

# **Tackling Michigan's Manufacturing Image**

**A Report to the Council for Labor & Economic Growth from the CLEG Tackling  
Workforce Issues Facing Key Industry Sectors Committee**

**December 8, 2008**

## **1. Forward**

We have learned that working with employers through alliances within key industry sectors is an effective way to understand and help resolve workforce challenges facing an industry. The State of Michigan's Tackling Workforce Issues Facing Key Industry Sectors Committee of the Council for Labor & Economic Growth (CLEG) has been charged with analyzing and recommending to the Governor the most crucial needs, opportunities, and required actions the state should undertake to help employers in key industry sectors succeed.

In September 2007, the Industry Sector Committee presented a series of recommendations to CLEG which outlined steps needed to support and enhance Michigan's Advanced Manufacturing Industry Sector. The manufacturing sector remains vital to Michigan's economic future as the leading source of jobs in the state. Advanced manufacturing jobs are rapidly changing due to advances in technology and they require highly skilled employees that are prepared to continuously upgrade their knowledge base. The group committed to further refine those recommendations into actions that can be implemented statewide.

For the past year, the Industry Sectors Committee, in partnership with the Advanced Manufacturing Task Force, has been working on developing strategies to bring a positive focus to career opportunities in advanced manufacturing. The Advanced Manufacturing Task Force includes representatives from manufacturing Michigan Regional Skills Alliances, community colleges, Workforce Innovation in Regional Economic Development (WIRED) regions, manufacturing associations, workforce and economic development agencies. The task force was brought together to connect the Industry Sector Committee to practitioners that work directly with employers in the manufacturing industry sector.

It quickly became apparent that a more coordinated approach was needed to increase interest among young people for career opportunities in advanced manufacturing. While many of the partners at the table were involved to some degree on marketing activities for the industry sector, the efforts were fragmented. A common language and common messages are needed to help ensure individuals are prepared with the right knowledge and skills for advanced manufacturing occupations.

Participants in the Advanced Manufacturing Task Force are energized by the opportunity to work together to create a unified approach to marketing career opportunities in advanced manufacturing. They are committed to leveraging resources and aligning efforts around creating a statewide strategy to create new pathways to help more individuals prepare for high-paying manufacturing jobs. The actions and ideas of the Advanced Manufacturing Task Force have been developed in collaboration with members of the CLEG industry sector committee. Through partnership with this committee the Advanced Manufacturing

Task Force members will have an impact on changing the image of manufacturing in Michigan.

Given the current automotive manufacturing climate, there is a sense of urgency to address the workforce needs of the industry sector in order for Michigan to remain competitive. We are all in this situation together. If manufacturers in Michigan are unable to get the talent they need, all of us are affected. We have some tough work ahead of us if we are going to change the perception of manufacturing in the state. We ask for your support as we work together to re-build the pipeline of workers for the manufacturing industry.

## **2. Executive Summary**

The manufacturing industry in the US, but especially in Michigan has gone through significant changes over the years. In the past, regardless of education, people were able to obtain a well paying job in the manufacturing industry and be fairly certain to have a comfortable career with sufficient benefits and pensions. Times have changed and continue to change at a pace that is difficult to maintain. The manufacturing workforce of tomorrow is required to have several skills and expertise that is constantly changing. They will also be expected to embrace life-long learning to continuously improve their skills. Manufacturers today are in need of employees that are technically-focused and highly skilled, as well as have the ability to problem-solve in a complex environment. Reductions in pay and benefits, as well as lay-offs have become common in these harsh economic times. Yet, in spite of these challenges, employers are still looking for, and having difficulty finding, workers with the advanced skills required by today's technologies.

*“There is a direct link between learning and earning. That’s why it is critical that everyone pursue education after high school, which could include a vast array of opportunities including apprenticeships, associate degrees, and bachelor’s degrees.” – Jennifer M. Granholm, Governor*

Manufacturing technologies are constantly improving, requiring continuous training and upgrading of knowledge and skills. This education and training is time - consuming and can also be expensive, placing a burden on both the worker and the industry. These technologies require more and more education, which today's employees do not always have access to or have the funding to obtain. Much research has been done to show labor market information and the potential growth of the industry. According to information obtained from the strategic advantage software through Michigan Works! Berrien Cass and Van Buren, although manufacturing is expected to decline 8% by the year 2016, attrition due to the aging and retiring workforce has created a projected need of 15%. This percent represents an additional 113,000 jobs by the year 2016. Students need to enter these career paths now in order for them to be prepared to enter the highly skilled manufacturing industry that exists today.

To keep up with these changing times and prepare for what is to come, the state of Michigan and partnering organizations need common messages and a place to direct people who are looking for information regarding manufacturing in the region. The Industry Sector Committee to CLEG, along with the Advanced Manufacturing Task Force recommends a common strategy to market the manufacturing careers and opportunities in Michigan.

