

MORNING JOURNAL

Humtown Products earns Legacy Business trophy

By Guy Coviello

The United States Small Business Administration is celebrating its 70th year as a key resource for the nation's entrepreneurs who are starting and growing their small businesses. How fitting that one of the anniversary celebrations across the country will take place at Humtown Products in Leetonia, where the SBA will honor the company with a Legacy Business trophy.

It was not long ago—around 2016—that, like all foundries in America, Humtown was suffering from strangling regulations and foreign

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and son Brandon Lamoncha,

with a boost from the SBA, re-invented themselves and are now one of the most successful small businesses, not just in the Mahoning Valley, but in all of America.

Unlike many small businesses that fall victim to disruptive technology, it was Humtown that created the disruptive technology and emerged as a world leader in an industry that seemed to be forsaking its American players. By 2020, the National Association of Manufacturers (NAM) bestowed upon Humtown its Manufacturer of the Year award.

NAM's panel of expert judges cited Humtown's utilization and commercialization of additive manufacturing, or 3D printing, leading an industry-wide transformation in bringing that technology to foundries.

But more about the technical mumbo jumbo later.

Let's focus on how there would not even be a NAM award without the SBA, and why Humtown so deserves to host a 70th anniversary celebration.

Small businesses are the engines of our economy. We have 30 million of them in the U.S., and more than half the workforce either works for or owns a small business. They are the fabric of our local communities. They are the foundation of the local tax base, the drivers of local philanthropy.

Humtown is all of that and more.

With Humtown, we would be hard-pressed to find a more generous family.

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| times of local need, finds a way to

financially support successful non-profits and sets the bar when it comes to philanthropic, charitable giving.

We would also be hard-pressed to find a family more giving of their time. Mark Lamoncha, for example, serves on the Ohio Board of Education and Columbiana and Youngstown/Warren chambers of commerce, and he and his wife are frequently seen at critical community gatherings throughout the Mahoning Valley.

In addition, we would be hard-pressed to find a more courageously caring family. When their company was victimized by a cyber attack, the Lamontchas didn't, like many business owners, keep the incident internal. They instead used the vicious attack to educate other small businesses on how to protect themselves.

All the while, Humtown continues to revolutionize manufacturing on a global scale, which brings us to the technical mumbo jumbo.

Humtown specializes in the manufacturing of sand cores and molds. Humtown then supplies these sand

cores and molds to foundries all around the world, which in turn produce parts and equipment for

OEMs to use in agriculture, construction, mining, national defense, public utilities and transportation.

Traditionally, the metal casting process involves creating a tool or pattern to produce the sand core and mold. However, with 3D printing technology, Humtown skips the tooling stage, printing the sand core and mold through software commands without any tooling.

This makes Humtown the industry's first conventional sand core and mold manufacturer to commercialize 3D printing. This toolless technology enabled the company to expand the markets and customers it serves. It enabled the company to disrupt one of the world's oldest industries.

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Which is why the company received another prestigious award from NAM, the High Achiever award in the category of Engineering and Production Technology Leadership. In this case, Humtown was called out among giants like Lockheed Martin, Boeing, Merck & Co. and Siemens Energy.

The August 24th SBA celebration is appropriate. Special guests include U.S. presidential appointee Victor Parker; SBA Cleveland District Director Dr. John Turner; Ohio Small Business Development Center (SBDC) at Youngstown State University Director Patricia Veisz; and other invited elected officials and community leaders.

Humtown is proof that the SBA works, proof that small businesses work.

Guy Coviello is President & CEO of the Youngstown/Warren Regional Chamber.

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SBA Honors Humtown Products as 'Legacy Business'

LEETONIA, Ohio – Since he began working at the family business at age 13, Brandon Lamoncha has received help from the Small Business Administration, sometimes in unexpected ways.

When Hurricane Ian destroyed his home in Florida in 2022, Lamoncha said he and his wife didn't know where to turn.

"Lo and behold, who was there but the SBA Disaster Loan program to help us rebuild our home."

Lamoncha used the story to illustrate the value and breadth of SBA programs during a ceremony in which the U.S. Small Business Administration officially acknowledged Humtown Products as an SBA Legacy Business at the company's newly expanded manufacturing facility here.

"The SBDC has really helped to show us what the opportunities are that are out there and helped us become entrepreneurs," Lamoncha told the crowd of about 100. "Without that Small Business Development Center I don't know if I'd be standing here today."

Humtown, established in 1959, is a manufacturer of 3D printed and conventional sand molds for the foundry industry. It operates Humtown Additive here and a more conventional manufacturing operation, Humtown Products, in Columbiana.

Humtown Additive is the largest provider of 3D sand printing in North America, said Brandon's father, CEO Mark Lamoncha.

"There are so many great ideas that die because they don't have the opportunity to get that help that's available through the SBA," he said.

In 2003, Humtown received a 10-year loan from the SBA, which Lamoncha said helped them to survive the Great Recession in 2008, when the company went from 220 employees to 17.

He said the SBA is helpful for small businesses, such as his, that are looking to develop emerging technologies, such as the 3D printed sand cores Humtown manufactures.

Community leaders joined state and local officials to celebrate the recognition of Humtown Products for its contributions to the local business landscape. Among those in attendance were Victor Parker, SBA Deputy Associate Administrator, SBA Cleveland District Director John Turner, and Patricia Veisz, director of the Ohio Small Business Development Center (SBDC) at Youngstown State University.

The SBA's Legacy Business designation honors small businesses that have historically benefited from SBA resources during their formative stages, Parker said. "As business owners and aspiring business owners, get to know your district office. We are your resource."

