

MEDIA ALERT

606 Court Street
Reading, PA 19601

GRCA to host 11th annual Manufacturing Summit

Reading, PA – The Greater Reading Chamber Alliance will host its 11th annual Manufacturing Summit, a can't-miss event for industry professionals in the Greater Reading region and beyond. The keynote panel discussion will be led by professionals from BusinessPA, which is part of Pennsylvania's Department of Community and Economic Development (DCED). Ali Doyle, Managing Director for Business Attraction; Justine Belyus, Executive Director of Business Marketing; and Mike O'Rourke, Managing Director, Business Retention & Expansion will discuss ways Business PA and the state can assist manufacturers with business retention and expansion, business attraction strategies, incentives, working with site selectors, current sites and business marketing. The panel will be followed by additional presentations in the auditorium.

- **Presentation 1**

- Ronn Cort, President & CEO of Dunmore, a global manufacturer specializing in advanced materials for aerospace, packaging and industrial markets, will present **"Practical. Protected. Possible. Implementing Generative AI in Manufacturing Without the Hype- Real Tools, Real Wins, Right Now."** Cort will share Dunmore's real-world journey of applying GenAI across operations, from office to plant. Hear what worked, what didn't and walk away with ideas to act on right away.

- **Presentation 2**

- Then, **"Building Tomorrow's Workforce: Showcasing CTC Student Innovation"** will highlight the work of CTC students in the manufacturing industry.

- **Presentation 3**

- Lindsay Heist, HRIS Solutions Practice Leader, RKL, and Lauren Stricker, Workforce Strategies Advisor, RKL, will share **"Future-Proofing HR in Manufacturing."** The manufacturing and distribution industry faces unique workforce challenges—from shifting employee expectations and rising benefit costs to the rapid impact of AI and automation. In this session, Heist and Stricker will explore how evolving workplace strategies and innovative approaches to employee engagement are reshaping the industry. Attendees will gain insights into the changing role of technology in workforce development and HR operations, as well as emerging trends and best practices to address current and future talent needs.

WHO: Greater Reading Chamber Alliance

WHAT: Manufacturing Summit

WHEN: Tuesday, Oct. 28, 8 a.m. to noon

WHERE: Miller Center of the Arts at Reading Area Community College
4 N. 2nd St., Reading (*Parking available in RACC student parking lots.*)

PLATINUM SPONSORS: American Crane and Equipment Corp. | Penn State Berks | PSECU

GOLD SPONSORS: Ben Franklin Technology Partners of Northeastern PA | Brentwood | Levan Machine & Truck Equipment | RKL

VENUE SPONSOR: Reading Area Community College

ADDITIONAL SPONSORSHIPS AVAILABLE

Make your business stand out as a sponsor of this event. Multiple packages are available at various price points. Contact Keith Stamm at KStamm@greaterreading.org for more information.

ADDITIONAL INFORMATION

Registration required: \$35 for GRCA members; \$50 for future GRCA members; complimentary to students. To register, visit www.greaterreading.org/MFG25.

EDITORS/PRODUCERS

Please consider covering the event with a reporter and photographer/videographer. Contact Leah Fassnacht, lfassnacht@GreaterReading.org or 610.898.7780 if you plan to attend or if you have any questions. Media is invited to attend free of charge; RSVP with Leah.

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ABOUT THE GREATER READING CHAMBER ALLIANCE: *Our mission is with excellent and committed leadership and coordination, we: attract new businesses to our community, support the businesses that are already here, nurture local start-ups, develop the workforce for today and the future, and advocate on behalf of the business community.*