

Amy Garrard and I recently attended the Mississippi Manufacturers Association Manufacturing Renaissance Annual Meeting in Biloxi. It was a great conference with more than 400 members in attendance. MMA is working to strengthen ties with the furniture industry by creating a partner designation as a membership category within the association. This designation is available to established manufacturing associations or specific groupings of manufacturers in a similar or related field within the state of Mississippi. Furniture is now one of these partners, as is the lumber industry. Last December, Rusty Berryhill of Kevin Charles Furniture in New Albany, was elected from among MMA's furniture membership to represent the industry and serve a two-year term on the MMA board. According to Rusty, he has seen an increased interest among manufacturers in MMA membership. He said "even though we are all industry competitors, MMA's partner membership gives us a common voice on important industry issues." So, if you are not currently a MMA member, I urge you to contact Rusty to have a more detailed discussion and discover how to make your voice heard.

The Franklin Furniture Institute is an institute of Mississippi State University's Forest Products Department, Forest and Wildlife Research and Extension Service.

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Debbie Miller of FFI’s Export Resource Service continues to work with the Department of Commerce’s Mississippi Export Assistance Center to encourage and assist companies to begin and increase their export activities. FFI has recently entered into an Export Promotion Partnership between the U.S. and Foreign Commercial Service to increase export awareness and coordinate export promotion activities. We are working with MDA also, to recruit companies for a trade mission to China in the fall. Also, FFI is involved in the new E3 (Economy, Energy, Environment) Sustainability Program being developed for manufacturers in the state. The Manufacturing Extension Partnership of Mississippi is the lead agency on this initiative but FFI has been involved from the initial planning stages and is helping to launch the program. In fact, one of our furniture companies has been selected to be the pilot company from which the program will be defined. Please see the article in this newsletter for more details.

Finally, I want to encourage you all to participate in the Tupelo Furniture Market. The market is celebrating its 25th anniversary this year and V.M. and staff work very hard to make it one of the best markets in the country for our Mississippi-made products.

Remember, Together, We Can make it Happen.

component which uncovers training needs. Areas targeted by this program include practical energy best practices, industrial maintenance training, rapid improvement workshops, management systems, and lean, quality and safety training. Growth services include access to IE Jump Start, IE Leadership Institute, coaching, and mentoring. Finally, some of the waste reduction elements utilized by the program include six sigma, energy Kaizen events, Total Productive Maintenance, right-size equipment, mistake proofing, and plant layout and flow analysis. In total, Alabama has secured over \$2.1 million dollars to support lean, clean and energy assessments, technical assistance, and workforce training in order to transform and promote sustainable manufacturing in the state.

So what does all this mean for Mississippi manufacturers? The Manufacturing Extension Partnership of Mississippi is leading an effort to bring the E3 program to Mississippi. Thirty-two E3 state and local stakeholders have been identified and have expressed support of a Mississippi E3 program. A strategic plan has been developed and a charter is being written. A stakeholders meeting was held in April of this year and a road map for going forward was developed. A pilot company site has been selected and the company agreed to provide the required data, and has committed to implementation of E3 recommendations. Location sites have been secured and training in the following areas is planned: lean and clean assessment, practical energy and carbon footprint assessment training, pollution assessment, safety and health assessment, and targeted Kaizen event training. Expect to hear more about how you can participate and take advantage of the services offered through this innovative collaborative sustainability program in the near future. For more information, contact Dr. Jay Tice, Director, MEP.ms at 601.960.3616 or jtice@mta.ms.

FURNITURE BY THE NUMBERS: 2011

Furniture Manufacturing Employment	17,897
Furniture Manufacturing Average Annual Wage.....	\$30,054
Furniture Suppliers Employment	22,166
Furniture Suppliers Average Annual Wage.....	\$36,279

Source: 2012 Bureau of Labor Statistics
Data tabulated by National Strategic Planning and Analysis Research Center (nSPARC), 2012.

FFI HOSTS TECHNICAL SESSIONS AT INTERNATIONAL WOODWORKING FAIR

Register now for one or all
of the following technical
sessions at the International
Working Fair in Atlanta,
August 22-25, 2012 at
www.iwfatlanta.com.