The advanced manufacturing task force began looking at best practices across the state and ways to market these practices. During this process, it was determined that the National Association of Manufacturers' Dream It Do It Campaign encompassed all of the key components that the group was looking for in a statewide program. Not only that, a local manufacturing alliance had already moved to utilize the campaign, so we know demand from Michigan industry to use this campaign already exists. The Southwest Michigan Manufacturing Alliance recently purchased a license to bring the Dream It Do It Campaign to their region. Southwest Michigan Manufacturing Alliance has shown interest in expanding the campaign beyond their region in order to make it a statewide initiative. **Therefore, we recommend that Dream It Do It be the tool used to market manufacturing careers and opportunities statewide.**

The Dream It Do It Campaign is a national campaign developed by the National Association of Manufacturers (NAM) and the Manufacturing Institute. The campaign is an economic development initiative which fosters growth by making youth and other workers aware of opportunities and initiatives in the manufacturing industry. The campaign is primarily targeted to 16-24 year olds; however each campaign region is able to adapt materials to better fit their labor market needs. There are currently 15 campaign sites across the nation ranging from county level, larger regional levels, to entire states. Each campaign site is in its own stage of development and has various successes from being a part of this campaign. There are many benefits to becoming a member of the Dream It Do It Campaign including national visibility and inclusion on websites.

The Dream It Do It Campaign meets the needs of the industry by creating a more knowledgeable and attractive pipeline of people that wish to enter the manufacturing industry. By creating an engaged community filled with educational institutions, regional alliances, state and local government, workforce and economic development, and many others, individuals will be able to see the tremendous resources and opportunities that they have in obtaining a viable career in Michigan Manufacturing. It allows students along with parents, teachers, and career counselors to better be able to match up students' interests and abilities with careers in manufacturing that will then expand the supply of skilled workers in the industry and better meet the need of the employers.

**The Industry Sector Committee to CLEG is recommending that the state support this campaign as the manufacturing marketing campaign for Michigan. In order for the campaign to be a success, support from the state on many levels is required.** The primary support required is marketing support. Although it is the responsibility for local

areas to advertise their materials in a way that will be the most effective to them, in the Dream It Do It Campaign, we also need statewide marketing of the campaign in support of local regions to truly leverage each region's work. Support could include but is not limited to: information regarding the campaign on state websites, linkages to other state initiatives and programs, television and radio advertisement, and discussing the campaign during local, state, and national events as appropriate.

Along with the marketing support, the campaign needs staffing support for it to be successful. The Michigan Manufacturing Association (MMA) is exploring the opportunity to act as the statewide coordinator for this campaign. The statewide Dream It Do It Coordinator will need DLEG support in order to carry out the duties required by this position. This would include assistance from state staff and members of the CLEG industry sector committee to coordinate and align manufacturing marketing activities.

As we face one of the most challenging times for manufacturers in our nations history, and in Michigan particularly, the potential impact of this campaign is great. Michigan has experienced some of the highest layoff rates and unemployment rates in the United States, most of which are in the manufacturing industry. Members of this committee as well as members from the Advanced Manufacturing Task Force believe it is absolutely crucial for Michigan to participate in this initiative. Choosing not to align resources around this campaign will have tremendously adverse affects on Michigan's manufacturers. Manufacturers and associations affected by the industry have shown their support for this campaign and are reaching out to the state to take action and assist them through this difficult time.

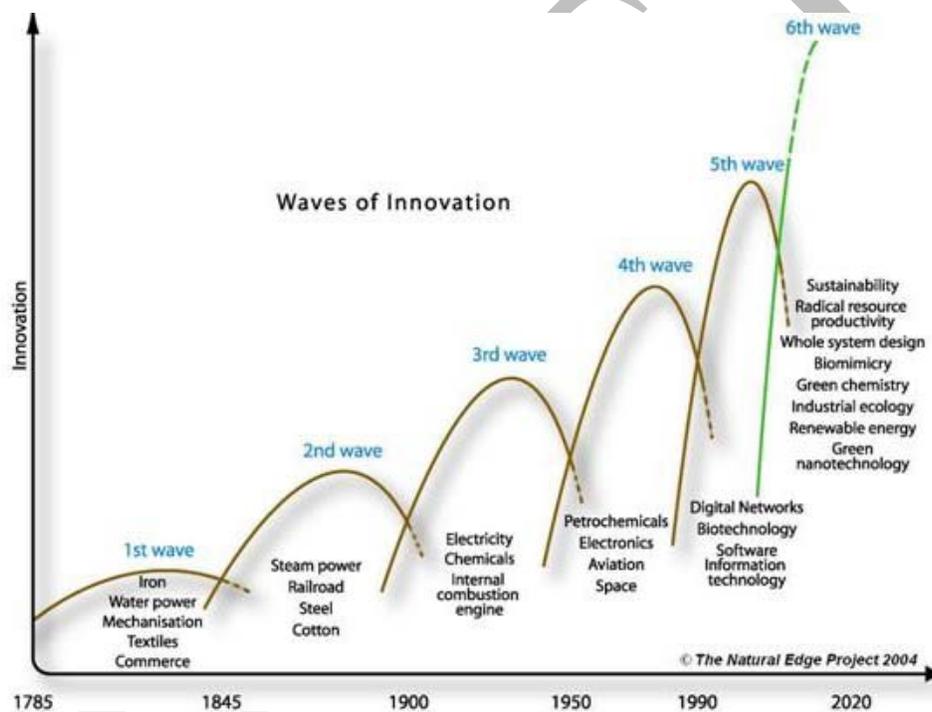
### **3. State of Manufacturing in Michigan**

