

**CW** CompanyWeek  
Manufacturing Media Network

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2021  
Content Organization  
Brands  
Events

## WHAT WE GOT RIGHT: 2013 - 2019

### On Manufacturing's Comeback...

**August 2013:** →

"Manufacturing's at the center of profound change in the economy."

— *Bart Taylor, CompanyWeek, announcing the launch of CompanyWeek, Summer, 2013*

**June 2019:**

"Manufacturing's rebound is real. After shedding manufacturing jobs relentlessly between the turn of the century and the Great Recession, the United States has now added them in 82 out of 100 months since January 2011. Such a turnaround is remarkable in a sector in which employment shrank by nearly one-third between 2000 and 2010."

— *Economic Innovation Group (EIG) - MANUFACTURING'S REAL BUT PATCHWORK REBOUND*

### On the Western U.S. Becoming a New Model for American Manufacturing...

**August 2013:** →

"Colorado will be a case-study in how a region will leverage new manufacturing to great gain, or miss-out to communities that harness the favorable winds pushing along goods-producing businesses"

— *Taylor, Aug. 7, 2013*

**June 2019:**

"The manufacturing sector is steadily realigning after the shocks of the early part of this century," said John Lettieri, the president of the Economic Innovation Group. . . "The West is emerging as a new growth engine for the sector."

— *Jim Tankersley, The New York Times*

"The average western county added manufacturing jobs at an annual rate of 3.9% from December 2016 to December 2018, the highest in the country. That figure also represented a sizable acceleration over the 1.7% annual growth rate registered in the typical western county from December 2012 to December 2016."

— *EIG, June 10/29*

### On Manufacturing's New Industrial Character...

**July 2017:** →

CW: Rust Belt bias flunks the 2017 Manufacturing and Logistics National Report Card

"Sector diversification is manufacturing's new calling card. Want to begin to solve manufacturing's labor problem? Showcase its growth industries -- beer and distilling, natural and organic food, technology-fueled fabrication in aerospace, and the outdoor industry -- that appeal to a new generation. They're the growth industries of the manufacturing economies in the West."

— *Taylor July 23, 2017*

**June 2019:**

"Most manufacturing subsectors saw modest to healthy growth in jobs from December 2016 to December 2018. A veritable boom was underway in food and beverage manufacturing, which added 84,400 jobs to the economy from December 2016 to December 2018. Beer, wines, and spirits accounted for much of that growth, adding 29,700 jobs and growing by 22% over two years."

— *EIG, June 2019*

### On Northern Colorado Emerging as a Hotbed of U.S. Manufacturing...

**Feb 2017:** →

CW: Colorado's Top 5 manufacturing communities, redux

— *"#1: Ft. Collins/Loveland (2015 ranking: 3)*

"...NoCo is becoming a national manufacturing story. Purposeful messaging and recruiting may be all that's missing."

— *Taylor, Feb. 4, 2017*

**June 2019:**

Northern Colorado has grown manufacturing jobs at more than 3X the national average. (Ed. note: the highest in Colorado and among the national leaders.)

— *EIG, June 2019*

# CW CompanyWeek

## Manufacturing Media Network

### INDUSTRIES

INDUSTRIAL  
& EQUIPMENT

#### OEM GROUP

AEROSPACE  
BIOSCIENCE  
ENERGY  
CONSUMER

CONTRACT  
MANUFACTURING

BREWING &  
DISTILLING

FOOD &  
BEVERAGE

SUPPLY  
CHAIN

CANNABIS

### BRANDS

CW ThisWeek

CompanyWeek Regional Newsletters - CO Mfg. Report, CA Mfg. Report, UT Mfg. Report, AZ Mfg. Report (2021), TX Mfg. Report (2021)

SCoP  
Supply Chain Portal

Digital supply chain portal connecting America's manufacturing economy. SCoPusa.com

Brewery  
Week

CANNABIS  
MANUFACTURING  
REPORT

### EVENTS



2021 COLORADO  
MANUFACTURING AWARDS

COLORADO MANUFACTURING AWARDS

OUTDOOR  
INDUSTRY SUMMIT

OUTDOOR INDUSTRY SUMMIT & MANUFACTURING EXPO: OEMs, brands, fabricators and producers gathering to advance OI and domestic mfg. in the western US.



CANNABIS  
MANUFACTURING  
Awards Americas 2021

CANNABIS MANUFACTURING AWARDS AMERICAS: Recognizing cannabis leaders building trust by professionalizing operations



Cannabis  
Manufacturing  
Awards Americas



Cannabis  
Manufacturing  
Series

## NEW EVENTS & THEMES

### Outdoor Industry Summit & Manufacturing Symposium

Coronavirus. Tariffs. Protecting IP. Supply-chain disruptions continue to motivate OI brands to embrace domestic manufacturing. The challenge for brands is replicating offshore supply chains. We invite brands and fabricators and producers to convene to connect.

### Ranking the Best of the Best

We recognize cannabis leaders building trust by professionalizing operations and attaining industry-leading certifications – SOP in mature industries.

### Cannabis Manufacturing Awards Americas

### Where America's Top Brands Manufacture

### America's Manufacturing Roadmap

U.S. manufacturing is built on a domestic network of job shops and OEM factories. Here's where top regional and national brands fabricate and finish some of America's top domestically-made products.

