

CELEBRATING THE IMPORTANCE OF SUCCESS THROUGH
TEAMWORK

ABOUT STOCKMEIER URETHANES. STOCKMEIER Urethanes, a member company of the STOCKMEIER Group, is a leading global manufacturer specializing in high-quality polyurethane systems for over 30 years. Known for their innovative solutions and commitment to sustainability, STOCKMEIER Urethanes produces a wide range of products including coatings, adhesives, sealants, and elastomers that cater to diverse industries such as automotive, construction, electronics, and sports & recreational surfaces. With a focus on research and development, the company consistently delivers tailored formulations that meet strict performance standards. Their dedication to customer satisfaction is reflected in their comprehensive technical support and service.

THE CHALLENGE. STOCKMEIER, as a family business, believes the company's success hinges on a dedication to the growth and advancement of their team, both as individuals and professionals. STOCKMEIER hosts team-building events each year during the company holiday party as part of the company's commitment to professional growth for its team. After the success of 2023's events, STOCKMEIER, again requested assistance from the WVU Industrial Extension, part of the MEP National Network™, in facilitating the activities.

MEP CENTER'S ROLE. The WVU Industrial Extension developed a collection of teambuilding activities that focused on the importance of active listening, effective communication, creative problem solving, and leadership identification. Once developed, center staff met with STOCKMEIER leadership to discuss activities and confirm an agenda. Facilitation began with individual group breakout sessions focused on communication, safety, and teamwork. The event concluded with two larger group activities focused on learning about differences and teamwork. To ensure employees at all levels of the organization were engaged and participating with varying levels of leadership across all departments, groups were selected at random. After the training took place, a virtual follow up was conducted with STOCKMEIER leadership to discuss learning and results.

"The WVU Industrial Extension is a very important partner to STOCKMEIER. They have become deeply familiar with our company's vision and values, our processes, and most importantly our people. This familiarity made them the ideal choice for facilitating training during an event that is so important to the company. We were very pleased with the results and look forward to continuing our partnership with the Industrial Extension."

-Melissa Martinkat, Chief Operations Officer

RESULTS



60 employees were upskilled as part of this training and facilitation activity.



Saved over 70 hours by partnering with the WVU Industrial Extension on this activity.



Saved more than \$30,000 using WVU Industrial Extension versus a private industry consultant.



Exemplifies leadership commitment to the importance of teamwork and understanding.

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