

# Brentwood Industries, Inc.



What got us here isn't necessarily what will get us there.

# iBb Program Description



**Objective:** joins industry and education in a 5-day summer

**learning experience**

Educators gain an inside look at a Berks County business  
Business information is shared with local schools to enhance career awareness

**Format:**

Pre-internship meeting for an overview of the company  
Four informative days of tours, department/site visits, job shadowing, special meetings/presentations, and a small business project

## ▶ Expected Outcomes:

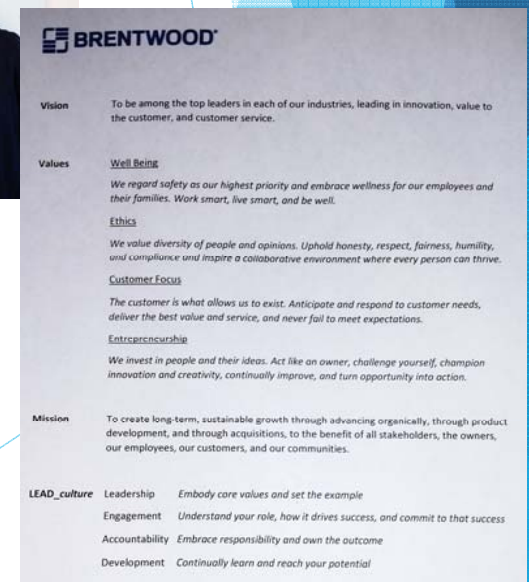
- ▶ Inside look at a Berks County business
- ▶ Better understanding of local employment
- ▶ Exposure to current business practices
- ▶ Increased awareness of career preparedness need
- ▶ Relevant first-hand experience to take in classrooms



# Summary of Business Experience

## ▶ Day 1 Experience

- ▶ Opening presentation
- ▶ Safety Orientation
- ▶ 500 Tour
- ▶ Customer Relations
- ▶ Finance
  - ▶ Payroll
  - ▶ Staff Accountant
- ▶ Legal
- ▶ Projects
  - ▶ Leadership—set examples of core values
  - ▶ Engagement—translate your role into success
  - ▶ Accountability—embracing responsibility and owning an outcome
  - ▶ Development—continually learning in order to reach potential



# Summary of Business Experience

- ▶ Day 2 Experience
  - ▶ HR meeting
  - ▶ Project Planning
  - ▶ Accounts Receivable
  - ▶ Controller
  - ▶ Accounts Payable
  - ▶ Finance
  - ▶ Engineering



 Power BI

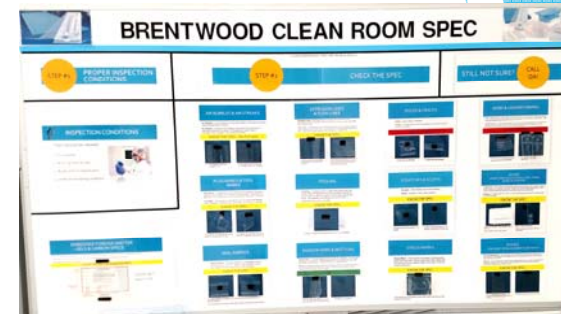
# Summary of Business Experience

- ▶ Day 3 Experience
  - ▶ Tour of 621 facility
  - ▶ Scheduling
  - ▶ Engineering
  - ▶ General Management
  - ▶ Building Products
  - ▶ Business Development
  - ▶ Engineering Design
  - ▶ Quality



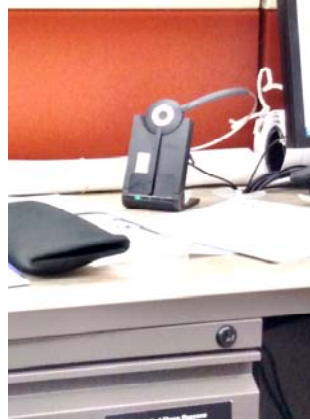
# Summary of Business Experience

- ▶ Day 4 Experience
  - ▶ Business Development
  - ▶ Quality
  - ▶ Tooling
  - ▶ Human Resources
  - ▶ Employee Data Project meeting
  - ▶ Closing Reception



# Educational Skills Requirements for New Hires

- ▶ Communication
- ▶ Listening
- ▶ MS Office
- ▶ Appropriate technical background
- ▶ Some jobs require college degrees
- ▶ At the very least, be able to read, write, and communicate in English, use a ruler to measure, basic math skills, and basic specific skills



- ▶ For an Interview
  - ▶ Have an updated, changed resume that reflects the job you are applying for
  - ▶ Be prepared
  - ▶ Dress appropriately
  - ▶ Respond to questions appropriately and be able to ask questions
  - ▶ Have a professional e-mail address to use for business
  - ▶ Follow-up thank you note

# Entry-Level Positions

- ▶ Salary Ranges vary depending on position
  - ▶ Plant positions start at \$12.50/hour
  - ▶ Raises are performance based
- ▶ Plant positions include:
  - ▶ Machine operators
  - ▶ Maintenance technicians
  - ▶ Building maintenance
  - ▶ Shipping and receiving
  - ▶ Quality inspectors
  - ▶ Operator technicians

