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## ASSOCIATION OF MANUFACTURERS BAY AREA EMERGES TO SUPPORT AND STRENGTHEN BAY AREA MANUFACTURING

**OAKLAND, CA, OCT. 6, 2017** – Bay Area manufacturing leaders have come together with the vision of making the Bay Area the most sustainably productive manufacturing region in the world. East Bay Advanced Manufacturing Partnership (EBAMP) and the East Bay Manufacturing Group (EBMG) have joined forces to form the Association of Manufacturers Bay Area (AMBAYAREA).

By forming the new 501c6 organization, AMBayArea brings together the extensive networks of these two groups as well as a meaningful strategy for sustaining their outcome-based initiatives. The aim is to ensure a stable, vibrant manufacturing culture, where manufacturers large and small benefit from an enriched workforce, and from governments and agencies who are committed to partnering with business to produce healthy communities and a globally preeminent manufacturing base.

The new association will support Bay Area manufacturers through education, workforce development, advocacy, collaboration and group leverage.

“Bringing the two successful organizations together answers the call of market simplification, makes better use of resources, and concentrates all our collective efforts,” said James Gardner, EBAMP Executive Director.

“AMBAYAREA will work with manufacturers, subject matter experts, and other stakeholders to tackle challenges for competitiveness and growth of Bay Area manufacturing,” said Karen Burns, EBMG President.

AMBAYAREA offers varying levels of membership to community stakeholders, which include manufacturers, educators, city representatives, service providers, government agencies and supply chain members. Benefits vary between membership levels, but can include access to educational webinars, invitations to events, networking opportunities, discounts on products and services, and more. Interested companies or individuals can explore membership options at [ambayarea.org/membership](http://ambayarea.org/membership).

“AMBAYAREA will be the only region-wide organization able to bring us together to solve problems and spot opportunities we would not otherwise see. AMBayArea will be a great resource for manufacturers, and a benefit to the entire Bay Area,” said Hale Foote, President of Scandic Springs Inc. and AMBayArea member.

The AMBayArea Board of Directors is in the final stages of formation and will include executives from large and small manufacturers, as well as representatives from the non-profit, government and education domains. The new leadership team will take best practices from EBAMP and EBMG, and continue to develop its relationships with groups such as the National Association of Manufacturers (NAM), to provide meaningful support for all the production industries throughout the Bay Area.

Planning is already underway for a manufacturing summit in the spring of 2018. EBAMP and EBMG were both heavily involved in past manufacturing summits in the area. The AMBayArea Summit Committee plans to hold an event on a grander scale that will accommodate several hundred attendees, feature insightful keynote speakers, provide the opportunity for quality networking and afford industry leaders a full day to focus on manufacturing as a region with their peers.

For more information about AMBayArea membership or sponsorship opportunities for the 2018 AMBayArea Summit, contact [info@AMBayArea.org](mailto:info@AMBayArea.org). For more information about AMBayArea, visit [ambayarea.org](http://ambayarea.org).

### **About AMBayArea**

*Association of Manufacturers Bay Area (AMBayArea) is a community of manufacturers throughout the nine counties that comprise the San Francisco Bay Area. AMBayArea strives to make the Bay Area the most sustainably productive manufacturing region in the world; advocates for well-crafted policies that support manufacturing; conducts effective outreach for manufacturing career awareness in the region; provides opportunities for manufacturers to connect to each other as well as other organizations and resources; and supports manufacturers through education and affiliation. For more information about AMBayArea, visit [AMBayArea.org](http://AMBayArea.org).*

### **About EBAMP and EBMG**

*Since its inception in 2014, EBAMP developed the Bay Area chapter of the national Dream It. Do It. Network; worked with the Apprenticeship organizations and Manufacturing Institute to develop Veteran Ambassadors and attract more veterans to Bay Area manufacturing careers; connected with hundreds of students through the Early Career Ambassador Program; and convened manufacturers and elected officials from all levels of government, to discuss the needs of manufacturing panels, summits, and executive roundtables.*

*Since forming in 2012, EBMG held more than 15 events for C-level executives with expert speakers on timely topics; convened CEO Roundtable Discussions that provided an intimate setting for manufacturing CEOs to discuss specific challenges, share best practices and exchange ideas with other industry leaders; and kept the manufacturing community apprised of local events and opportunities through their quarterly newsletter featuring thought leadership articles with business tips for manufacturers.*

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**Association of Manufacturers Bay Area**

**Adding Value. Together.**

[www.AMBayArea.org](http://www.AMBayArea.org)