In the past manufacturing paradigm, high school students could drop out of school and get a good job working on the assembly line of a manufacturing facility. Traditional jobs such as a production line worker required simply moving one part to another part for an entire shift or checking that a part was inserted correctly as it comes down the assembly line. These jobs required relatively low skill and education requirements on the part of the employees.

Now manufacturers are looking for skilled workers with high math and science competencies who have at least completed a post secondary technical training program. Unfortunately, these workers — computer numerical control (CNC) operators and welders, in particular — are hard to find. Why? Technical programs are seeing a drop in enrollment, partly because many educators and parents are pushing kids away from manufacturing jobs, choosing to believe that manufacturing is a dying sector. And with a drop in enrollment, educational institutions can sometimes no longer afford to keep these programs running.

Throughout its history, the manufacturing industry has undergone waves of innovation and will continue to do so into the future. As seen in the graph below, taken from the HAAS Factory Outlet,<sup>1</sup> the industry has moved from developing the railroads and working with water power, to working on ways to develop new technologies using new chemical processes in manufacturing. While certain manufacturing processes become obsolete over time, the industry itself will not disappear. In fact, it is a growing industry facing a huge skilled worker shortfall. Manufacturing is something that will always be needed and now is the time to make sure that its image is changed and enhanced for future generations.

### History of Innovation in Michigan



Today manufacturers are looking for at least two-year technical degrees for base jobs, because the nature of production work is becoming more and more complex as the product — and the technology to build it — becomes more advanced. In addition to math ability, technical reading skills and computer literacy are needed for skilled trades and maintenance jobs. Employers seek technical problem-solving and analytical skills, higher literacy and numeracy levels, and more advanced communication and team skills.

<sup>1</sup> Graph obtained from the HAAS Factory Outlet, HASS Automation Europe  
[http://www.htecnetwork.org/conference\\_2008/docs/HTEC\\_Conference\\_P\\_Hall\\_61208.pdf](http://www.htecnetwork.org/conference_2008/docs/HTEC_Conference_P_Hall_61208.pdf)

Most developed nations are experiencing a decline in the number of young people entering science, engineering, technology & manufacturing careers, when in fact the exact opposite trend is required to meet workforce demand. Despite high unemployment in developed countries, young people are not attracted to careers in manufacturing technology because there is a serious disconnect between the perception and reality of state-of-art manufacturing.

Some current facts regarding the manufacturing industry include:

- Nineteen percent (approximately 600,000) of Michigan’s workers are employed in the manufacturing sector. This figure is second only to the health care, educational services and social assistance category at 22 percent.<sup>2</sup>
- Manufacturers pay on average 38 percent (\$17,777/year) more than other Michigan employers, and that is before including benefits.<sup>2</sup>
- Manufactures contribute 17.9 percent toward Michigan’s gross state product, more than any other sector and nearly twice that of the second largest sector, real estate at 12.08 percent.<sup>2</sup>

Despite much of the information and media indicating that there is constant and never ending layoffs in the manufacturing industry, the reality is that there is still growth happening and that it will continue. Today there is a critical shortage of skilled manufacturing technologists, and it has been estimated that there will be a 30% shortage of CNC Machinists by the year 2015.

According to the Center for Automotive Research’s report *Beyond the Big Leave The Future of U.S. Automotive Human Resources*, the Detroit Big Three will be hiring tens of thousands of new hires between 2011 and 2016. This hiring will be happening nationally, as well as Michigan in particular. In the graph below, taken from the above mentioned report, it indicates that in Michigan, there will be a total of 36,250 new hires in the Detroit Big Three. Included in these numbers are both hourly workers and skill trades workers including production, and engineering and technical hires.

