MANUFACTURING WORKS and Gold Collar Careers
Filling the talent pipeline

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Whimsical
“Forget terrorism and weapons of mass destruction, the next global war will be fought over human talent – and America’s already losing”

~ David Heenan, Author of Flight Capital
You've Come a long Way Baby!
• “The rumors of my death are greatly exaggerated”
  –Mark Twain
Boring, routine, mind-numbing jobs have gone overseas.
Manufacturing Has Changed

• US *Advanced* Manufacturing has gone high-tech.

• Jobs are creative, challenging and high pay.
History of Our Team

- Prologue
- Forming
- Storming
- Norming
- Performing
Prologue

- 911
- Recession
- Drop in Enrollments, Hiring, Business Activity
Forming
Forming

• May, 2004 – Steve Michaud Proactive
• August 2004 – Steve Michaud Reactive
Forming

• Kick off Meeting
• Lots of Discussion of the issues
Scary Demographics:

Non-metropolitan WI

Population at cross hairs

Every 8 seconds a baby boomer turns 65.
Every 7 seconds a baby boomer turns 55.

Source: WI Dept. of Administration, Demographic Services
Economic Costs

• Each Unfilled Machinist or Technician Position:
  – Equates to $200k - $300k Lost Revenue
  – $350,000+ Loss to Local Community (7x payroll multiplier)
• “If people don't want to come out to the ball park (mfg) how ya gonna stop 'em.”

Yogi Berra
Graduates vs Job Openings

DEMAND FOR SKILLS-2005

<table>
<thead>
<tr>
<th>Field</th>
<th>In-District</th>
<th>Out-District</th>
<th>Out-State</th>
<th>Graduates</th>
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<tbody>
<tr>
<td>Electromech Tech</td>
<td>43</td>
<td>152</td>
<td>18</td>
<td>14</td>
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<td>Industrial Mechanic</td>
<td>19</td>
<td>107</td>
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<td>0</td>
<td>27</td>
<td>0</td>
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<td>Tool &amp; Die Making</td>
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<td>0</td>
<td>27</td>
<td>10</td>
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<tr>
<td>Welding</td>
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Storming
• Finding fault with everyone else
• Re-enacted Congress
• Everything had already been said, but not everyone had a chance to say it
• So Much to do – How are we going to do it
Norming
To Quote...

• “Somebody has to do something, and it’s just incredibly pathetic that it has to be us.”
  
  Jerry Garcia
  The Grateful Dead
Norming

- Decided to just get on with things
- Business/Education/Government
- Got $1,000 donations from manufacturers = $25k+
- Do Something (okay to fail)
- Good and loyal folks stepped up and started working on this
Performing
Manufacturing Works

- Target Markets
  - K-12 Students (and Staff)
  - 19-45 Year Old Workers Caught in “Accidental Careers”

› Mechanical Engineers
› Manufacturing Engineers
› Maintenance Technicians
› Engineering Technicians
› Network Specialists
› Electronic Technicians
› Machinists
› Computer/IT/Network Professionals
› CNC Programmers
› Robotics
› Computer Integrated Manufacturing
› Medical Device Machinist
› Mechanical Designers
› CNC Laser Operator
› Nano-Technology
› Precision Welders
› Electrical Designers
› Quality Technicians

Is your career in need of a makeover? We can help you become qualified for these high potential jobs, in demand, right here in our own backyard!
Gold Collar Careers

We are looking for bright individuals who understand and embrace the latest in machine, electronic, computer, and other technologies. We need creative thinkers with applied/hands-on abilities to solve problems and get things done. Join us for high demand, high potential, rewarding careers.

Preparing for the future by inspiring the skilled workers of tomorrow!

What is a Gold Collar Career?

Gold Collar Careers are high tech manufacturing jobs that are pushing the limits of technology by demanding bright individuals who understand and embrace the latest.

His Story...
• Guest on WPR
• Career Fair Info
• Inexpensive Ads
  – Saw immediate increase in tech college enrollments
• Ad Promoting Machine Tool at CVTC
• Leveraged with Hutchinson Technology Help Wanted Ad
• Then in School Newspapers
  – Saw immediate increase in tech college enrollments
Numerous Middle / High School Career Presentations
First Lego League
Career Valley
Career Fairs – Promoting Business and Education

Where is your career headed?

Career lost its luster?
Presentations

- Civic / Business Groups
- School Boards
- Legislators
- Job Placement Agencies
- SME
- NWMOC
- K-12 In-services
- Middle & High School Career Days
- Facilitating the Future
- 1,400 Plus contacts
Activities Done

– Movie Theater Trailers
– Newspaper Articles on Manufacturing Careers - “Business News”
– “At Your Service” WAYY Radio w/NWMOC
– Call in to Public Radio on Manufacturing Careers
– Bringing High School Teachers on Campus
– Marketing Plan / Timetable
– Speakers Bureau
Reforming

Think Different!
Reforming (why we do this)

• For our own survival. We need skilled people to operate $1M machines
• For our local economies – our well paid employees contribute their time talent and treasure into their communities
• To prepare for the spike in retirees we will soon see
• To keep pace with the ceaseless march of technology
• Because people’s lives are transformed when they get the skills to get great jobs
What we expect from the Mfg Community:

• Promoting Manufacturing is not a spectator sport.
  – Not for someone else to do.
  – Not to be done passively.
  – Needs to be done creatively.

• Prepare workers for today AND tomorrow.
Nexen Partnerships with Education
(What would your company slide look like?)

- K-16 Education
- Plant Tours
- Education for Employment
- Teacher In-Services
- Guidance Counselor In-Service
- Career Fairs
- Classroom Presentations
- Student Internships
- Scholarships
- Equipment Donations
- Advisory Committees
- Equipment and Cash Donations
- Staff Training
- Job Shadowing
- STEPS
- First Lego League
- Tiger Manufacturing
Our Future...

• If we do this right, individuals will discover great careers, employers will have a talented workforce, and local economies will thrive.
Thank You!!

- Questions?