

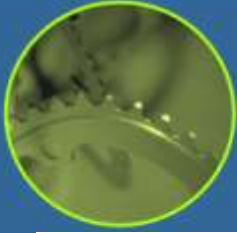
MANUFACTURING WORKS and

Gold Collar Careers

Filling the talent pipeline

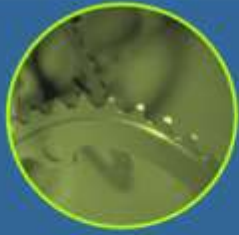
Dan Conroy
VP of Human Resources
Nexen Group, Inc.

Mark Tyler
President
OEM Fabricators, Inc.



Whimsical



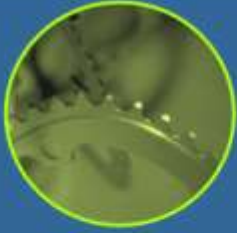


Less Whimsical

“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!***

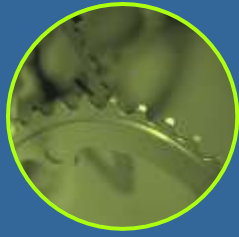
VIRGINIA SLIMS

You've come a long way baby.



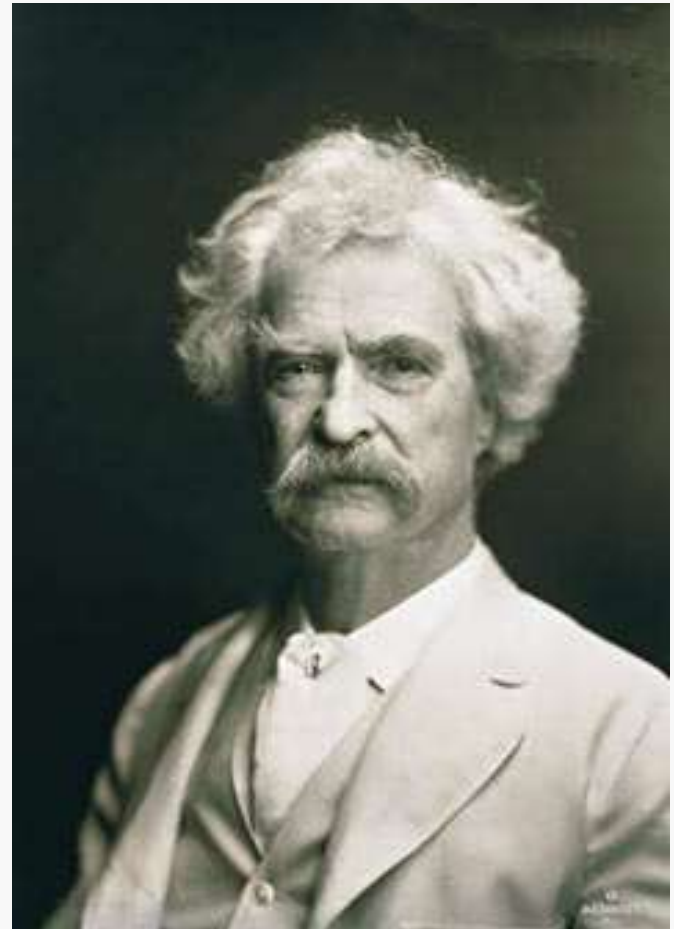
*In 1911, it wasn't a woman's
opinion that carried a
lot of weight.*

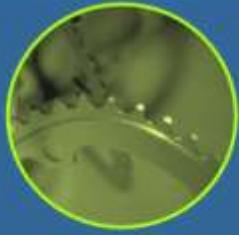




- *“The rumors of my death are greatly exaggerated”*

–Mark Twain

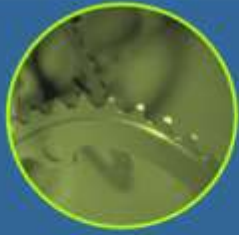




Manufacturing Has Changed

- Boring, routine, mind-numbing jobs have gone overseas.

