



For Immediate Release

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NOCOM Trade Show Announces Speaker Hall Sponsors and Schedule

Sponsors look to NOCOM to promote their services and expertise

LOVELAND, Colo., March 3, 2020 — Northern Colorado Manufacturing Partnership (NoCo) is pleased to announce the Speaker Hall Sponsors for [NOCOM 2020](#): AuerCPA CO. and Colorado Office of Economic Development and International Trade (OEDIT). The event will be held on Thursday, April 9, 2020 at The Ranch Events Complex in Loveland.

“This is the second year that we have co-sponsored the Speaker Hall at NOCOM. It’s our way of supporting the manufacturing community in Northern Colorado,” said **Craig Auer, President, AuerCPA CO.** “Our organization is passionate about education and continued learning for our staff and clients. I feel like NOCOM offers its manufacturing attendees quality educational opportunities through the topics presented at the show and subject matter experts engaged in the Speaker Hall.”

Colorado OEDIT will share information about financing opportunities for manufacturers through the Employee Ownership Program led by John Kovacs.

NOCOM is Colorado’s largest manufacturing tradeshow, organized by local business leaders. The event showcases Northern Colorado’s expanding manufacturing sector as well as connects suppliers, manufacturers, capital, and services. Last year, despite the bomb cyclone snowstorm, over 900 people attended the show and networking events, which featured 114 exhibitors and Colorado OEDIT Executive Director, Betsy Markey.

This year’s Speaker Hall lineup will focus on cybersecurity, automated placement machine design, doing business internationally, and strategic planning and execution. Experts from Plante Moran, Snaptron Inc., World Trade Center Denver, and Global Chamber NoCo will lead the interactive panel discussions. The detailed schedule is attached.

“NoCo continues to demonstrate support of manufacturers’ needs,” said **Christina Haxton, Founder and CEO of The Center for Sustainable Strategies**, who organized this year’s program. “The Speaker Hall

program is based on direct survey feedback from our NOCOM attendees and NoCo members. We are fortunate to have access to highly qualified subject matter experts through our network and sponsors.”

NOCOM 2020

Date: Thursday, April 9, 2020

Time: 9:00 a.m. to 3:30 p.m. with B2B reception to follow

Location: The Ranch Events Complex 5280 Arena Cir Loveland, Colorado

Register: www.nocomfg.com/nocom

About [AuerCPA CO.](#)

AuerCPA CO. is a boutique accounting firm in Fort Collins that employs a staff of CPA's, Enrolled Agents, accountants, business strategists and bookkeepers that are focused on the overall fiscal health of their client companies. AuerCPA CO. is dedicated to serving small businesses, small manufacturers and small construction companies by offering financial guidance and subscription accounting services to keep the mystery out of accounting and taxes. The goal of AuerCPA CO. is to provide accounting, tax and financial strategy services so that you can stress less and grow more.

About [Colorado OEDIT](#)

The Colorado Office of Economic Development and International Trade (OEDIT) works with partners to create a positive business climate that encourages dynamic economic development and sustainable job growth. Under the leadership of Governor Jared Polis, we strive to advance the State's economy through financial and technical assistance that fosters local and regional economic development activities throughout Colorado. OEDIT offers a host of programs and services tailored to support business development at every level including business retention services, business relocation services, and business funding and incentives.

About [The Center for Sustainable Strategies](#)

The Center for Sustainable Strategies works with rapidly-growing, mid-market CEOs hit revenue targets and achieve their strategic goals 25% faster. The team provides tools to help companies quickly react to market disruptions that threaten one or more revenue streams. The Center offers executive coaching, leadership training programs, and strategic planning and execution for CEOs and their executive teams, customized for their specific needs.

About [Northern Colorado Manufacturing Partnership \(NoCo\)](#)

NoCo is all-volunteer, business led, free membership organization designed to support Northern Colorado manufacturers. It is served by a Board of Directors, representing each affiliation from private business to local government, as well as two active committees: Networking and Manufacturing Talent/Rocks! Since its inception in 2013, NoCo has organized NOCOM, which has become the largest manufacturing trade show in Colorado. Manufacturers and supply-chain partners showcase their innovative offerings, network, and create new and further develop business relationships. The show continues to grow, with a 25% increase in exhibitor and attendee numbers in 2018. Over 70% of the exhibitors reported that they have gained business from the show.

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Speaker Hall Schedule

Located South Hall | Doors Open 9:50 AM



10:00 - 10:50 AM

Cyber-resilience: Building a lasting cyber-defense strategy

Scott Petree, Certified Information Systems Security Professional (CISSP) & Principal, Plante Moran



As manufacturers become more dependent on information systems, there are more opportunities for hackers. To start, there are more targets — computers, mobile devices, and connected systems to the internet, where attackers can scan for vulnerabilities in their systems. The hackers goal might be theft of company's IP or customer data, ransomware, or to damage manufacturing processes. Cyber resilience is key to building a long lasting company. Learn to build your cyber program to be resilient to hackers, vendors, and employee errors.

Companies can apply proven cyber resilience strategies to protect from cyber threats. Learn a 5 part security framework to help improve cyber resilience in your company.

11:00 - 11:50 AM

Solutions-Oriented Design: 5 Lessons from Developing an Automated Placement Machine

Kevin Albertsen, Director of Engineering, Snaptron Inc.



Will your company embrace automation or struggle with it? Over the last 20 years, Snaptron has developed much of its own automation technology. Based on customer feedback and the need to improve its own manufacturing efficiency, Snaptron decided to tackle the problem of its manual production systems. Along with this came many challenges and learning opportunities that jolted Snaptron forward as an organization. These challenges included how to:

- Develop a high-quality product that is unique in the marketplace
- Optimize performance with tooling constraints
- Develop a system that minimizes time penalties

The result was a patented placement machine that facilitated production efficiency, increased quality and spurred technological growth across the organization for years to come. Wherever your company is on the automation maturity spectrum, it's essential to focus on the value automation can bring to your organization. Join us to learn some recommendations for best practices to your automation journey.

Speaker Hall Sponsored By:



COLORADO
Office of Economic Development
& International Trade
Employee Ownership Network



Speaker Hall Schedule

Located South Hall | Doors Open 9:50 AM



1:00 – 1:50 PM

Doing Business Internationally: Best practices & biggest mistakes for manufacturers and supply chain (Expert Panel)

Todd Cornell, Managing Director, Cultur668; Executive Director, Global Chamber NoCo
Sandi Moilanen, Vice President Operations, World Trade Center Denver Expertise
TBD (to be announced soon!), Manufacturer



As John Donne might say today, no *manufacturer* is an island. From global suppliers to growth customers, manufacturers need to know the potential opportunities and pitfalls to succeed globally.

The expert panelists will provide attendees the best practices on how to navigate the dynamic global market and how to manage the potential supply chain risks.

2:00 – 2:50 PM

You Have Goals, Now How Do You Accomplish Them? Strategic planning and execution in manufacturing

Mark Barrott, Principal, Plante Moran, Strategy, Automotive & Manufacturing
Greg Alonso, Principal, Plante Moran, Strategy & Business Analytics



Strategy is the driver for powerful business results. It sets the direction for the company for years to come. Having a strategic plan is essential, businesses too often make the mistake of only conducting annual planning or they get buried in the day-to-day tactics and abandon it altogether.

Attendees will learn the 6 key steps in developing and executing a corporate strategy that creates a differentiated market position specifically for manufacturing companies.

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