**Table E.4: Hiring Forecast for Detroit Three U.S. Automotive Employment 2011 and 2016**

<b>MI New Hires</b>	<b>Through 2011</b>	<b>Through 2016</b>
<b>Total New Hires**</b>	36,250	45,955
<b>Hourly**</b>	24,154	24,154
<b>Skilled Trades*</b>	1,205	1,205
<b>Production</b>	24,154	24,154
<b>Salaried</b>	12,095	21,800
<b>Engineering/Technical</b>	4,927	8,846
<b>Other Salaried</b>	7,168	12,955

Source: Center for Automotive Research

\*Transfer from production.

\*\*Sums do not include the number of workers transferred from production to skilled trades.

<sup>2</sup> Information Obtained from at article written by the Michigan Manufacturing Association, *Even in A Down Economy, Manufacturers Seek Skilled Workers* by Kellie Garrett

According to the Department of Labor & Economic Growth's Bureau of Labor Market Information & Strategic Initiatives (LMI), *Hot 50 Jobs for Today & Tomorrow*, many manufacturing jobs are listed as having job opening and job growth through 2012. The following manufacturing occupations are listed in Michigan's hot 50 jobs along with average hourly wages, projected annual openings, percent of job growth, and education and training required.

Demand Occupations in Manufacturing from *Hot 50 Jobs for Today & Tomorrow*

Demand Occupation	Average Hourly Wage	Projected Annual Job Openings	Percent Job Growth 2002-2012	Education and Training
Electricians	\$25.72	1,065	20.5%	Apprenticeship, postsecondary technical training, or long-term OJT, state license
Plumbers, Pipefitters, and Steamfitters	\$24.08	734	15.9%	Apprenticeship, postsecondary technical training or long-term OJT, state license
Sheet Metal Workers	\$22.89	255	17.4%	Apprenticeship or moderate OJT
Maintenance and Repair Workers, General	\$17.17	1,367	14.2%	Moderate OJT

#### 4. Changing the Image of Manufacturing

Unfortunately, the manufacturing industry faces an old and outdated stereotype that is filled with dark and dreary assembly plants and old machines. The truth is that this manufacturing as it might have been in the old days, is long gone and is now filled with highly technical equipment, designs, and theories in very clean facilities. The industry has been going through a revolution for some time and is moving from what is known as traditional manufacturing, to advanced manufacturing.

While working on the industry of Advanced Manufacturing, the industry sector committee has discovered that many different definitions of advanced manufacturing exist. If everyone is to collaborate around advancing the industry, it is important to develop consensus on what Advanced Manufacturing means. The CLEG Industry Sector Committee has defined advanced manufacturing as,

*The incorporation of new technology, improved processes, or management methods in manufacturing products through the systematic application of scientific and technical knowledge.*

This definition incorporates key elements of a number of definitions used by partners across the state in the manufacturing industry as well as the United States Department of Labor Employment and Training Administration and the Bureau of Labor Statistics.

## **5. Statewide Strategy for marketing manufacturing career opportunities**

In various areas of the state, groups have been trying to undo the negative image of manufacturing for many years. These efforts have been siloed and fragmented. A more coordinated approach is needed to truly make an impact. It is only in that regard that we will have an impact. The Industry Sector Committee recommends that the Dream It Do It Campaign be used as a tool to help align manufacturing marketing efforts in Michigan.

Dream It Do It is a national marketing campaign developed by the National Association of Manufacturers (NAM) and the Manufacturing Institute designed to promote manufacturing careers and opportunities. The program was created in response to the *2005 Skills Gap* report done by NAM in which 80 percent of the respondents stated, they are facing shortages in skilled labor and will be facing more shortages in the coming years. The first pilot project was in 2005 in Kansas City, MO. They created a pro-manufacturing coalition in their region, and have had much success. Since joining the Dream It Do It Campaign, they have seen a 35% increase in enrollment in manufacturing related courses and well as a move to a more positive image of the industry.

Member sites receive such benefits as national visibility as a partner in NAM; inclusion in the Dream It Do It Executive Leadership Council; creative materials such as advertisement designs, brochures, and branding guide; technical assistance which includes visits by representatives for the campaign along with phone and email access; web site presence along with a regional page which showcases the member site's efforts; a guide for implementing manufacturing services at the One Stop Career Centers; and a comprehensive and tested tool kit with such materials as a site readiness assessment, skills gap guide, along with many others. All of these materials would be available to Michigan and its regional partners in the campaign.

Michigan's Dream It Do It Campaign will be implemented regionally through collaboration and partnership. Regional Dream It Do It efforts will be aligned by a statewide coordinator and an advisory board. This group will develop the unified messaging that will be distributed regionally. The statewide coordinator will help connect regions with each other to share best practices and align regional activity. The advisory board will develop strategies for marketing advanced manufacturing careers statewide and provide oversight for the overall campaign.