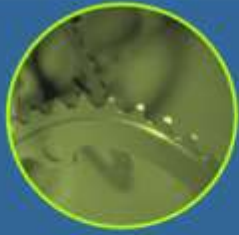




Manufacturing Has Changed

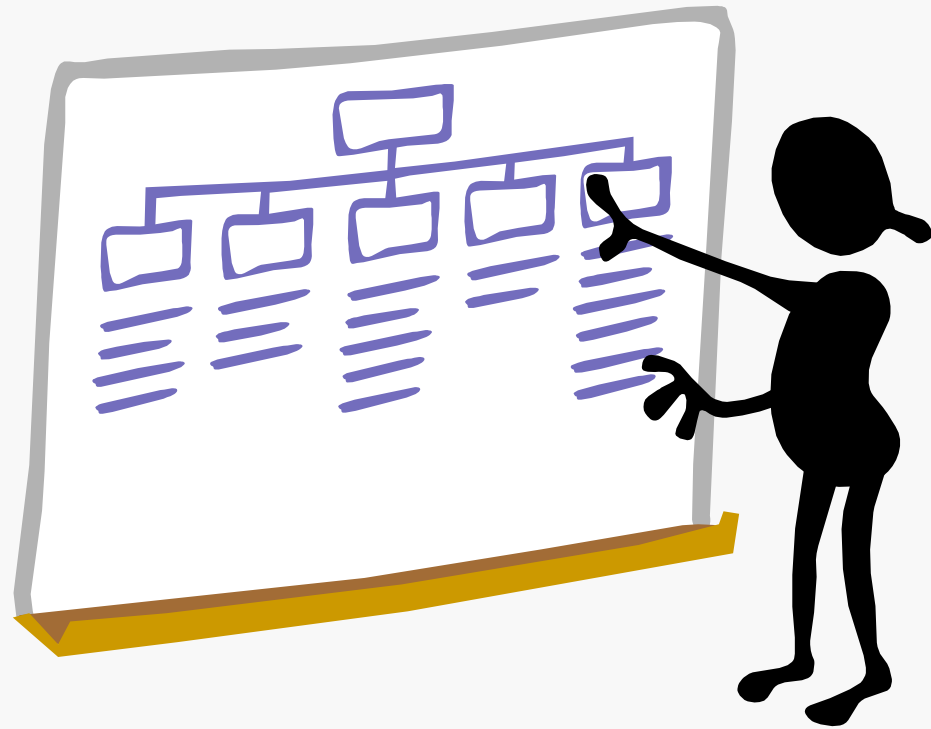
- US *Advanced* Manufacturing has gone high-tech.
- Jobs are creative, challenging and high pay.

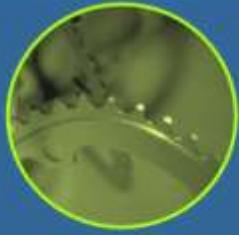




History of Our Team

- Prologue
- Forming
- Storming
- Norming
- Performing

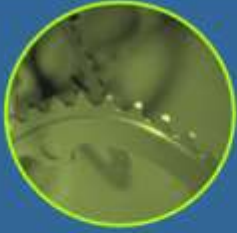




Prologue

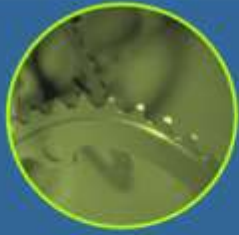
- 911
- Recession
- Drop in Enrollments,
Hiring, Business
Activity





