



ABOUT US

THE MANUFACTURING INSTITUTE

The Manufacturing Institute was founded in 1991 to build intellectual support among policy-makers, the media, educators and students for a pro-manufacturing, pro-growth agenda while encouraging recognition of manufacturing's contributions to the well-being of the nation.

The institute is now embarked on a three-part strategy to raise the understanding about modern manufacturing to generate far more favorable government policies and spur greater interest in manufacturing careers. It includes:

- ▶ A communications and advertising awareness campaign that will change attitudes about manufacturing through print, radio and television;
- ▶ New research initiatives that dispel outmoded notions of manufacturing while putting forth the new, high-tech realities of our industry;
- ▶ Among young Americans, make manufacturing careers a priority by 2010 through Dream It. Do It.