Dream It Do It will be implemented through regional partnerships. There are currently nine manufacturing Michigan Regional Skills Alliances that will be leveraged to help institute the campaign. Each region will be responsible for building the local campaign

organization and structure, energizing and organizing manufacturers, and raising and managing funds. They should engage the local workforce system(s) to customize the Dream It Do It Campaign to the specific needs of manufacturing employers in the region. Local regions will determine the best media methods to use for distributing marketing materials. To be most successful, Dream It Do It requires commitment to support as well as financial commitment from employers and other partners in each region.

Dream It Do It will be used to align the future advanced manufacturing workforce to other statewide initiatives. Michigan's campaign can be used to help prepare workers for the skill levels necessary for entrance into advanced manufacturing careers. National Career Readiness Certificate (NCRC) Levels needed for specific manufacturing occupations can be included in Michigan's Dream It Do It marketing materials.

The Southwest Michigan Manufacturing Alliance recently purchased a license to bring the Dream It Do It Campaign to their region. In addition, there is an annual renewal fee to be paid to NAM to retain the license as a Dream It Do It Campaign site. Southwest Michigan Manufacturing Alliance has shown interest in expanding the campaign beyond their region in order to make it a statewide initiative. Additional resources are needed in order to successfully have a campaign such as this for our state. Michigan will need statewide marketing support in order to provide unified messages and common languages. Staff support will be needed as well to help align the efforts of manufacturing Michigan Regional Skills Alliances, community colleges and universities, state associations, CLEG, and other partners.

The Industry Sector Committee recommends that the Michigan Manufacturing Association enter into contract with the National Association of Manufacturers in order to fully and successfully implement the Dream It Do It Campaign in Michigan. We recommend that that the Council for Labor and Economic Growth as well as the State of Michigan put their full support behind this recommendation and offer resources and assistance to implement it statewide. Although this will not be a State of Michigan initiative, it is imperative that the state show its support to this industry led program which will showcase all the efforts going on around the state and showcase opportunities for others to enter into the advanced manufacturing career path.

***Appendix A:  
Letters of Support from employers and other partners***

To the Council for Labor and Economic Growth:

I own Wittorp Manufacturing in Southwest Michigan. I am writing this endorsement for the National Association of Manufacturers Dream It Do It campaign because I believe that building a skilled workforce for employers like me should be a top priority for educators and workforce development entities.

Even in times of high unemployment we still struggle to find applicants who have the technical qualifications to perform our jobs. Faced with an aging worker population and a lack of interest in manufacturing careers by young people, we are concerned that our business will suffer without access to a quality applicant pool. I believe that implementing the Dream it Do it campaign will help re-brand our industry and raise awareness of the great potential that manufacturing careers have to offer.

Sincerely,

Anne Wittorp  
President

To the Council for Labor and Economic Growth:

I work at Robert Bosch Corporation in Southwest Michigan. I am writing this endorsement for the National Association of Manufacturers Dream It Do It campaign because I believe that building a skilled workforce for employers like mine should be a top priority for educators and workforce development entities.

Even in times of high unemployment we still struggle to find applicants who have the technical qualifications to perform our jobs. Faced with an aging worker population and a lack of interest in manufacturing careers by young people, we are concerned that our business will suffer without access to a quality applicant pool. I believe that implementing the Dream it Do it campaign will help re-brand our industry and raise awareness of the great potential that manufacturing careers have to offer.

Sincerely,

Larry Costello  
Human Resources Director

To the Council for Labor and Economic Growth:

I work at IPC Print Services in Southwest Michigan. I am writing this endorsement for the National Association of Manufacturers Dream It Do It campaign because I believe that building a skilled workforce for employers like mine should be a top priority for educators and workforce development entities.

Even in times of high unemployment we still struggle to find applicants who have the technical qualifications to perform our jobs. Faced with an aging worker population and a lack of interest in manufacturing careers by young people, we are concerned that our business will suffer without access to a quality applicant pool. I believe that implementing the Dream it Do it campaign will help re-brand our industry and raise awareness of the great potential that manufacturing careers have to offer.

Sincerely,

Nancy Mansfield  
Vice President Human Resources & Quality

To the Council for Labor and Economic Growth:

I work at Alcoa in Southwest Michigan. I am writing this endorsement for the National Association of Manufacturers Dream It Do It campaign because I believe that building a skilled workforce for employers like mine should be a top priority for educators and workforce development entities.

Even in times of high unemployment we still struggle to find applicants who have the technical qualifications to perform our jobs. Faced with an aging worker population and a lack of interest in manufacturing careers by young people, we are concerned that our business will suffer without access to a quality applicant pool. I believe that implementing the Dream it Do it campaign will help re-brand our industry and raise awareness of the great potential that manufacturing careers have to offer.