Forming

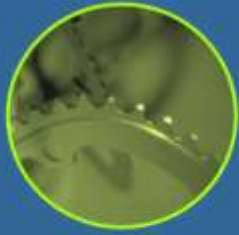




Forming

- May, 2004 – Steve Michaud Proactive

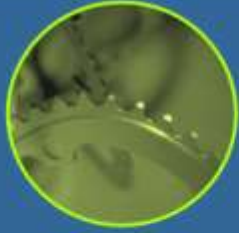




Forming

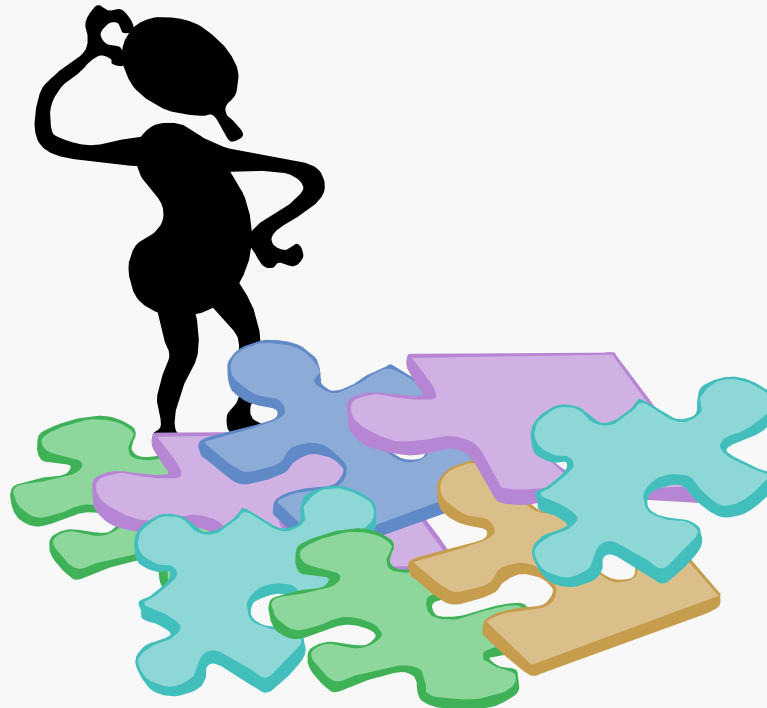
- August 2004 – Steve Michaud Reactive

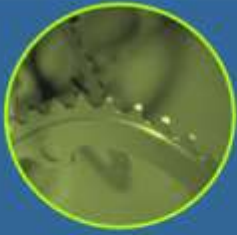




Forming

- Kick off Meeting
- Lots of Discussion of the issues

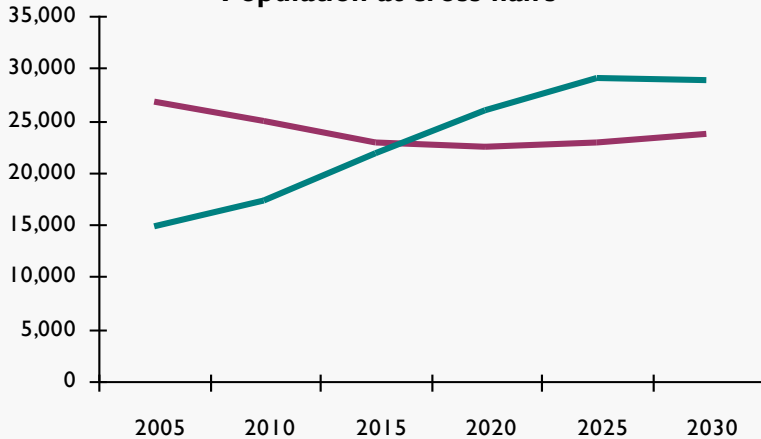




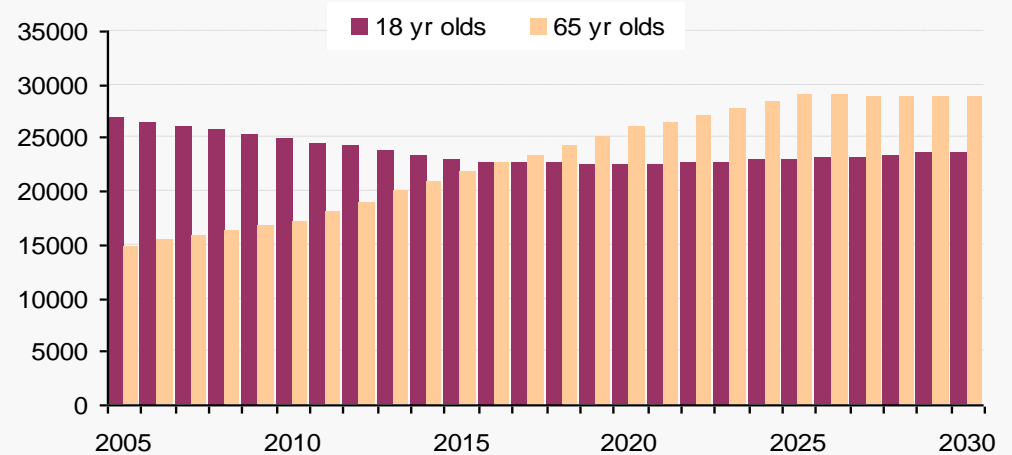
Scary Demographics:

Non-metropolitan WI

Population at cross hairs

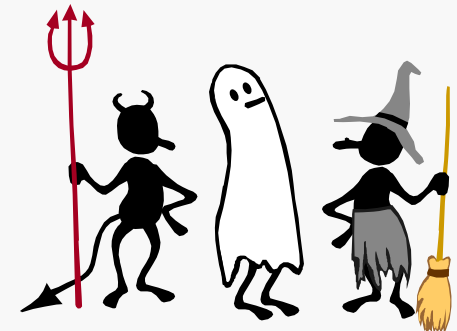


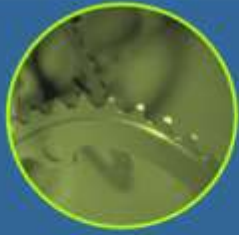
Convergence of 18 & 65 year old population in Non-metropolitan WI County



Source: WI Dept. of Administration, Demographic Services

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

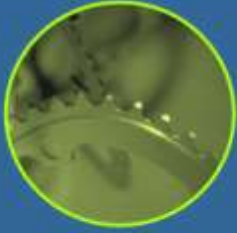




Economic Costs

- Each Unfilled Machinist or Technician Position:
 - Equates to \$200k - \$300k Lost Revenue
 - \$350,000+ Loss to Local Community (7x payroll multiplier)

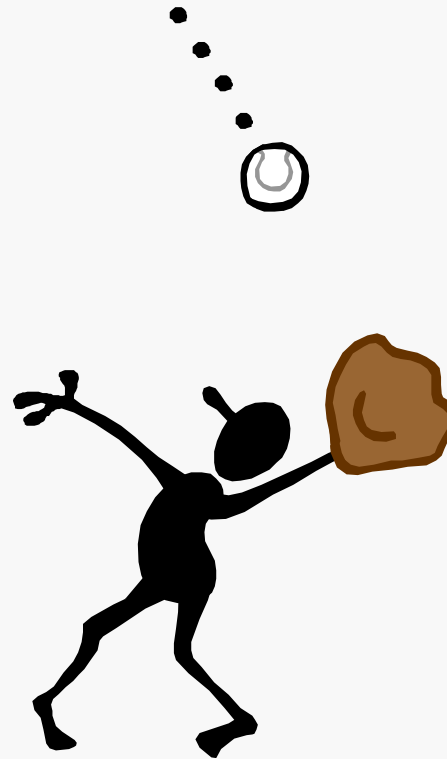


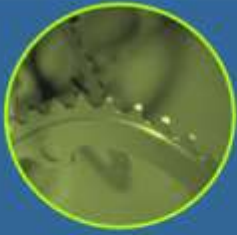


- *“If people don't want to come out to the ball park (mfg) how ya gonna stop 'em.”*

