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The Technology Question Every Manufacturer is Asking

What Oregon manufacturers need to know before their next technology investment.

Automation. Robotics. Advanced analytics. If you're a manufacturer, these topics are impossible to avoid right now, and for good reason. The technology reshaping our industry is real, and the opportunities are significant: improved competitiveness, increased productivity, stronger supply chains, and more resilient operations.

But here's what we've observed working with Oregon manufacturers every day: technology investments fall short when they aren't preceded by a clear understanding of the problem they're meant to solve.

Large global manufacturers have dedicated innovation teams and technology transformation budgets built specifically to explore and deploy new tools. Small and medium-sized manufacturers operate in a very different environment. Most run lean organizations focused on meeting customer demand, maintaining quality, and keeping production moving every day. Leadership wears multiple hats, and every capital investment must produce measurable value. The urgency to adopt new technology continues to grow, creating real risk if investments are not made strategically.

This is why successful technology integration rarely begins with the technology itself. It is accelerated and made far more effective through a disciplined approach to technology mapping, planning, and assessment. That process begins with a consulting engagement, one that evaluates your business holistically across leadership, operations, workforce capabilities, and overall strategy.

In today's environment, it is not enough to simply adopt technology. Manufacturers must accelerate adoption in a way that is intentional, strategic, and directly tied to business outcomes.

Technology is powerful, but strategy determines its competitive impact.

Before your next technology investment, there are four questions every manufacturer should ask first.

[Read the full article →](#)



Progress That Compounds: How Kata Builds Lasting Capability

The organizations that improve consistently share one thing: their people have a structured way to think through problems, test ideas, and learn from the results. That structure is Kata.

Developed as part of the Toyota Production System, Kata gives people at every level of your organization a structured way to set targets, run small experiments, and build problem-solving capability over time.

It works because it changes behavior. Leaders develop coaching skills. Teams develop thinking skills. And problem solving becomes part of how your organization operates every day, not just when something goes wrong.

Ready to dig deeper? An overview on the OMEP blog walks through how Kata works and why manufacturers are putting it to use.

[Read more on the OMEP Blog](#)



Kata Training Workshop | May 14 | Portland, Oregon

Kata is best learned by doing. On **May 14**, OMEP is hosting a full-day, hands-on **Kata Workshop at OMEP Headquarters in Portland** built around a race car tire change simulation designed to sharpen teamwork, speed, and problem-solving skills in a fast-paced, hands-on environment.

Participation is flexible. Come ready to jump in, or take on a support or timekeeper role. Every participant leaves with a clearer understanding of how Kata works in practice.

Plan to wear closed-toe shoes and comfortable clothing you can move in. Gloves and any additional PPE will be provided.

Spots are limited, grab yours today.

[Register](#)



Industry Events

Women in Manufacturing NIC Industries Plant Tour | White City | May 7

The WiM Oregon Chapter is hosting a plant tour at NIC Industries in White City, Oregon. Join women manufacturing professionals for a guided tour of NIC Industries' state-of-the-art manufacturing facility, where industry-leading coatings are produced and distributed to nearly 90 countries worldwide.

[NIC Industries Plant Tour May 7](#)

Virtual Sandler Sales Training Cohort Starting April 28th

OMEP's Sandler Sales-Trained consultants host weekly, virtual sessions built on the proven Sandler Selling Methodology, focusing on building confidence, improving closing rates, and shifting the sales mindset from price-based to value-based selling.

Our next cohort starts April 28th and we have a few spots left! [Click here for more info and to save your spot.](#)

Sandler Sales Boot Camps Coming to Portland & Bend

Join our Sandler-trained consultants for two days of intensive, in-person sales training built on the proven Sandler Selling Methodology. Designed for salespeople, managers, and business owners ready to lead more confident, buyer-focused conversations. Includes a DISC assessment, lunch both days, and a complimentary one-hour coaching session with an OMEP Sandler Sales trainer.

Register today to reserve your spot. Our Portland Boot Camp next week is almost full!

[Sandler Sales Boot Camp: Portland, Oregon: April 23 & 24](#)

[Sandler Sales Boot Camp: Bend, Oregon: May 21 & 22](#)

MEP Network Resource Spotlight

As part of the broader MEP network, OMEP occasionally shares resources available to Oregon manufacturers.

The Center for Advanced Technology Solutions (CATS) is a nationally funded MEP program that connects manufacturers with expertise in robotics, additive manufacturing, AI, sensors, and more, drawing on resources from federal labs and universities, at no charge.

Learn more at www.intelassets.com/cats or contact David McFeeters-Krone at dmk@intelassets.com or 503-381-7821.