Sincerely,

Thomas Zahrt  
Human Resources Manager

To the Council for Labor and Economic Growth:

I work at Contech-Castings Group in Southwest Michigan. I am writing this endorsement for the National Association of Manufacturers Dream It Do It campaign because I believe that building a skilled workforce for employers like mine should be a top priority for educators and workforce development entities.

Even in times of high unemployment we still struggle to find applicants who have the technical qualifications to perform our jobs. Faced with an aging worker population and a lack of interest in manufacturing careers by young people, we are concerned that our business will suffer without access to a quality applicant pool. I believe that implementing the Dream it Do it campaign will help re-brand our industry and raise awareness of the great potential that manufacturing careers have to offer.

Sincerely,  
Lyle Vliek  
Human Resources Coordinator

To the Council for Labor and Economic Growth:

I work at Lovejoy in Southwest Michigan. I am writing this endorsement for the National Association of Manufacturers Dream It Do It campaign because I believe that building a skilled workforce for employers like mine should be a top priority for educators and workforce development entities.

Even in times of high unemployment we still struggle to find applicants who have the technical qualifications to perform our jobs. Faced with an aging worker population and a lack of interest in manufacturing careers by young people, we are concerned that our business will suffer without access to a quality applicant pool. I believe that implementing the Dream it Do it campaign will help re-brand our industry and raise awareness of the great potential that manufacturing careers have to offer.

Sincerely,  
Dorothy Bild  
Human Resources Generalist

To the Council for Labor and Economic Growth:

I own Mintech Llc in Southwest Michigan. I'm writing this endorsement for the National Association of Manufacturers Dream it Do it campaign because I believe that building a skilled workforce for employers like me should be a top priority for educators and workforce development entities.

Even in times of high unemployment we still struggle to find applicants who have the technical qualifications to perform our jobs. Faced with an aging worker population and a lack of interest in manufacturing careers by young people, we are concerned that our business will suffer without access to a quality applicant pool. I believe that implementing the Dream it Do it campaign will help re-brand our industry and raise awareness of the great potential that manufacturing careers have to offer.

Sincerely,

Minnie Warren  
President

To the Council for Labor and Economic Growth:

I own Delta Machining, Inc. in Southwest Michigan. I'm writing this endorsement for the National Association of Manufacturers Dream it Do it campaign because I believe that building a skilled workforce for employers like me should be a top priority for educators and workforce development entities.

We are in full support of the dream it do it skill development program. The shortage of skill workers to help with development of automation is still our number one obstacle to growth. Even in times of high unemployment we still struggle to find applicants who have the technical qualifications to perform our jobs. Faced with an aging worker population and a lack of interest in manufacturing careers by young people, we are concerned that our business will suffer without access to a quality applicant pool. I believe that implementing the Dream it Do it campaign will help re-brand our industry and raise awareness of the great potential that manufacturing careers have to offer.

Sincerely,

Wannis Parris  
President

To the Council for Labor and Economic Growth:

I work at Niles Precision Company in Southwest Michigan. I am writing this endorsement for the National Association of Manufacturers Dream It Do It campaign because I believe that building a skilled workforce for employers like mine should be a top priority for educators and workforce development entities.

Even in times of high unemployment we still struggle to find applicants who have the technical qualifications to perform our jobs. Faced with an aging worker population and a lack of interest in manufacturing careers by young people, we are concerned that our business will suffer without access to a quality applicant pool. I believe that implementing the Dream it Do it campaign will help re-brand our industry and raise awareness of the great potential that manufacturing careers have to offer.

Sincerely,

Thomas F. Skalla  
General Foreman

To the Council for Labor and Economic Growth:

I work at Vickers Engineering, Inc. in Southwest Michigan. I am writing this endorsement for the National Association of Manufacturers Dream it Do it campaign because I believe that building a skilled workforce for employers like mine should be a top priority for educators and workforce development entities.

Even in times of high unemployment we still struggle to find applicants who have the technical qualifications to perform our jobs. Faced with an aging worker population and a lack of interest in manufacturing careers by young people, we are concerned that our business will suffer without access to a quality applicant pool. I believe that implementing the Dream it Do it campaign will help re-brand our industry and raise awareness of the great potential that manufacturing careers have to offer.

Sincerely,

Laura Murphy-Rizk  
Human Resources Manager

To the Council for Labor and Economic Growth:

I own Freedom Finishing, Inc. in Southwest Michigan. I'm writing this endorsement for the National Association of Manufacturers Dream it Do it campaign because I believe that building a skilled workforce for employers like me should be a top priority for educators and workforce development entities.

Even in times of high unemployment we still struggle to find applicants who have the technical qualifications to perform our jobs. Faced with an aging worker population and a lack of interest in manufacturing careers by young people, we are concerned that our business will suffer without access to a quality applicant pool. I believe that implementing the Dream it Do it campaign will help re-brand our industry and raise awareness of the great potential that manufacturing careers have to offer.