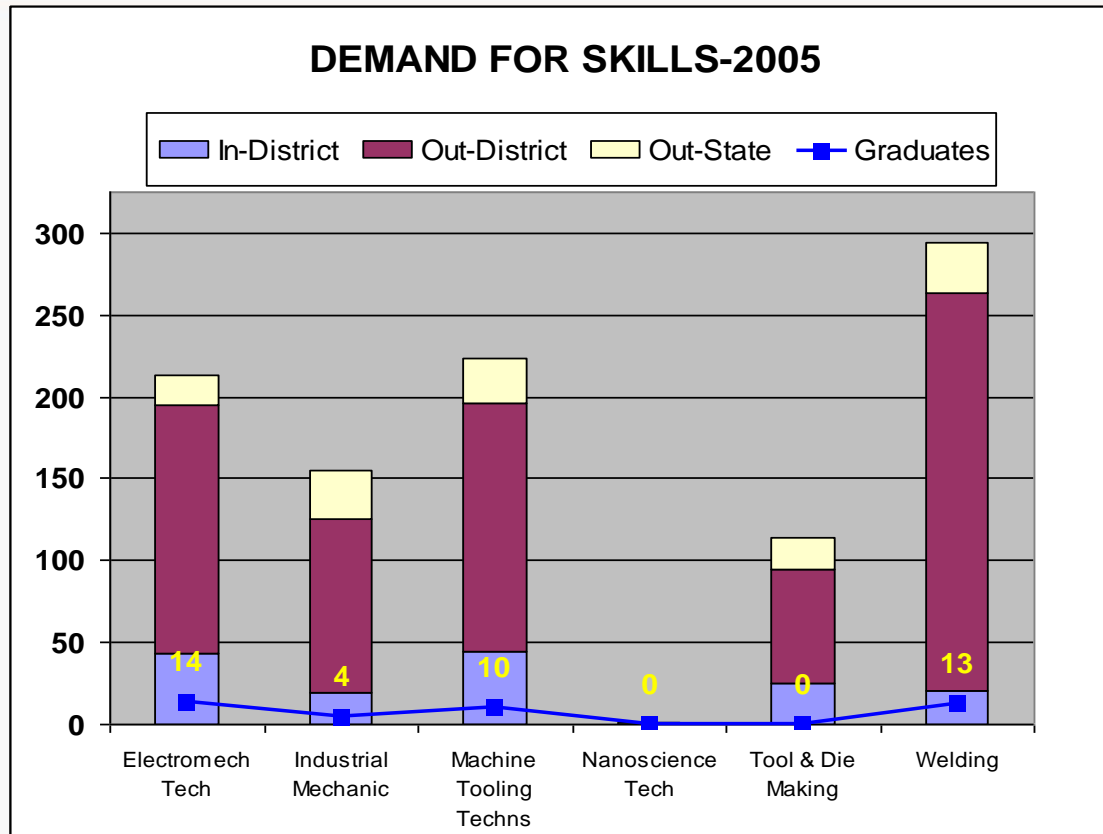


● Yogi Berra

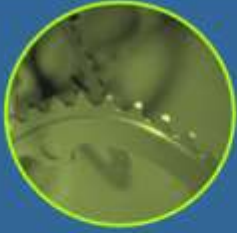




Graduates vs Job Openings

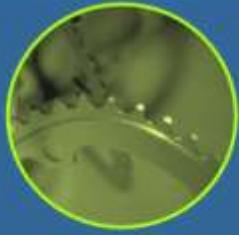


	In-District	Out-District	Out-State	Graduates
Electromech Tech	43	152	18	14
Industrial Mechanic	19	107	29	4
Machine Tooling Techns	44	152	27	10
Nanoscience Tech			1	?
Tool & Die Making	25	70	19	?
Welding	20	243	31	13



