



PHILLIPS DRIVES INTEREST IN SKILLED TRADES – AND NEW CNC MACHINE SALES – THROUGH PROJECT MFG SPONSORSHIP



Phillips Corporation is one of the largest suppliers of state-of-the-art machining equipment in the nation and serves hundreds of schools and manufacturers, providing Haas CNC machining center sales, support, and training across its 12-state territory. Since becoming the preferred CNC machine sponsor for Project MFG, Phillips Commercial has helped build new excitement in the trades, surfaced dozens of new sales opportunities for Haas machining centers, and closed at least 10 new sales with educational institutions and manufacturers.



Our Project MFG sponsorship has been a great fit for us and our business. We're growing our business, promoting the trades, supporting the schools, and preparing students for successful careers with the best employers. That's everything we could hope for in an event like this."

Michael Garner
President, Phillips Commercial

Ken Potts likes to say he's found his dream job. As regional sales manager for Phillips Commercial, not only does Potts get to talk about advanced Haas machining centers all day, but he gets to do it at the exciting intersection of manufacturing and technical education. In his nine years with Phillips, Potts has clearly become an expert on the equipment side, but his passion for the trades and education started well before that when he was a master/lead instructor in machine shop theory and practices for 14 years at the Tennessee College of Applied Technology in Shelbyville, Tenn.

Now, in addition to his sales responsibilities, Potts also helps support the 434 Haas Technical Education Centers that serve manufacturers and institutions across 12 states in the Southeast. According to Potts, Project MFG skilled trades competitions are the right combination of educators, manufacturers, and suppliers working together to serve students and close the skills gap.

"Project MFG fits perfectly with our culture, beliefs and business goals at Phillips," Potts said. "Instructors and students are learning more from each other, employers appreciate the higher training levels, and we have the chance to put the spotlight on our newest Haas equipment which is leading to new connections and new sales."

Backed by funding from the Department of Defense's (DOD) Industrial Base Analysis and Sustainment Program (IBAS), Project MFG is a national coalition of manufacturing industry employers, educational institutions, educators, trade organizations, community leaders and government, with the goal of improving workforce skills and



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connecting with a new generation of professional manufacturing job candidates. Project MFG skills competitions are designed to inspire a series of “moments that spark a movement” to restore America’s industrial base.

Phillips is the preferred machining center sponsor for Project MFG and provides machines, tooling guidance and technical support during Project MFG competitions.

Michael Garner is the president of Phillips Commercial and has been supportive of Project MFG since the beginning. Garner says it’s good for students, good for schools, and good for business.

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Potts said the Project MFG sponsorship has led to more than 10 new sales of Haas UMC-500 and UMC-750 vertical machining centers, totaling more than \$1.7 million in new revenues. He estimates there are another 15 to 20 new sales opportunities pending that have originated from connections made at

Project MFG competitions.

“Project MFG really shows schools and students what it’s like in real manufacturing situations with time constraints, equipment constraints, and project surprises,” Potts said. “We’re selling more machines which is great for our business, but the best thing for our business is making sure we have qualified students and graduates who can get good jobs, deliver for their employers, and make American manufacturing strong and healthy for many years to come.”

Phillips and Project MFG Do Well by Doing Good

Project MFG helps Phillips support machining education and promote Haas vertical machining centers. Here’s how:

- Access to Academic Institutions and Industrial Workforce Partners. As the preferred machining center sponsor for Project MFG, Phillips sales team members attend, network, and build relationships with schools and manufacturers
- Hands-On Awareness and Training for Participants. Instructors and students gain access to the latest Haas machining centers
- New Sales and Opportunities. New contacts with schools through Project MFG skills competitions have generated at least 10 new Haas machine sales and created another dozen new sales opportunities.

PROJECT
MFG

Project MFG™ is a partnership of employers, educators and communities striving together to inspire and equip the next generation of highly skilled trade professionals. More than a partnership, it’s a movement. One that is changing lives, and in doing so, changing the future of an industry in crisis. Find out more at ProjectMFG.com or get in touch at info@ProjectMFG.com.