Sincerely,

Gloria Enders  
President

DRAFT



## Great Lakes Manufacturing Council

*To maintain and increase the competitive advantage for manufacturing and preserving the prosperity of the Great Lakes Region.*

To: Council for Labor, Energy and Economic Growth  
From: Ed Wolking, Jr., president, Great Lakes Manufacturing Council  
Date: November 18, 2008  
Subject: Importance of Dream It, Do It

The Great Lakes Manufacturing Council is a group of U.S. and Canadian organizations dedicated to the competitiveness of manufacturing and manufacturing communities in the Great Lakes States and the provinces of Ontario and Quebec.

The Council's projects center around four pillars:

- Image of manufacturing, and of manufacturing in the Great Lakes
- Manufacturing innovation, both processes and products
- Talent base and workforce in one of America's great knowledge-based economic sectors
- Effective logistics and efficient borders

The Dream It, Do It campaign of the National Association of Manufacturers is critical to three of these pillars – Image, Innovation, and Talent Base/Workforce – and very important to the Logistics and Borders sectors, as well. It emphasizes the continuous dynamism of the sector.

Those who follow manufacturing well know the long term demographics challenges it faces in an increasingly competitive global economy. They also are well aware of the thousands of unfilled manufacturing positions in our region, which weigh heavily on manufacturing productivity and competitiveness, despite the current economic downturn. They are also acutely informed of the gross public misunderstanding of the many opportunities in the manufacturing and the very rewarding careers that can be found there.

When this economy begins to turn around, as it surely will, will there be a group of skilled manufacturing workers to take advantage of the abundant opportunities, or will manufacturers be saddled with an attitude of indifference toward a sector that offers a high standard of living and provides the biggest multiplier of economic activity?

The Dream It, Do It campaign confronts the many myths and misconceptions about manufacturing, and it is central to our ability to attract a competitive workforce.

We were excited to hear that Michigan's Manufacturing Regional Skills Alliances are planning to adopt the Dream It, Do It Campaign, which has been successfully implemented elsewhere and has stirred the dreams and imagination of young people whose passion is "to invent and to make things." We will enthusiastically lend them our support, and we believe CLEG would be a strong partner in the effort which will lead ultimately to more job-creating innovation and investment in Michigan.

From: troutman

To: 15172418832

11/18/2008 16:13

#245 P.004/005



AMERICAN  
AXLE &  
MANUFACTURING

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WORLD HEADQUARTERS

November 18, 2008

Council for Labor, Energy and Economic Growth  
Post Office Box 30004  
Lansing, Michigan 48909

Dear Council;

As a manufacturer in Michigan as well as globally, we would like to join with the many voices who understand the sector's importance to our economy. The multiplier effect that 1 manufacturing job has on 10 other jobs/people attests to the enduring and significant contribution the industry has on our communities.

While there is much sad news in regards to the dire straits some of the subsectors in manufacturing are experiencing, there is plenty of new growth, innovation, expansion and entrepreneurship alive and well in the Michigan region.

A major problem for many of our successful manufacturing companies is in securing new hires. This stems from the very old and 'tired' image manufacturing has in the eyes of much of the general public, especially for the youth (and their parents), who do not see it as a viable occupation or potential career pathway.

We understand that the Manufacturing Regional Skills Alliances across Michigan are planning on adopting the very successful "Dream It, Do It Campaign" which originated from the National Association of Manufacturers. This campaign endeavors to focus marketing and PR efforts on behalf of the industry across a wide swath of potential 'customers'. It is a program that had been piloted and implemented in various communities across the country and believed to have had considerable impact on the 'hearts and minds' of potential pipeline (students) and their support groups.

We would like to encourage CLEG to endorse the efforts to dispel the myths and misconceptions surrounding the manufacturing sector and help this dedicated group plan, strategize and execute a clear, concise and unified message across the entire state.

One Dauch Drive. • Detroit, Michigan 48211-1198 • (313) 758-3600

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We have had long running partnerships with the SE Michigan Regional Skills Alliance, City of Detroit Workforce Development Board and Michigan Department of Labor and Economic Growth which have led to very successful training and recruiting efforts. American Axle & Manufacturing supports the efforts of the RSA and we respectfully approve and support the "Dream It Do It" idea, message and activities. We encourage you to understand how important this initiative will be for the hopes, dreams and bottom line of all our 'Michiganders'!

Sincerely,



William Smith  
Director of Government Relations & Development



Jerome Kaminski  
Senior Training Technologist  
Board Member, SE Michigan Advanced Manufacturing Regional Skills Alliance  
Board Member, City of Detroit Workforce Development



## Haas Factory Outlet

A Division of Gerotech Inc.