Storming

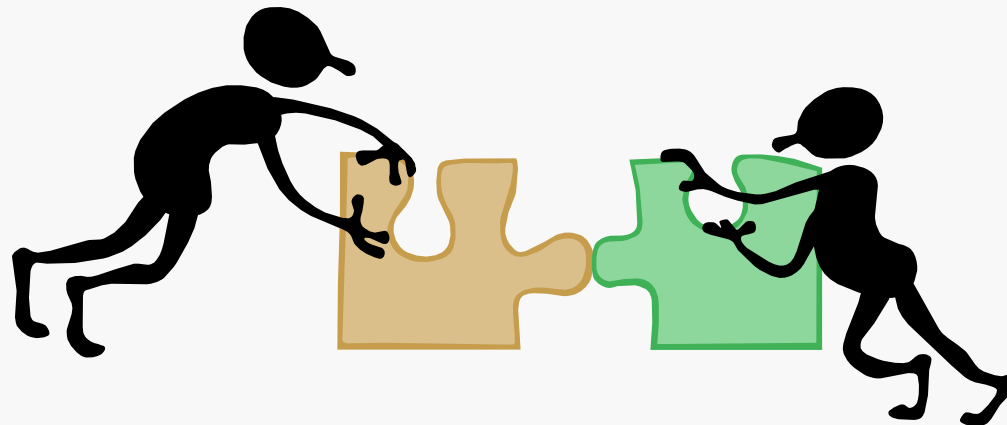


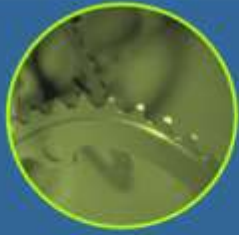


Storming



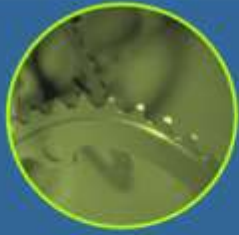
- Finding fault with everyone else
- Re-enacted Congress
- Everything had already been said, but not everyone had a chance to say it
- So Much to do – How are we going to do it





Norming



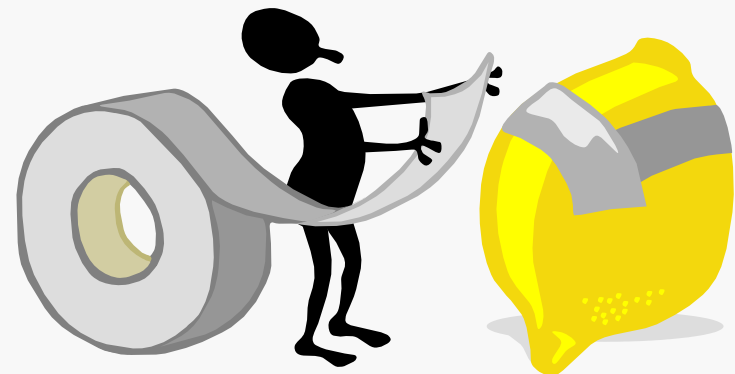
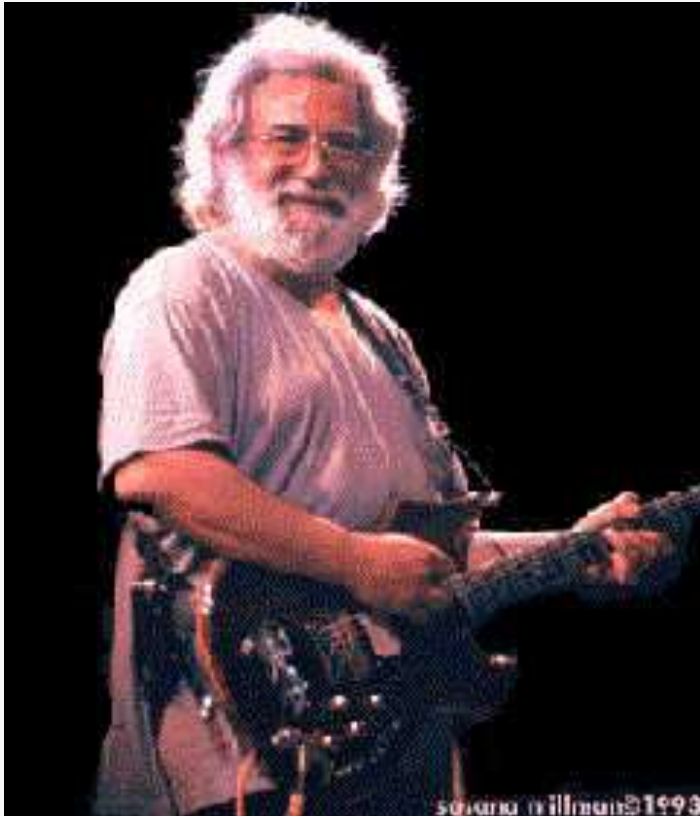


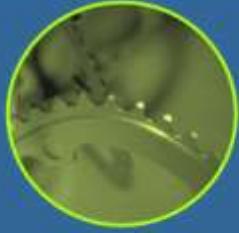
To Quote...

