UNC Pembroke's Entrepreneurship Summit

Sustainable Manufacturing

PRESENTED BY

MARK SCOTT

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MY Background

Mechanical Engineer, Quality Engineering Manager, Quality Assurance Manager and Metallurgy

35 YEARS WORKING IN MANUFACTURING

24 YEARS OWNING A BUSINESS

Thermal Metal Treating, Inc.
www.thermalmetal.com

Longleaf Collection, LLC
www.longleafcollection.com
THERMAL METAL TREATING
LOCATED IN ABERDEEN, NC

25 EMPLOYEES
60,000 Square Foot Facility

PROVIDING METALLURGICAL SERVICES

HEAT TREATING
INDUSTRIAL COATINGS
CONSULTING
to
OEM’S
POWER TOOL
AUTOMOTIVE
MEDICAL
DEFENSE
AFTERMARKET PARTS
NASCAR
LONGLEAF COLLECTION, ABERDEEN, NC
MANUFACTURING HIGH END CUSTOM HARDWARE

ENTRY SETS – MORTISE & TUBULAR
PASSAGE AND PRIVACY
DEADBOLT
ACCESSORIES
Core Capabilities

Heat Treating
CNC Machining
Powder Coating
Electro-Plating
Aqueous Industrial Coatings
Engineered Coatings
Manufacturing Sustainability

Definition of Sustainability

\[ S = E \]

The Capacity to Endure
Our Journey of Sustainable Manufacturing

Based on the Best Selling Book by Dr. Steven Covey
The Seven Habits of Highly Effective People

Seven Habits of Successful and Sustainable Manufacturing

1) BE PROACTIVE
2) BEGIN WITH THE END IN MIND
3) PUT FIRST THINGS FIRST
4) THINK WIN/WIN
5) SEEK FIRST TO UNDERSTAND THAN TO BE UNDERSTOOD
6) SYNERGIZE
7) SHARPEN THE SAW
Habit 1
BE PROACTIVE

Longleaf Collection

A Case Study in a Proactive Approach to Sustainable Manufacturing

Stimulus and Response Theory – Viktor Frankl

“Between stimulus and response we have the freedom to choose”
The STIMULUS
The loss of work to Foreign Competition
The Economy
The Entrepreneur Spirit

The Response
Responsibility (Ability to Respond)
Proactive vs. Reactive

The CHOICE
Visualize
Plan
Utilize Available Resources
Reinvent Ourselves
Habit 2
BEGIN WITH THE END IN MIND

Core Competencies Criteria

1) It is not easy for competitors to imitate.

2) It can be leveraged widely to many products and markets.

3) It must contribute to the end consumer's experienced benefits.
Our Core Competencies

75 Years of Combined Manufacturing, Quality Engineering & Metallurgical Knowledge

Strong Problem-Solving Skills

A Strong Desire to Provide Customer Service

Flexible and Strongly Reactive to Customer Needs

Diverse set of Skills and Capabilities

The Knowledge and Ability to Leverage Resources
Habit 3
PUT FIRST THINGS FIRST

Values
Quality
Customer Service

Community & Environmental Stewardship

Relationships with Customers, Suppliers, Employees and Family

We value the entrepreneurial spirit and our ability to compete
Habit 5
SEEK FIRST TO UNDERSTAND THAN TO BE UNDERSTOOD

UNDERSTANDING THE MARKET AND DISTRIBUTION CHANNEL

MANUFACTURING
SHOWROOMS
SPECIFIERS

SWOT
STRENGTHS
WEAKNESSES
OPPORTUNITIES
THREATS
New Hybrid Approach

VOC
VOICE OF THE CUSTOMER

Designer Program
Trade shows
National Publications
Direct Mail
Social Media
Web Site
Habit 6
SYNERGIZE
$1 + 1 = 4$
LEVERAGE RESOURCES
EMPLOYEE’S CREATIVITY AND INGENUITY
INFRASTRUCTURE
LEAN MANUFACTURING PRACTICES
ECONOMIC DEVELOPMENT
COMMUNITY COLLEGE
THOMAS FAMILY CENTER FOR ENTREPRENEURSHIP
NETWORK
The Exponential Effect of Networking and Leveraging Resources
HABIT 7
SHARPEN THE SAW

Mission Statement
Value Clarification
Goal Setting

Preventive Maintenance
Preventive Actions
Innovation

The Culture of Success

Strategic Planning
Networking
Marketing

Building Synergy
Training
Employee Development

The Culture of Success
Six Sigma Approach

**DMAIC**

An intentional process of continuous Improvement

- Define
- Measure
- Analyze
- Improve
- Control
CONCLUSION

THE ACTION OF THE SEVEN HABITS

are

BE, BEGIN, PUT, THINK, SEEK, SYNERGIZE, SHARPEN

Sustainability = The Ability to Endure

Enduring = Viability = Growth = Wealth
Quotation

Steve Jobs

I hate it when people call themselves “entrepreneurs” when what they’re really trying to do is launch a startup and then sell or go public, so they can cash in and move on. They are unwilling to do the work it takes to build a real company, which is the hardest work in business. That is how you really make a contribution and add to a legacy of those who went before.
Questions ?