

Alaska MEP Center ARPA Update

Anchorage Assembly

Alyssa Rodrigues, Center Director, Alaska MEP

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ALASKA
MEP
Manufacturing Solutions
UAA BUSINESS ENTERPRISE INSTITUTE

The Alaska MEP, enhancing the productivity and performance of Alaska manufacturing to diversify and strengthen Alaska's economy

E-Commerce

Alaska MEP Offers a Master Class in E-Commerce

- Recognized the Need
- Tried an On-Demand Course, FAILED (non-ARPA funds)
- Reassessed and Pivoted
- Offered a “Do-It-With-You” Master Class to Great Success (ARPA funds)

Leveraging Success

- Applied the “Do-It-With-You” Model to Lean and Supply Chain
- Synching Additional Offerings with E-Commerce
 - Sales Sprint



Client Success

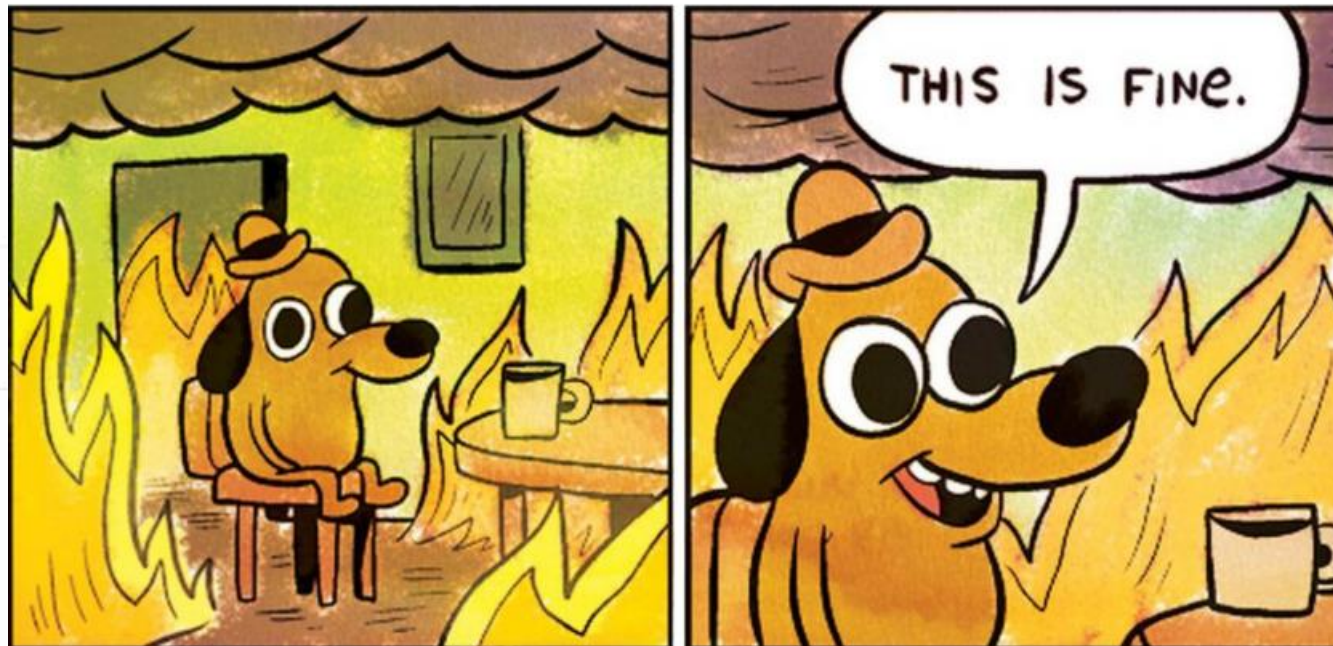
“The Alaska MEP has guided me to focus on defining the type of customers I need to target. I was all over the place for years trying to appeal to everyone. I now know that I can't appeal to everyone. Attracting more customers means identifying and defining the customers that I want.”

—
Daisy Nicolas, Founder & Owner of
Drool Central

Drool Central
A Dog's Best Friend
Salmon Bowl - \$6.95/16oz

Drool Central

**WHEN WE ORDER 200
SHIPMENTS OF RAW
MATERIALS BUT ONLY
1 ARRIVES**



Supply Chains

Master Class in Supply Chain Management

- The Need has Become More Acute
- Offering a “Do-It-With-You” Master Class to Great Success
- See Video Testimonial
- Help Manufacturers Balance Just-in-Time vs Just-in-Case

Leveraging Success

- Hosting “Mastering The Basics” Webinar
- Topics Included in Networking Events

Supply Chain Master Class Testimonial



*Brad Hurd
Head of Operations
Heather's Choice*

Lean Manufacturing

Master Class in Lean Manufacturing

- Recognized the Need to Lower Costs
- The “Do-It-With-You” Master Class Includes
 - One-on-One Project work
 - Classroom work
- Oversubscribed

Previous Success

- \$10,000 Reduction in Annual Costs
- Reduced Waste
- Reduced Need to Hire in a Tight Labor Market





ALASKA MEP

Manufacturing Solutions

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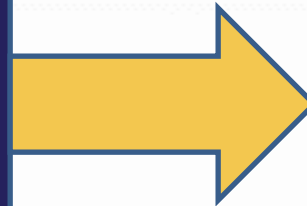
Alaska-MEP.com

Manufacturing Track Record

Cumulative Metrics, July 2019-September 2021

49 Manufacturers

52 Projects



New & Retained Sales:
\$100,000

New & Retained Jobs: 19

New Investment: \$670,000

Cost Savings: \$220,000

Percent Improving
Competitiveness: 88%