- ▶ Benefits
  - ▶ Medical—Capital Blue Cross
    - ▶ 60-day wait
  - ▶ Voluntary dental and vision
  - ▶ 401K
  - ▶ Short-term disability for hourly employees
  - ▶ Long-term disability for salaried employees
  - ▶ Educational advancement as long as it is purposeful and meaningful, but an employee must be employed for 1 year to be eligible and stay 2 years after completion
  - ▶ All employees are given 24 days with pay in addition to paid holidays





# Brentwood's Greatest Asset

## People

## People

## People

- ▶ Innovation and versatility—"We didn't have proprietary products in the beginning. Our primary focus was creating solutions for whatever our customers needed."
- ▶ Brentwood takes seriously its role as a solutions provider
- ▶ Community commitment
- ▶ Volunteer Protection Program
- ▶ Quality of products
- ▶ Ownership is a family-run business
- ▶ Product innovation
- ▶ Customer service
- ▶ Customer responsiveness
- ▶ Work force diversity
- ▶ Product diversity
- ▶ Skilled labor



# Technology Utilized by Brentwood

- ▶ Skype for Business
- ▶ Microsoft Office (Word, Excel, Outlook, PowerPoint, OneNote, Access)
- ▶ Hydraulics and robotics
- ▶ Collaborative robot
- ▶ Ergonomic table
- ▶ Much technology used to test products
- ▶ PCs and laptops
- ▶ ADP payroll system
- ▶ Legal-specific search engines
- ▶ Power BI
- ▶ Chiller systems to cool hot plastic
- ▶ CAD-CAM (computer-aided design and computer-aided manufacturing)
- ▶ Clean room for medical packaging
- ▶ SyteLine (ERP manufacturing software)



# Brentwood's Greatest Challenge

## ▶ Challenge

- ▶ Safety is always a challenge
- ▶ Keeping one step ahead in the marketplace
- ▶ Communication
- ▶ Getting quality people
- ▶ Competition
- ▶ Employee engagement
  - ▶ 10% always with you
  - ▶ 80% need a reason to be with you
  - ▶ 10% will never be with you

## ▶ How it is being addressed

- ▶ Voluntary Protection Program
- ▶ The president of the company is an incredible visionary and transmits that to his employees
- ▶ Skype for Business, Yammer, Newsletter, communication boards
- ▶ Providing specific training, good benefit package
- ▶ Very customer centric, creative in design, good at thermoforming, aggressive in getting new business
- ▶ Concentrate on the 90%



# Synthesis of Skills Required to be Successful in the Workplace

- ▶ Safety training is implemented in the workplace by wearing ear plugs, safety glasses, ergonomic studies result in changes.
- ▶ Brentwood leaves a small environmental footprint by recycling products used in their production processes.
- ▶ A 10-hour OSHA training program reaches 150 employees
- ▶ Integration of Microsoft Office components
- ▶ Computer skills, math skills, checks and balances, employee interpersonal skills, time management, attention to detail, detective skills
- ▶ Training on e-mail etiquette and protecting information, importance of professional attire, writing and communication skills
- ▶ Managing a multi-generational work force
- ▶ Multitasking



 Office



# Project Abstract Summary

- ▶ The purpose of this activity is to explore the preparation and skills needed for a career in the marketing field. Components include using CareerCruising website to complete an interest survey, the OOH to research marketing careers, and exploring top skills needed in marketing careers. Students will determine the top skills needed in marketing careers and ascertain how they can learn and refine those skills.
- ▶ PA Academic Standards Addressed
  - ▶ Career Awareness and Preparation 13.1.11
    - A. Relate careers to individual interests, abilities, and aptitudes.
  - Career Acquisition (Getting a Job) 13.2.11
    - B. Apply research skills in searching for a job. (Career Links, Internet (i.e. O-NET), Networking, Newspapers, Professional associations, OOH
- ▶ Content Academic Standards Addressed:
  - ▶ Marketing as a Profession 15.9.12.A.
  - ▶ Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each.

# Project Abstract Summary

- ▶ **Activity:** The purpose of this activity is to help students explore and analyze their aptitude for and interest in an accounting career by creating an interactive project for end-of fiscal-period work including an 8-column work sheet, adjusting and closing entries and financial statement preparation using Excel and implementing formulas and function formulas.
- ▶ **PA Academic Standards Addressed**
  - ▶ Career Awareness and Preparation 13.1.11  
B. Analyze career options based on personal interests, abilities, aptitudes, achievements, and goals.
  - ▶ Career Awareness and Preparation 13.2.11  
E. Demonstrate, in the career acquisition process, the application of essential workplace skills/knowledge such as, but not limited to:  
Commitment, communication, dependability, health/safety, laws and regulations, personal initiative, self-advocacy, scheduling/time management, team building, technical literacy,, and technology.
- ▶ **Content Academic Standards Addressed**
  - ▶ Academic Standards for Business, Computer and Information Technology,  
15.1. Accounting
    - 15.1.12.E Perform accounting functions using technology as a tool.
    - 15.1.12.Q. Prepare financial statements (including a Balance Sheet, Profit & Loss and Owner's Equity) and understand their relevance.
    - 15.1.12.Y. Determine and calculate taxable income and tax liability for both personal and business taxes.

# Corporate Picnic



# Thanks

- ▶ To BCIU for coordinating this internship program
- ▶ To Brentwood Industries for a super, information-filled, fun four days
- ▶ Special thanks to:

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