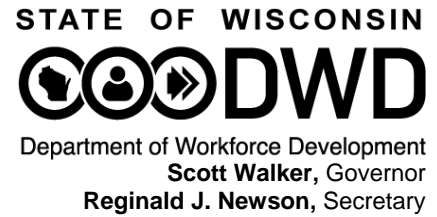


Department of Workforce Development
Secretary's Office
201 East Washington Avenue
P.O. Box 7946
Madison, WI 53707-7946
Telephone: (608) 266-3131
Fax: (608) 266-1784
Email: sec@dwd.wisconsin.gov



eFOR IMMEDIATE RELEASE

Monday, October 1, 2012

CONTACT: DWD Communications, 608-266-2722

On the Web: <http://dwd.wisconsin.gov/dwd/news.htm>

On Facebook: <http://www.facebook.com/WIWorkforce>

On Twitter: @WIWorkforce

Secretary Newson, State Leaders Kick Off Manufacturing Month

Manufacturers, technical colleges, others offer open house events on October 5, Manufacturing Day

MILWAUKEE – Department of Workforce Development (DWD) Secretary Reggie Newson joined State Superintendent Tony Evers and top leaders of various business and manufacturing organizations this morning to kick off Manufacturing Month, which is being proclaimed by Governor Scott Walker for the month of October.

"Wisconsin has developed one of the strongest manufacturing sectors in the country," Governor Walker said. "Under my administration, state workforce and economic development agencies will work closely with private-sector employers to support job creation."

During a visit to Super Steel in Milwaukee, Secretary Newson said Manufacturing Month helps raise awareness of the importance of manufacturing to our state's economy, and serves as a call to action for students, parents, educators, manufacturing employers and others to learn more about the well-paying jobs this sector offers.

"Today's manufacturing companies are high-tech, clean and safe environments where Wisconsinites can build careers for the long haul," Secretary Newson said. "During the month, I will be visiting local manufacturers and training facilities, and I encourage members of the public to do the same, starting with open house events slated for Manufacturing Day on Friday, October 5."

DWD is coordinating Manufacturing Month promotional activities with DPI, the Wisconsin Economic Development Corporation (WEDC), the Wisconsin Manufacturing Extension Partnership (WMEP), the Wisconsin Manufacturers and Commerce (WMC) and other organizations. The Wisconsin Technical College System (WTCS) also is promoting manufacturing, particularly with selected open house events on Manufacturing Day.

Although Wisconsin's manufacturers employ almost 450,000 workers in Wisconsin, paying approximately 20% higher than the state's average weekly wage, employers say they have thousands of open positions that they can't find skilled workers to fill. This so-called "skills gap" requires collaboration by a variety of stakeholders from the private-sector along with state government, economic development and education.

"Wisconsin's public schools are working to make sure every child graduates ready for success in college and career," Superintendent Evers said. "As we kick off Manufacturing Month, we encourage young adults to consider family supporting careers in manufacturing as part of that future success."

(more)

WEDC CEO and President Paul Jadin said: "Manufacturing is one of Wisconsin's strongest economic assets, has worldwide marketing significance and provides many great career opportunities."

Jim Morgan, WMC Foundation President, said: "Celebrating October as 'Manufacturing Month' will help spread the message that we are still employing almost 450,000 people in manufacturing in this state. Manufacturing is an industry integral to Wisconsin's viability. This state was built on it."

Buckley Brinkman, executive director and CEO of the Wisconsin Manufacturing Extension Partnership (WMEP), added: "Manufacturing drives value creation, innovation and employment in the state and is a primary driver of the state and national economy. Manufacturing Day and Manufacturing Month are fantastic opportunities to show our communities the incredible careers available in manufacturing today. We invite students, educators and parents to tour manufacturing facilities across the state to see the incredible depth and breadth of our state's manufacturing sector."

Manufacturing Day

Secretary Newson said Wisconsin is joining a number of states throughout the country to celebrate Manufacturing Day on Friday, October 5, which has been designated by the Fabricators and Manufacturers Association, the Manufacturing Extension Partnership, and the National Association of Manufacturers. Employers across the state such as Super Steel, along with technical colleges and other workforce partners, will be hosting open houses and facility tours for students and community members. An on-line calendar of events can be found at www.mfgday.com.

Job Center of Wisconsin Manufacturing Page

As part of Manufacturing Month, the Job Center of Wisconsin website now has a specialty page dedicated to the manufacturing sector. The page, accessible at <https://jobcenterofwisconsin.com/Manufacturing/Default.aspx>, provides quick links to popular resources such as state vocational training providers, DWD's youth apprenticeship program, and other resources. The page was developed in collaboration with key manufacturing employers.

Job Center of Wisconsin Manufacturing Page: <https://jobcenterofwisconsin.com/Manufacturing/Default.aspx>.

Dream It. Do It.

Joining Secretary Newson at Super Steel were leaders from the Waukesha County Business Alliance, which is providing initial oversight for the new Dream It. Do It. program in Wisconsin, a collaborative campaign to open students' eyes to good-paying, high-tech opportunities in Wisconsin.

Dream It. Do It. is part of a national recruitment sponsored by the National Association of Manufacturers, and Wisconsin joins 19 other states in implementing it.

Waukesha County Technical College obtained funding through a grant provided by WTCS, and Waukesha County Business Alliance's Manufacturing Alliance Steering Committee is overseeing initial implementation activities. Implementation team membership includes representatives from M7 Regional Workforce Development Centers, as well as the Milwaukee Area, Waukesha County and Gateway technical colleges and the School District of Waukesha.

Dream It. Do It Wisconsin. page: <http://dreamitdoitwi.com/>