- *“Somebody has to do something, and it’s just incredibly pathetic that it has to be us.”*

■ Jerry Garcia

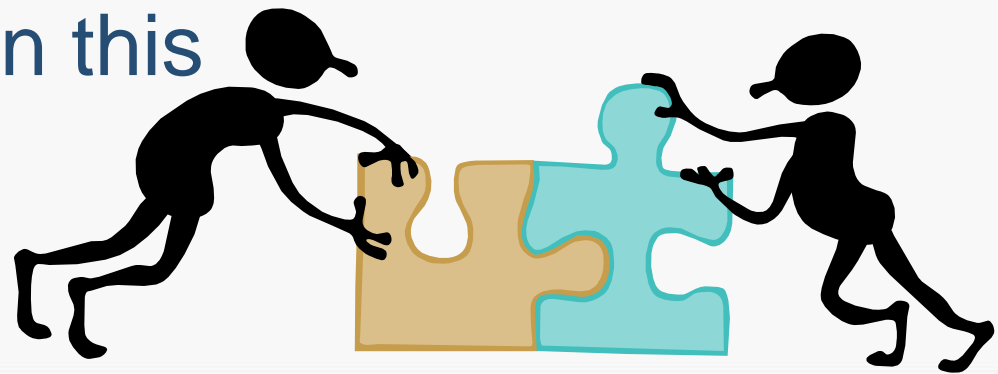
The Grateful Dead

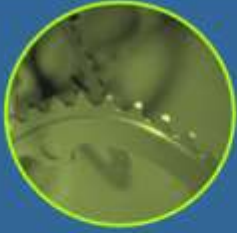




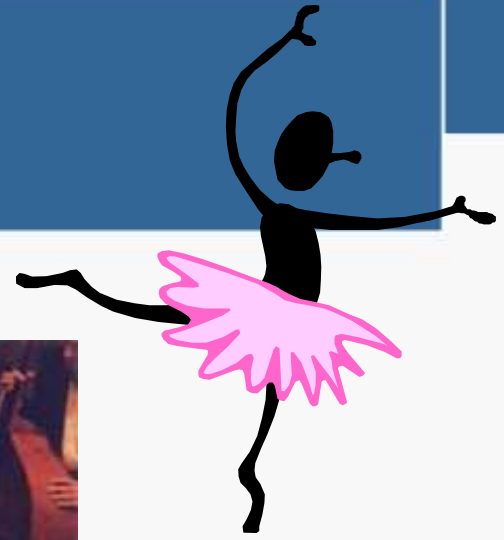
Norming

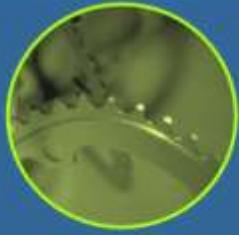
- Decided to just get on with things
- Business/Education/Government
- Got \$1,000 donations from manufacturers = \$25k+
- Do Something (okay to fail)
- Good and loyal folks stepped up and started working on this





Performing

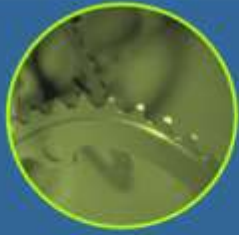




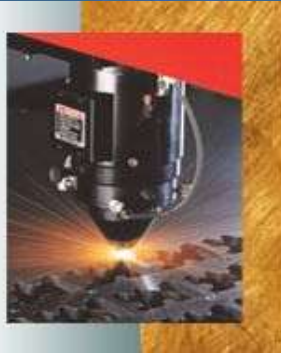
Manufacturing Works

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





Gold Collar Careers



Gold Collar Careers: High Tech Manufacturing pushing the limits of technology. Bright individuals who understand and embrace the latest machine, electronic, computer and other technologies. Creative thinkers with applied/hands-on abilities to solve problems and get things done. High demand, high potential, rewarding 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!