Reshoring — Made in America

Wednesday, August 22, 2012

Harry Moser, Founder, Reshoring Initiative
Clay Walden, Director, Center for Advanced
Vehicular Systems Extension, Mississippi State
University

Allen Greenwood, Professor, Department of
Industrial & Systems Engineering, Mississippi State
University

The Reshoring Initiative offers the knowledge and tools to help manufacturers accurately assess costs and make the right sourcing decisions, a process which often results in reshoring. Mississippi State University is conducting systems-based research on the reshoring problem and is using advanced planning technologies (simulation modeling and analysis) that make it easier to successfully bring jobs back to the U.S. This workshop will feature the application of analysis tools to support reshoring decisions oriented toward the types of sourcing decisions facing the furniture industry.

Regulatory Issues Affecting the Furniture Industry- What's New and What's Coming Soon

Thursday, August 23, 2012

Bill Perdue, VP of Regulatory Affairs, American
Home Furnishings Alliance

Product safety and environmental regulations continue to impact home furnishings manufacturers of all sizes, as well as the suppliers to those manufacturers. From the federal formaldehyde emission regulation to the Consumer Product Safety Improvement Act, companies need to keep abreast of compliance requirements to avoid costly missteps. In this comprehensive overview, AHFA's Vice President of Regulatory Affairs, Bill Perdue, will look beyond the campaign rhetoric to the unavoidable responsibilities within today's regulatory environment.

Wood Properties and Identification: What You Need to Know

Wednesday, August 22, 2012

David Jones, Assistant Extension Professor, Department of Forest
Products, Mississippi State University

David Jones will provide an introduction and overview of the basics of wood properties. Wood Anatomy will be taught and attendees will participate in hands-on wood identification. The Lacey Act and its implications for the industry will be covered.

The Eco3Home and How Environmentally Friendly Foam Components Fit into this Home Concept

Wednesday, August 22, 2012

Bill Perdue, VP of Regulatory Affairs, American Home
Furnishings Alliance

The American Home Furnishings Alliance developed a series of three furniture-specific environmental programs which will help safely manage our world's natural resources for current and future generations. Eco3Home products are manufactured by companies that have committed to all three initiatives: core manufacturing operations, global operations, and product design and development. By creating a standardized format for reporting these details on home furnishings, we hope to make it easier for you to make informed decisions for your home and family. Join Bill Perdue as he explains how the program works and provides you with the safety, health, and environmental information that must accompany each piece of furniture carrying the Eco3Home label.

Wood Protection for Residential/Commercial Construction and Historic Preservation

Thursday, August 23, 2012

Shane Kitchens, Assistant Professor, Department of Forest
Products, Mississippi State University

Shane Kitchens will teach you all you need to know about protecting your wood from mold, insects, decay and moisture. Also covered will be current and future sterilization technology and a discussion of the issues and challenges affecting importers and exporters of wood and wood products.

JOBS FOR MS IS THE FOCUS OF AUGUST CONFERENCE

Everyone interested in helping Mississippians get to work should attend the **Reshoring, Retaining, and Growing Mississippi's Manufacturing Jobs Conference** at MSU's Franklin Center on Monday, August 20. This conference will bring together local, state and national leaders in economic development, industry and academia to share successes and strategies for expanding employment in the state and region. MSU's Reshoring Coalition will discuss the challenges and opportunities that go along with reshoring efforts. Jay Moon, executive director of the Mississippi Manufacturers Association, will cover legislation and policy at the national level and give his perspective as Chairman of the IEDC Board. Mississippi Development Authority's new CEO, Brent Christensen has been invited to highlight the agency's incentives and programs to encourage industries to create jobs. Phil Paradise, regional director of the Atlanta Regional Office of the Economic Development Administration has been invited to give an update on federal reshoring initiatives. A panel discussion moderated by Bill Martin, director of the Franklin Furniture Institute, will feature representatives from Quality Manufacturing, Navistar, Southern Motion, Multi-Craft, and MSU's Center for Advanced Vehicular Systems Extension Center.

Before heading to Atlanta to present a reshoring program at the International Woodworking Fair, Harry Moser, founder of the Reshoring Initiative, will present "Accelerating Reshoring," an update and discussion of

current national reshoring progress. Moser will also demonstrate his Total Cost of Ownership Calculator Software for individual companies in an afternoon breakout session. The TCO calculator is a tool that allows companies to determine and aggregate all of the costs and risk factors associated with offshoring to enable objective decision making. Moser says that most companies base sourcing decisions on price alone, and subsequently fail to include 20 to 30 percent of actual offshoring costs. With his TCO calculator, companies are able to account for additional relevant factors including overhead, balance sheet, corporate strategy and other external and internal business costs. Conference participants interested in running the estimator using their own company data should bring their laptop to the meeting.

