



IMCP Core Group Kickoff Meeting Notes

11/11/2013

10:00am – 12:00pm

Dalton Chamber of Commerce

Meeting convened by: NWGRC and the Georgia Tech Enterprise Innovation Institute

Attendees: Ken Wright, David Howerin, Jim Henry, Louis Fordham, Delmos Stone, Julie Meadows, Barbara Ward, Sarah Harrison, Gary Crews, Greg Laudeman, Ty Ross, David Apple, Peter Sigmon, Pete McDonald, Brian Anderson, Leigh Hopkins, Alfie Meek, and Denise Wood (via phone conference).

Core Group Not in Attendance: David Austin, Steve Taylor, Louis Tonsmeire, Jim Cutler, Louis Hamm, Jason Winters, and Virgil Sperry.

Tasks Due from Previous Meeting

Task	Owner	Accountable To	Due Date
None	N/A	N/A	N/A

Meeting Summary

- **Overview of the IMCP project:** A new Administration-wide initiative that will accelerate the resurgence of manufacturing and help cultivate an environment for businesses to create well-paying manufacturing jobs in regions across the country.
- **Goal of the IMCP project:** The Northwest Georgia IMCP project will develop a plan to for an Advanced Manufacturing Strategic Plan for Northwest Georgia, targeting the needs of the floorcovering industry.
- **Purpose of the Core Group:** to support Georgia Tech and the Northwest Georgia Regional Commission with planning, research, communication, and IMCP project implementation. Members of this group are leaders in education, business and industry, and local government. They are closest to the project, and can use their

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leadership skills and strategic connections to leverage future funding opportunities. The Core Group will be the “champions” of this project.

- **Key Points:**

- The group decided to keep decision-making **within the Core Group**.
- We began with the question, “how do you define advanced manufacturing?” Advanced manufacturing could be considered a ***mindset*** and it depends on the product. Need *advanced leadership*. Leadership is a process. There are no programs that target the level of detail needed – manufacturing has to be an “add-on”. Advanced manufacturing is bigger than an automated room.
- The natural direction of the meeting led to a discussion on workforce development, as there’s an immediate need to train and hire in the region. There are several workforce training programs in the region. The group felt that an endorsement from industry was needed, indicating that training programs are worthwhile.
- How does advanced manufacturing continue to “advance”? Through the process of innovation. However, innovation can change streamlined processes, and that can cause hesitation for some manufacturers.
- Some in the group felt that innovation comes from pilot equipment, vendors who have new technology, and suppliers.
- The group latched onto a potentially tangible and ***implementable*** end goal. The question was raised if other clusters around the country had successfully implemented something like this before, and as an example, Georgia Tech informed the group on the research that was recently completed for an FDI Best Practices study with EDA on the CU-ICAR facility in South Carolina. A summary of the report will be sent to the Core Group.
- The group agreed to move toward a **meeting with CEO’s** of some of the larger manufacturers, which would be needed to get the mutual buy-in necessary to do a project like this. Also would be beneficial to meet with the heads of HR and manufacturing.
- The group agreed that **floorcovering is our focus industry**. The group also agreed that the end-product needs to have application to other industries in the region.

- **Key Questions:**

- What does implementation of the plan look like?
- What’s the “draw” to the floorcovering industry?

- Who is responsible for innovation in the industry? Where does innovation come from – is it top down or bottom up? How do you promote innovation?
- Who else needs to be a part of the Core Group? Who is missing from the table?
- Where does local match (2:1) come from for Phase 2 of this grant?

- **Next Steps:**
 - Interviews will be scheduled with key stakeholders and state/regional partners in **February 2014**.
 - *Key stakeholders may include manufacturers, suppliers, entrepreneurs, SMEs, municipal and county government, school districts and institutes of higher education, public private partnerships, professional organizations in the floorcovering industry.*
 - *Who should be on our list to interview?*
 - Georgia Tech currently conducting data collection task.
 - The strategic plan will be developed in the Spring 2014.
 - **The next meeting (January 8th 2014) will be focused on opportunities, and key areas of focus for working groups.**

Task Summary for Next Meeting

Task	Owner	Accountable To	Due Date
Georgia Tech will continue collecting data on the 15-county northwest Georgia region, and provide examples of other applied concepts like CU-ICAR	Leigh Hopkins	Core Group	January 8, 2014 (next meeting)
Provide names of potential additions to Core Group	All Attendees	Leigh Hopkins	December 9, 2013
Provide names of other potential stakeholders to interview in February	All Attendees	Leigh Hopkins	January 8, 2014 (next meeting)



Provide details of the next meeting	Leigh Hopkins	Core Group	December 16, 2013
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Please feel free to contact Leigh Hopkins with any questions:

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