

# NEXT GENERATION MANUFACTURING

ATLANTA- June 29, 2012- [Next Generation Manufacturing](#) (NGM), a nonprofit dedicated to the support and growth of manufacturing in the state, and [Southeastern Mills, Inc.](#), hosted 65 Georgia manufacturing professionals, earlier this week, for an interactive discussion and plant tour at Southeastern Mills' First Avenue plant in Rome, Georgia. The event was led by Southeastern's leadership team and focused on the company's recent cultural shift to a High Performance Workplace.

Southeastern Mills is a fourth-generation, family-owned, food manufacturing business headquartered in Rome, Georgia. In recent years the company has combined their progressive culture and manufacturing innovations to grow and lead in their industry.

"Southeastern Mills was happy to showcase our people, culture, and operations for Next Generation Manufacturing. The culture at Southeastern Mills is based on a philosophy called High Performance Work Place (HPWP), which consists of eight (8) elements, and is absolutely permeated throughout our entire organization," said Jason Marion, director of human resources at Southeastern Mills, Inc." "We believe that people, not buildings or equipment, determine whether an organization will succeed, and foster an environment of achieving exceptional performance through the highest of expectations. Our newest element of HPWP, Performance Improvement, continually raises the bar for what we expect from ourselves as we serve our customers. We believe HPWP provides us with a unique set of "ingredients" that gives us a competitive edge."

"The Eight Elements" include:

1. Trust
2. Positive Assumptions
3. Eliminating Negatives
4. Training & Development
5. Open Two-Way Communication
6. Employee Involvement
7. Competitive Wages & Benefits
8. Performance Improvement

"A strong workplace culture is imperative for all manufacturing companies in today's competitive environment to provide structure and guidance," said Richard Kopelman, chairman of Next Generation Manufacturing and managing partner-elect at [Habif, Arogeti & Wynne LLP](#), Georgia's largest independent accounting firm. "The highly-valued culture put into place by Southeastern Mills has allowed the company to become one of the most successful manufacturers in its industry and an example for other manufacturers to follow."

During the plant tour, manufacturers visited the Southeastern Mills' First Avenue facility, which is a combined corporate headquarters, manufacturing and milling facility that marries modern technology with a historic setting. This facility is one of Southeastern Mills four facilities located in North America.

**Next Generation Manufacturing's next plant tour and program will be held on September 12, 2012 at the Kia Plant in West Point, Georgia.** For a full listing of Next Generation Manufacturing events, visit [www.nextgenerationmfg.org](http://www.nextgenerationmfg.org).

If you're interested in learning more about Next Generation Manufacturing visit [www.nextgenerationmfg.com](http://www.nextgenerationmfg.com) or contact Regina Maddox, Executive Director at [regina.maddox@nextgenerationmfg.com](mailto:regina.maddox@nextgenerationmfg.com) or at 404-431-6612.

NGM's Platinum sponsors are: Georgia's largest independent accounting firm Habif, Arogeti & Wynne, Microsoft Gold Certified Partner I.B.I.S., Inc., the international corporate law firm Paul Hastings, LLP, Cresa, the tenant's advantage, the nation's fifth largest bank, PNC Bank and leading insurance broker, The McCart Group. Gold Sponsors include Chase Bank and Georgia Tech's Enterprise Innovation Institute. Silver sponsors include Bank of North Georgia, the Centers for Innovation for Manufacturing, Definition 6, Definity Partners, HPWP Consulting, and PNC Bank. For a list of NGM's community partners please visit [www.nextgenerationmfg.org](http://www.nextgenerationmfg.org).

**About Next Generation Manufacturing:**

Founded in 2011, Next Generation Manufacturing is a non-profit supporting the growth and development of manufacturing in the state of Georgia. The mission of Next Generation Manufacturing is to make Georgia manufacturing companies aware of the breadth of local services available to them, such as the Georgia Institute of Technology, the Technical College System of Georgia, the Georgia Association of Manufacturers and Georgia Quick Start. By utilizing the resources available to them in Georgia, manufacturing companies will be able to realize the key to growth: innovation.