

# NEWS RELEASE

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## **UNPRECEDENTED YOUTH CAREERS CAMPAIGN LAUNCHES IN KANSAS CITY** **Partnerships with American Association of Community Colleges, College Board, Monster.com** **Ewing Marion Kauffman Foundation Contributes \$900,000**

Kansas City, Mo. – A coalition of national and local business organizations, educators, and civic leaders launched a nationwide grassroots campaign in Kansas City today aimed at attracting young adults into manufacturing jobs and expanding education and training opportunities to meet a growing shortage of skilled employees.

The “Dream It. Do It.” awareness and economic development campaign is a joint effort of the National Association of Manufacturers (NAM), the Manufacturing Institute, Monster.com, the American Association of Community Colleges and the College Board – partnering with the Alliance for Innovation in Manufacturing-Kansas City (AIM-KC) to address a looming U.S. skills shortage.

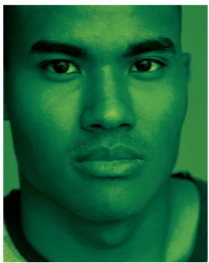
If current trends continue, experts estimate that the United States could face a shortage of 13 million to 15 million qualified employees by 2020. The Dream It. Do It. campaign will be aimed at ensuring that no region across the U.S. will face a serious skills shortage as they pursue new opportunities in manufacturing growth.

“While the departure of low-level manufacturing jobs to China and India has received much attention, manufacturers like Dell, Motorola, Honeywell and Harley-Davidson need employees with technical skills to create high-end, cutting-edge products that beat the global competition,” said Jerry Jasinowski, president of the NAM’s Manufacturing Institute. “But the erosion of educational training programs and a weakness in math, science, and technical training has created a dearth of skills that are essential to meet the needs of the future,” he added.

### **Campaign Goals**

At its core, the campaign seeks to provide a clearer understanding of the benefits of modern manufacturing, its careers and new opportunities for growth. It will provide tools and resources for young adults to help them identify what they are passionate about and then utilize this information to find a fulfilling career in manufacturing.

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## CAREERS CAMPAIGN - continued

The campaign also seeks to create awareness for today's broad range of highly paid, interesting careers offered in manufacturing – from being a test engineer for an mp3 maker, a designer for a mountain bike manufacturer, a software developer at a computer game company, to a product manager at a video cell phone maker. Manufacturing careers offer an average annual salary of \$54,000 – 20 percent higher than average.

The awareness portion of the campaign includes print, outdoor, in-theatre, radio and online advertising, a Web site ([www.dreamit-doit.com](http://www.dreamit-doit.com)), student brochures and direct mail. The Web site offers streaming videos, links to job, training and educational opportunities, career advice – while offering discounts to employers for posting jobs and internships through Monster.com. The site also plans to offer virtual mentoring chat sessions and other events.

The campaign will also increase training and development opportunities through coalitions of local civic, business, and education leaders – as well as foster local partnerships with community colleges, technical schools and universities to respond to those who are newly interested in studying for careers in manufacturing.

### Why Kansas City

The Kansas City region is the pilot for the national awareness and recruitment campaign. The area was selected by NAM because of its solid base of approximately 4,000 manufacturing companies, its potential to attract high-tech manufacturing operations, and existing excellent education and training programs offered by community colleges and universities.

“If we don't address the skills shortage by reaching out to young people and expanding career training opportunities for them, our economy – and our country -- will face a serious decline,” said Phyllis Eisen. “Now is the time to start addressing these critical issues.”

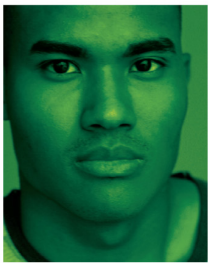
Carl Schramm, president and CEO of the Ewing Marion Kauffman Foundation, announced a \$900,000 grant to help fund the program in the Kansas City area. Other major donors include U.S. Department of Labor, Kansas City Power & Light, and Yellow Roadway Corp.

“We are pleased to support this important initiative, which we hope inspires and motivates our youth to obtain the knowledge and skills they need to succeed as the workers of tomorrow,” said Schramm. “The implications are profound, not only for the young people themselves, but for the companies they'll work for, and for our nation as a whole.”

### National Partners

The campaign's national strategic partners include the American Association of Community Colleges, the College Board, and Monster.com, which is powering the job search function on the Dream It. Do It. Web site.

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# NEWS RELEASE

## CAREERS CAMPAIGN - continued

Today's announcement kicks off an initial 12-month campaign by a Kansas City alliance of business leaders, economic developers, educators, and various civic organizations spearheaded by the newly formed AIM-KC in partnership with the NAM. From Kansas City, the campaign will travel to Houston, Connecticut, and elsewhere.

"What makes this endeavor unique is the nature of our partnership with NAM that offers us access to the resources and expertise of the nation's leading advocate for manufacturing," said Paul Scianna, executive director of AIM-KC. "It also is encouraging to see the cooperation and commitment of community leaders who are uniting behind this effort because they truly understand the importance of manufacturing and the role it will have in the future of our region and our nation," he added.

Today's launch featured the following speakers:

- William Downey, president and CEO, Kansas City Power & Light
- Governor John Engler, president, National Association of Manufacturers (via video)
- Jerry Jasinowski, president, The Manufacturing Institute
- Kay Barnes, Mayor – Kansas City, MO
- Rosalyn Brown, Community Liaison – Kansas City, KS
- Carl Schramm, president, Kauffman Foundation
- Jackie Snyder, Chancellor Designee, Metropolitan Community Colleges
- Rex Luchtel, CEO, R&D Tool
- Brad Husak, CNC Mill Set-up and Operator, R&D Tool

The launch took place at 9 a.m. at the Kauffman Foundation (4801 Rockhill Rd., Kansas City, MO) Town Square.

### About NAM and the Manufacturing Institute

The National Association of Manufacturers (NAM) is the nation's largest industrial trade association, representing small and large manufacturers in every industrial sector and in all 50 states. For more information about the NAM, visit [www.nam.org](http://www.nam.org). The NAM's Manufacturing Institute is the NAM's research and education entity.

### About AIM-KC

AIM-KC's goal is to become an advocate for Greater Kansas City's manufacturing industry. Through such programs as the National Association of Manufacturers' Dream It. Do It. campaign, AIM-KC will work to redefine the image of manufacturing; align educational and workforce training resources with the most pressing demands of area industry; ensure a competitive environment for manufacturers; and expand the size of our region's manufacturing community. To learn more about AIM-KC, visit [www.aimKC.org](http://www.aimKC.org).

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