TO: Council for Labor, Energy and Economic Growth

From: FRED. D. SCHULTZ, Director of Marketing

Date: November 13, 2008

Subject: Manufacturing in Michigan

As a manufacturer in MI (and other parts of the US and around the globe(if appropriate)), I would like to join with the many voices who understand the sector's importance to our economy. The multiplier effect that 1 manufacturing job has on 10 other jobs/people attests to the enduring and significant contribution the industry has on our communities.

While there is much sad news in regards to the dire straits some of the subsectors in manufacturing are experiencing, there is plenty of new growth, innovation, expansion and entrepreneurship alive and well in the MI region.

A major problem for many of our successful manufacturing companies is in securing new hires. This stems from the very old and 'tired' image manufacturing has in the eyes of much of the general public, especially for the youths (and their parents), who do not see it as a viable occupation or potential career pathway.

We understand that the Manufacturing Regional Skills Alliances across MI are planning on adopting the very successful Dream It, Do It Campaign which originated from the National Association of Manufacturers which endeavors to focus marketing and PR efforts on behalf of the industry across a wide swath of potential 'customers'. It is a program that had been piloted and implemented in various communities across the country and believed to have had considerable impact on the 'hearts and minds' of potential pipeline (students) and their support groups.

We would like to encourage CLEG to endorse the efforts to dispel the myths and misconceptions surrounding the manufacturing sector and help this dedicated group plan, strategize and execute a clear, concise and unified message across the entire state.

From: troutman

To: 15172418832

11/18/2008 16:13

#245 P.003/005

We have had extensive experience with manufacturing companies throughout Michigan and know of their difficulties in securing good employees. Additionally, we have worked for many years with the technical education community and listen to their problems in securing funds for technical education and the general resistance of counselors to recommend manufacturing to students. It is for these reasons that we respectfully approve and support the Dream It Do It idea, message and activities. We encourage you to understand how important this initiative will be for the hopes, dreams and bottom line! of all our 'Michiganders'.

Sincerely,



**FRED. D. SCHULTZ**

Director of Sales

***Appendix B:  
Report Presenters***

Derick Adams- Chair of the Committee  
Vice President, Human Resources  
Amerisure Mutual Insurance Company

Candice Elders  
Director of Community Relations  
Michigan Works! Berrien Cass and Van Buren

Peg Walton  
Director, National Center for the American Workforce  
National Association of Manufacturers

John Mets  
Human Resources Manager  
Dowding Industries

DRAFT

***Appendix C:  
Tackling Workforce Issues Facing Key Industry Sectors Committee Members***

Derick Adams - Chair  
Amerisure Mutual Insurance Company

Kathy Conklin\*  
Saginaw County Business and Education Partnership

Bradley Dyer  
Human Resources Development Incorporated

Norma Hagenow – Vice Chair  
Genesys Health System

Eleanor Josaitis  
Focus HOPE

John Hernandez  
Telamon Corporation

Jeanette Klemczak\*  
Michigan Department of Community Health

Janet Olszewki  
Michigan Department of Community Health

Barry Reinink\*  
Michigan Rehabilitation Services

Jaye Shamsideen  
Michigan Rehabilitation Services

George Yost  
Mid- Michigan Central Labor Council

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\* Partner and/or stakeholder with subject matter expertise not appointed to the Council, but serving as a CLEG committee member.

***Appendix D:***

***Advanced Manufacturing Task Force Committee Members***

Robert Troutman  
Detroit Regional Chamber

Bryan Bruchhof  
Saginaw Midland Bay Michigan Works!

David Veitengruber  
Saginaw Midland Bay Michigan Works!

Candice Elders  
Michigan Works! Berrien Cass and Van Buren

Kellie Garrett  
Michigan Manufacturers Association

Jodie Ledford  
University of Michigan Flint

Pamela Hurt  
Society of Manufacturing Engineers

Peg Walton  
National Association of Manufacturers

Holly Peoples  
Michigan Works! The Job Force Board

Bill Rayl  
Jackson Area Manufacturing Association

Pam Gosla  
South Central Michigan Works!

Dick Scott  
Lansing Community College

Gordon Belt  
Lansing Community College

Donna Crudder  
Detroit Regional Manufacturing Skills Alliance

Robert Eslinger  
Michigan Works! The Job Force Board

Mike Shelton  
Michigan Works! Berrien Cass and Van Buren

Bob Sherer  
Capital Area Manufacturing Council

Victoria Corriveau  
Macomb Community College

Sam Riceveto  
Macomb Community College

Erin Riske  
Michigan Department of Labor & Economic  
Growth

Matt Shields  
Michigan Department of Labor & Economic  
Growth

Loris Thomas  
Michigan Department of Labor & Economic  
Growth

Robert Micheau  
Michigan Works! The Job Force Board

Janice Cooper  
Michigan Department of Labor & Economic  
Growth