Cost to attend the conference is \$50.00 and includes all conference materials and lunch. Register at www.ffi.msstate.edu/reshoring.asp or complete the form below. Please remember to bring your laptop if you would like to participate in the TCO Calculator workshop.

The conference is sponsored by MSU's Forest and Wildlife Research Center, Department of Industrial and Systems Engineering, Bagley College of Engineering, Extension Service, Office of Research and Economic Development, Franklin Furniture Institute and CAVS Extension; Mississippi Manufacturers Association, Mississippi Development Authority and the Manufacturing Extension Partnership of Mississippi.



Complete the form and mail with your check or money order made payable to Mississippi State University. Mail to Amy Garrard, Franklin Furniture Institute, Box 9828, Mississippi State, MS 39762

Name _____

Address _____

City _____ State _____ Zip _____

Organization _____

Phone _____ E-mail _____

Will you attend the Total Cost of Ownership Calculator session yes no

MSU CAREER CENTER CAN HELP YOU!



One positive sign that the furniture manufacturing industry is improving is evidenced by the increase in the number of furniture companies contacting the FFI for assistance with filling new positions. Over the past two months, the FFI has referred numerous companies, located both in-state and out-of-state, to the Mississippi State University Career Center to help them find qualified graduates and recent alumni for a variety of positions including sales, engineering, management, and accounting.

The overall vision of the MSU Career Center is to be the premier resource for providing state-of-the-art services, programs and events to meet the complete career development needs of MSU students and alumni. The Career Center focuses on providing a multitude of services for students, alumni and employers and is known for its friendly, professional staff and exceptional service.

The “Hire Dawgs Now” Program provides three main services to employers—on-campus recruiting, job postings and access to *Connections* (the student and alumni database), and career days and fairs. If an employer desires to come to campus to interview students, the center will make all arrangements and provide accommodations for the employer. This service benefits employers and students.

To utilize the online job posting service, companies may do so through the Career Center website. Recruiters have several options as to how they prefer to post jobs and how they collect interested applicants’ information through the convenience of the web. Employers are also able to

monitor the job postings and communicate with interested applicants confidentially. Please note that individuals must be affiliated with an actual company in order to register through this site.

Finally, one of the best ways to reach a large number of students is to register for one or more of the many career fairs held on campus each year. Career Days are held each semester at the Humphrey Coliseum. These two-day events host up to 175 employers each spring and fall and offer opportunities for full-time, intern and co-op positions. Several other Career Fairs are held throughout the year targeted towards specific Colleges and types of positions.

An alumni database of experienced MSU graduates is maintained at the center. MSU alumni have access to many of the Career Center services/events at no charge, including access to *Connections* (the Career Center’s online career management system), job postings, on-campus Interviews, and additional job posting/job search software currently available such as NACELink, USA Jobs, Going Global and Career Shift.

Last year, the Career Center hosted over 1039 employer representatives on the MSU campus in their newly updated state-of-the-art facility which includes 18 interview rooms, employer lounges, sitting rooms and a fully equipped conference / pre-interview presentation room. When recruiting at MSU, you have access to over 20,000 students enrolled from every state in the U.S. and 75 countries who are studying in one or more of 80 majors offered through eight colleges, as well as alumni from all over the world.

All you have to do to utilize these free services is to register your company with the MSU Career Center online. Go to the following link, https://msstate-csm.symphonicity.com/employers/index.php?signin_tab=2 or contact one of the Career Center staff members for assistance. For a listing and contact information for Career Center staff, visit www.career.msstate.edu/about or call 662.325.3344.



HOT TOPICS IN MANUFACTURING: RESHORING AND EXPORTING

Hot topics in manufacturing these days are reshoring, retaining jobs, and exporting initiatives. The Reshoring Initiative promotes economic recovery in the U.S. by encouraging companies to close their cost gap and bring operations back to the U.S. The National Export Initiative promotes economic recovery by boosting American exports, jobs and economic growth. Both initiatives offer efficient ways to reduce imports, increase exports and regain and retain manufacturing jobs in the U.S. More and more manufacturers are realizing that the physical location of their plant has a significant impact on their overall competitiveness and are considering shifting operations closer to home to reduce total costs and provide better service. Manufacturers are also realizing that exporting provides opportunities to reach more markets, expand their sales and increase their revenue. And both of these mean more employment opportunities for U.S. workers.