Parker said the SBA is part of a business assistance ecosystem that includes Small Business Development Centers and traditional lending partners.

"It is that whole ecosystem that drives businesses forward," he said.

Thursday's event is part of a larger celebration the SBA is having in honor of its 70th anniversary. President Dwight Eisenhower formed the SBA on July 30, 1953, with the signing of the Small Business Act.

Over the course of 70 years, the SBA has played a crucial role in nurturing the growth of American entrepreneurs by providing essential support for the establishment and expansion of small businesses, Parker said.

Presently, the SBA is continuing this work by extending billions of dollars in assistance to small businesses.

The surge in applications for new business ventures underscores the importance of SBA's work, Parker said.

Since 2021, more than 12.2 million individuals have applied to start a small business. Among these are 369,389 new business entities in Ohio.

Brandon Lamoncha said all of them could benefit from the programs offered by the SBA.

"As a small business you don't know who to lean to. Now our first call is the SBDC."

Pictured at top: Left to right: Brandon Lamoncha; Mark Lamoncha; Peter Fehnel, SBA Deputy District Director; John Turner, SBA District Director; Victor Parker, SBA Deputy Associate Administrator.

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SBA recognizes Humtown Products as Legacy Business



From left, Brandon Lamoncha, director of additive manufacturing at Humtown Products; John Turner, district director Small Business Administration, NE Ohio Cleveland district office; Victor Parker, Small Business Administration associate executive director and Mark Lamoncha, president and CEO of Humtown Products at the SBA's Legacy Business Award presentation Thursday. (Photo by Kristi R.

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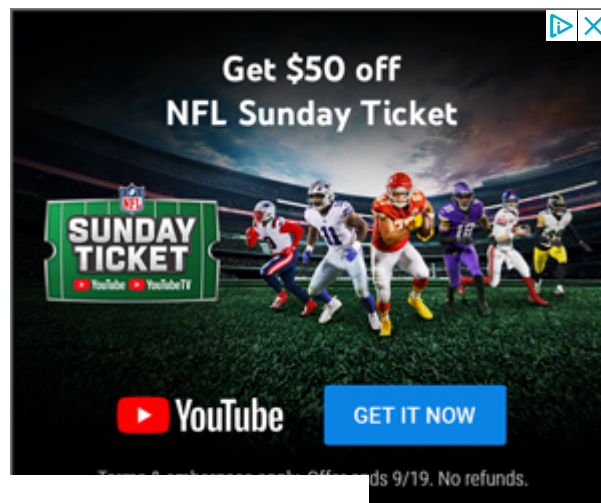
LEETONIA — Humtown Products was recognized Thursday by the Small Business Administration (SBA) as a Legacy Business.

The event was attended by employees, SBA members and government representatives.

Humtown, a family-owned manufacturing innovator, is one of 68 businesses across the country being recognized as the SBA celebrates its 70th anniversary.

The businesses being recognized, according to a SBA press release, are ones that have benefited from utilizing SBA resources in the early stages of business.

Humtown Products is described by the SBA as a third-generation family-owned company that has served the foundry industry for more than 60 years.



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“With the help of SBS resource partners, access to capital, executive leadership training and export assistance, Humtown Products President and CEO Mark Lamoncha and his team have turned his father’s humble pattern shop into a global leader and innovator of conventional and 3D printed sand cores and molds,” the SBA press release said.

Victor Parker, SBA associate executive administrator, said Humtown Products is an excellent example of a successful business the SBA has helped over the years.

Brandon Lamoncha, director of additive manufacturing and Mark’s son, started out in the company at the age of 13. He recalled how he and his father went to the SBA office and took part in their emerging leadership program. He attributed that program with the Small Business Development Center (SBDC) to the family learning what the opportunities were out there for the business and help them become entrepreneurs.

“Without the SBDC I don’t know if I would be standing here today talking about what Humtown has done,” Brandon Lamoncha said. *“The business has been around for multiple years doing conventional manufacturing and taking it into a 3D printing age. I’m very happy to be a part of that and I thank the SBDC and the SBA for the insights and programs.”*

The SBA has also helped the business as they got into exports. They now export millions of orders to multiple countries.

Brandon Lamoncha also noted how the SBA helped him on a personnel level by sharing how he and his wife moved to Florida and lost their house in Hurricane Ian. The SBA Disaster Loan Program is helping them rebuild their home.

“I want to thank the SBA for everything they do in keeping America running and being a hand up to companies and not a handout,” he said.

Mark Lamoncha recalled how the company during the Great Recession went from 220 people down to 10 by 2010 and how he realized he needed

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The company first received help from the SBA with a loan in 2010 and then refinanced that loan in 2015 to help with the development of emergent technology that banks don't always finance. The most recent loan in 2018 is to help the company expand with other locations and new technology.

Mark Lamoncha said the SBA forms a financial bridge to weather severe economic conditions and contractions.

When asked what being named a Legacy Business meant to him personally, Mark Lamoncha said, *"It's a we thing. It's a culmination of developing financial integrity. To win that award, is through the knowledge and the learning of the community and it's something you don't learn in a classroom. It represents how companies become legendary by building financial integrity for the community. By partnering with people like that (SBA), you actually have longevity, which to me a company shouldn't come and go. They need to be long standing."*

He said he believes an award like this shows the community the company is here for the long haul.

"It shows what I call three-dimensional thinking," he said. *"It's thinking beyond the day. You're anchoring into the future is how I see it with security and integrity to be here longer. You have to look out and you have to look farther to sustain that."*

"I want to thank our friends, our mentors, our colleagues, university partners, journalists, community members, government leaders and the student emerging athletes today," he added.

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