## INDUSTRY CHANNELS



### Industrial & Equipment

companies shaping and fabricating machines, tools, parts, components, etc. for industrial use



### OEM Group

companies designing, sourcing, manufacturing or assembling consumer and commercial products domestically, or managing global supply chains to deliver a finished end product



### Food & Beverage

brands and manufacturers using local raw materials to produce or source national and regional food and beverage products



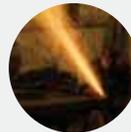
### Brewing & Distilling

craft brewers and distillers and supply-chain providers to the regional craft industry



### Supply Chain

enabling companies and people providing materials, supplies, and services to the local and regional manufacturing



### Contract Manufacturing

enabling companies providing design, fabricating, machining, assembly and other production services for brand and OEMs



### Cannabis

manufacturing strategies of cannabis brands and manufacturers

## COMPANYWEEK EVENTS



### 2021 COLORADO MANUFACTURING AWARDS

#### Colorado Manufacturing Awards - CMA 2021

- ▶ 7th annual CMAs
- ▶ Nominations open | November 2020
- ▶ Finalists Reveal | February 2021
- ▶ Roster of Awards

#### Industrial Group

Aerospace Manufacturer of the Year  
 Bioscience Manufacturer of the Year  
 Industrial/Equipment Manufacturer of the Year  
 Advanced Manufacturing & Machining Award  
 Outstanding Manufacturer | Ag & Clean Technology  
 Building/Construction Manufacturer of the Year

#### Consumer Group

Outstanding Food Brand/Co-Packer  
 Outstanding Craft Brewer  
 Outstanding Craft Distiller  
 Colorado Winery of the Year  
 Consumer Brand of the Year  
 Outstanding Cannabis Manufacturer

#### Achievement

Innovation in Supply Chain/Logistics  
 Innovation in Workplace Wellness  
 Colorado Woman in Manufacturing of the Year  
 Manufacturing Advocate of the Year | Education/Government

#### Outdoor Industry Summit & Manufacturing Symposium

- ▶ 5th annual (previously the Apparel & OI Manufacturing Summit)
- ▶ 1-day event, June 2021
- ▶ Seminars | ½ day 'Supply Chain Expo - Connecting brands with producers'

#### Cannabis Manufacturing Awards America

- ▶ 1st national event – follows Colorado Manufacturing Award Outstanding Cannabis Manufacturer
- ▶ Virtual 2021
- ▶ Awards based on Certifications | Professionalization
  - THC | CBD categories
  - Brands | Contract Manufacturers | R&D

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## MANUFACTURING MEDIA NETWORK



### CompanyWeek.com

Online hub for all state-focused Mfg. Reports

- ▶ Weekly profiles of featured manufacturers across the West
- ▶ Data & Analytics
- ▶ Industry-specific content archives
- ▶ State-specific archives
- ▶ Special Reports, video content, podcasts (2021)
- ▶ Columnists and Opinion

### E-Publications – This Week Mfg. Reports

The most visible component of the Manufacturing Media Network, weekly e-publications in select states are pushed out to manufacturing executives with previews of full-length features posted at CompanyWeek.com.

E-publications recipients have been pre-qualified, or have subscribed. Audience composition of all state versions are managed and developed by CompanyWeek data and subscription analysts.





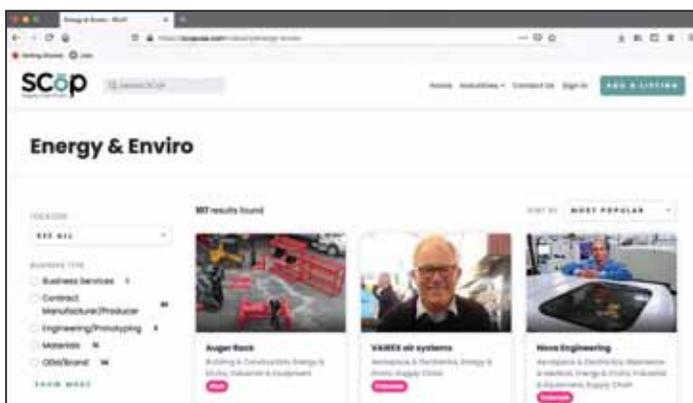
## Connecting America's Manufacturing Supply Chain SCoPusa.com



SCoP – short for Supply Chain Portal – connects OEMs and brands with local or regional suppliers to enable more domestic manufacturing, with digital tools that help overcome the challenge of communicating in a post-COVID world.

SCoP is first a searchable directory of companies featured in CompanyWeek's archive of published content since 2013, including:

- ▶ Over 1400 in-depth company and leadership profiles across the western U.S.
- ▶ Profiles from manufacturing companies in eight distinct industries
- ▶ Detailed Business Listings including:
  - ▶ Capabilities
  - ▶ Contact information
  - ▶ Filtered peer-to-peer communications to facilitate privileged communication
  - ▶ Featured Suppliers in the SCoP network
  - ▶ Coming soon: RFQ and RFP sharing



Companies new to the CompanyWeek/SCoP network can ADD a LISTING to be part of the growing network of brands and suppliers featured at SCoP. Companies currently listed in SCoP can ENHANCE a LISTING.

ALL listings are further enhanced with direct links to the in-depth profiles featured at *CompanyWeek.com* – information that provides additional context that helps brands and OEMs make sourcing decisions.