Currently, China's government is facing outside pressures in regards to currency policy, labor wages and the rate of inflation, all of which are currently creating economic, social and political uncertainties in the People's Republic. Meanwhile, economic spotlights in the United States stay focused on rising gas prices, falling housing prices, and high unemployment rates, all of which are negative effects that undermine consumer and household confidence. The current state-of-affairs motivates consumers to be more

conservative and restricts consumers' consumption of food, clothing, and household items, and causes a decline in housing values. U.S. manufacturers have made some difficult adjustments in response to these challenges. In some cases, companies have failed, factories have closed, banks have written off losses, and workers have had to learn new skills. But other U.S. manufacturers have responded with surprising flexibility and have emerged more competitive and more productive than ever.

Manufacturing plays a key role in supporting economic growth through new hiring and investment and while U.S. companies are recovering, some may still need to change their strategy. Americans need jobs to survive. The percentage of unemployed Americans remains around 8.5% and more than 43% of these unemployed workers have been without a job for more than seven months. Job creation and retention should provide households with a renewed confidence and motivate consumers to borrow and spend more. The drive to reshore, retain jobs, and export goods and services continues to advance, and growth in emerging markets is boosting company profits and local wages. So, by taking the initiatives to reshore, retain, and export, manufacturers can produce more goods and services at home and sell more abroad, while creating more jobs for U.S. workers and maximizing company profits.

VOLUNTEERS NEEDED, BARIATRIC FURNITURE STUDY

The Franklin Furniture Institute and the Forest Products Lab at Mississippi State University are seeking volunteers to participate in a bariatric furniture study. This study will help establish furniture standards for bariatric furniture throughout the nation. Presently, there are no standards for this category of chair. Manufacturers do not have standard guidelines by which to design this furniture. For this study, participants are needed, male and female, who are between 275 and 425 pounds in weight. Participants can receive \$50.00 for sitting in test chairs a number of times.

For more information contact director@ffi.msstate.edu or Bob Tackett at btackett@cfr.msstate.edu, 662.325.3096

Discrimination based upon race, color, religion, sex, national origin, age, disability, genetic information or veteran's status is a violation of federal and state law and MSU policy and will not be tolerated. Discrimination based upon sexual orientation or group affiliation is a violation of MSU policy and will not be tolerated.

Samet Demirel



Samet Demirel recently earned his Ph.D. in Forest Products at Mississippi State University. He is now on his way home to the Suleyman Demirel University in Turkey to serve the Turkish Government in return for the governmental support he received while pursuing his doctorate degree in the USA. Samet will be

missed in the Department of Forest Products and by the Franklin Furniture Institute for many reasons. He was an outstanding student as evidenced by his being awarded the Outstanding Graduate Student Award from the College of Forest Resources both in 2010 and 2011. Advised by Jilei Zhang, Samet conducted graduate research on the static and fatigue performance of oriented strand board as upholstered furniture frame stock.

An interest in furniture came naturally to Samet as he worked in his family's furniture store as a furniture assembler and seller in his hometown of Trabzon. In 1999, after passing the National University Entrance

STUDENT PROFILE

Exam, he entered Karadeniz Technical University in Trabzon in the Forest Industrial Engineering department. While working on his bachelor's degree, Samet completed an internship on particleboard in the largest particle board factory in Turkey, as well as an internship on upholstered furniture. Samet's master's research was on the relationship between the density profile and the technological properties of particleboard composite. While working on a Ph.D., he was accepted into an abroad Ph.D. scholarship program provided by the Ministry of Turkish National Education to the U.S. Because of his interest in furniture research, Samet chose Mississippi State University for his Ph.D. program.

An avid soccer player, Samet participated in two championship tournaments in Starkville, and likes to bike and fish. Among Samet's many talents are cooking, especially Turkish food, and singing, particularly Turkish Classical Music. He has also taken up violin but stresses that he is only a beginner musician.

For more information on Samet's research, contact Jilei Zhang at jjzhang@cfr.msstate.edu.