

# Camp MEP

Part II of a three-part series

Like TechSolve ([www.techsolve.org](http://www.techsolve.org)), the Manufacturing Extension Partnership (MEP) in Cincinnati, CAMP ([www.camp.org](http://www.camp.org)), based in the Cleveland area, was a member-based organization before it offered MEP services. For nearly 20 years CAMP has been providing newsletters, educational seminars on topics such as growth strategies, productivity improvement, innovation, trends in manufacturing, and the impact of globalization. CAMP also provides networking opportunities and access to a manufacturing and technology knowledge repository for members.

CAMP is a market-driven service provider for the OHMEP. Similar to most successful businesses, CAMP, as part of the OHMEP, focuses on customer needs among manufacturers in Northern Ohio. With a flexible sales and delivery business model, CAMP is able to leverage the most appropriate resources (both internal and external partners) for customers. MEP centers have a unique position over most direct service businesses. They not only need to serve their manufacturing customers but they must also serve their legislative stakeholders. Failure in either arena can

mean less than acceptable results as an MEP center. From a legislative stakeholder perspective, the importance is placed on the assisting constituents. That means that MEP centers must provide results and information about results directed to elected stakeholders on a periodic basis. The stakeholders must justify their funding of the MEP program to the electorate and they can use the program results to do just that. The legislative climate also varies from state to state as it relates to MEP. States that have a greater number of manufacturers are more likely to be willing to fund the MEP program. The state of Ohio has been very supportive of the MEP program. They have also helped to make the program better by consolidating multiple programs with similar agendas into one organization. This allows the overhead of a single organization to be spread across more programs.

Finally, MEPs must offer what the manufacturing customer really needs. This means that the MEP services must be very focused toward generating a lot of value for the manufacturer on every project they conduct. MEPs are like any other consulting organization that wants to thrive. Companies will pay for services they value; CAMP is very market focused

and has gone to great lengths to understand what the market wants and needs. It has used this information to develop and deliver services manufacturers are willing to pay for. CAMP has done well because it has concentrated on delivering what both the legislative stakeholders and its manufacturing clients need and want.

CAMP customers have been exposed to Lean, Quality, and ISO programs; many have chosen to implement programs

along the lines of continuous improvement. Today, CAMP clients recognize that continuous improvement programs are a standard part of doing business to satisfy their customers and to be competitive; they need growth strategies. Those strategies include such considerations as new products, new markets, improved processes, and new business models.

MEP Political Champions and the Prognosis for CAMP in 2006 and beyond: **► page 24**

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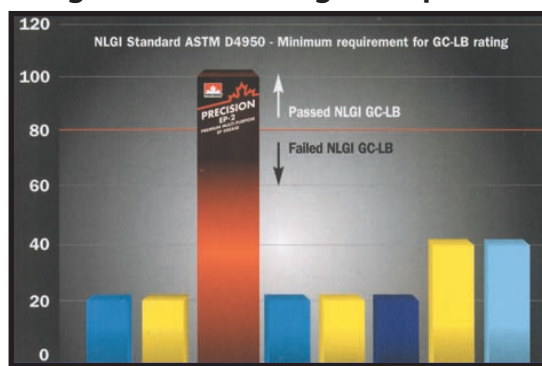
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## Toyota Investing \$230 Million In Lafayette

"We are pleased to further boost localization by moving Camry production in Japan to the United States," said Gary Convis, TMMK president. "It's a win-win situation for Toyota and SIA, and for our suppliers whose businesses will grow. This will be the same high quality and reliability that have made Camry the best-selling U.S. car. We have the highest confidence in SIA to help us continue to meet our customers' expectations."

"For over 16 years, SIA associates have been building high-quality Subaru vehicles in Indiana," added Tom Easterday, SIA senior vice president. "This announcement that we will add produc-

tion of the Toyota Camry at SIA in 2007 reaffirms that SIA has an outstanding workforce that is prepared to meet the challenges of a very competitive automotive market. All associates at SIA look forward to working closely with Toyota on this project."

Currently, SIA builds the Subaru B9 Tribeca, Outback, Legacy and Baja. SIA is projected to produce about 126,000 Subarus in 2006. The Subaru B9 Tribeca will move to the production line where the Outback, Legacy and Baja are currently built to make room for the Camry.

Production volume at Toyota Motor Man-

ufacturing, Kentucky (TMMK), which builds Camry, will be maintained because Indiana Camry production replaces imports and provides Toyota with the ability to build more of the popular car. TMMK will train SIA associates on Camry processes. Parts and materials for the Indiana-built Camry will be sourced and procured by Toyota.

"Toyota and Subaru are tremendous corporate citizens who have been pillars of our economy in Indiana for years and we are enormously proud to be the first state with Toyota vehicle production in two different plants," said Governor Daniels. "Indiana is on a real hot streak, but we

have to keep it going. In just the last month, we've had major job announcements from Sallie Mae, Bass Pro, Louis Dreyfus, Sysco, Schneider and now, Toyota. And we have many more under discussion."

Daniels visited Toyota headquarters during his economic development mission to Asia last August and met with Dr. Shoichiro Toyoda, honorary chairman of Toyota. State officials have met with Toyota officials on several occasions over the last several months to discuss the new Lafayette Camry manufacturing line.

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## Camp MEP

There are currently five Senate "champions" for MEP. They are senators DeWine, Kohl, Reed along with Leiberman and Snowe. They are able to get their colleagues to support MEP funding and sign the "Dear Colleague Letter" to the Senate committee that recommends MEP finding. CAMP anticipates an annual federal fight as long as this administration proposes cuts to the annual funding level.

CAMP is successful annually in encouraging 255 Reps and 57 Senators to sign the "Dear Colleague Letter".

CAMP works as one of two centers that provide services for Ohio MEP. OHMEP services are very much driven by the needs of the manufacturers in Ohio and the expectations of OHMEP's key stakeholders in the state government. The

members of OHMEP meet regularly. One of the key objectives of these meetings is to look for ways to improve OHMEP by developing consistent methods and procedures and by learning from the experiences of the team. In addition to OHMEP services, CAMP operates a Manufacturing and Technology Incubator. CAMP manages the Cuyahoga County New Product innovation fund for entrepreneurs.

Through an award from the Third Frontier Action Fund, CAMP established the Northern Ohio Center of Excellence in Product Innovation by the Ohio Department of Development. All of these programs benefit manufacturers in the OHMEP territory and CAMP's overall goals are to grow those programs and services consistent with the goals of OHMEP and NIST.

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