**How Manufacturers Succeed at Marketing**

**May 14th, 12pm to 1pm EST**

Manufacturers are successfully marketing their businesses in different ways. A strong website is a must, but a one-size-fits-all approach isn’t. Meet three New York State manufacturers with distinct approaches to marketing and find out what they have in common, what they do differently, and how you can apply what they’ve learned to your own business.

Topics will include:

* Who’s responsible for marketing and why smart leaders engage
* How to get started with a smart, successful website redesign
* What to consider when it comes to creating content
* When to send marketing emails – and what to say
* How to add video marketing to your strategy
* Who can help you find the way forward

**Michael Allen**

Michael Allen is the President and Co-Owner of Z-AXIS and Bear Power Supplies, a business unit of Z-AXIS, in Phelps, New York. Michael earned a B.S. in Electrical Engineering from the Rochester Institute of Technology (RIT) and is the holder of 26 U.S. patents. He began his Z-AXIS career in October 1989 as Director of Engineering.

**Steve Pomeroy**

Steve Pomeroy is the President of Schatz Bearing Corp. in Poughkeepsie, New York, where he has worked for over 36 years. Schatz specializes in helping design engineers solve bearing application challenges, and Steve holds a PhD in electrical engineering from the Massachusetts of Technology (MIT).

**Janelle Beck Wood**

Janelle Beck Wood is the CEO of Ameritool Manufacturing in Central Square, New York. As the daughter of Ameritool’s co-founder, the late Jerry Beck, Janelle has been ingrained in the company from the start. Her extensive expertise in manufacturing, customer service, and management ensures her father's legacy will endure for years to come.