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



What is a Gold Collar Career?

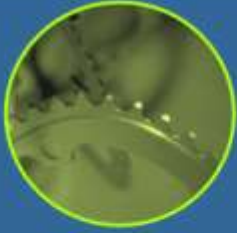
Gold Collar Careers are high tech manufacturing jobs that are pushing the limits of technology by demanding bright individuals who understand and embrace the latest

Did You Know?



His Story...

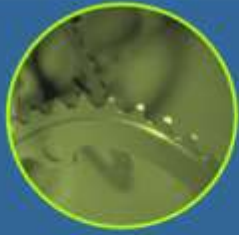




Radio

- Guest on WPR
- Career Fair Info
- Inexpensive Ads
 - Saw immediate increase in tech college enrollments





Print Ads

- Ad Promoting Machine Tool at CVTC
- Leveraged with Hutchinson Technology Help Wanted Ad
- Then in School Newspapers
 - Saw immediate increase in tech college enrollments

Graduating Soon?

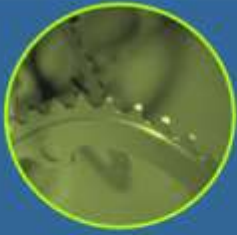
Where is your future headed?

Look into High Tech Gold Collar Careers

- Precision Machinists
- Manufacturing Engineers
- Electronic Technicians
- Engineering Technicians
- Network Specialist
- Maintenance Technicians
- Mechanical Engineers
- CNC Programmers
- Nano-Technology
- Computer Integrated Mfg.
- Medical Device Machinist
- Mechanical Designers
- CNC Laser Operator
- Robotics
- Precision Welders
- Electrical Designers
- Quality Technicians

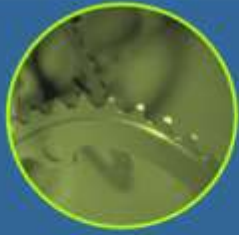


www.goldcollarcareers.com



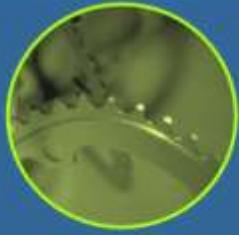
Mall Kiosk

A large, black kiosk stands in a mall atrium. The kiosk has a sign at the top that reads "SEA... DIRECTORY". The main display area is divided into sections. On the left, there is a vertical list of career paths: Manufacturing Programs, CNC Machining, Maintenance & Repair, Mechanical Engineering, Design, Tool & Die Making, Network Services, Electrical, Electronics, CNC Programming, Robotics, Computer Integrated Manufacturing, Medical Device Machines, Mechanical Design, CNC Tool Operator, Power Electronics, Precision Machining, Technical Drawing, Mechanical Engineering, and Precision Machining. The central section features a yellow banner with the text "GOLD COLLAR CAREERS" and a sub-header "Is Your Career In Need Of A Makeover?". Below this, there is a photograph of a man in a blue uniform kneeling next to a blue race car. To the right of the photo, text reads: "We can help you become qualified for these high potential jobs, in demand, right here in the Chippewa Valley!". Below the photo is another yellow banner with the text "HIGH-TECH CAREER = HIGH QUALITY OF LIFE". At the bottom of the kiosk, there is a yellow banner that says "See YOURSELF in a Gold Collar Career." and the website "WWW.GOLDCOLLARCAREERS.COM". Logos for "STOUT" and "Technical College" are visible at the bottom. The kiosk is flanked by two potted trees in white planters. In the background, a large sign for "SEA... DIRECTORY" is visible on the wall.



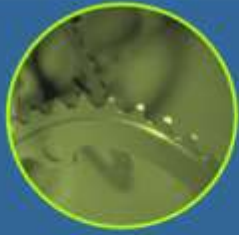
Numerous Middle / High School Career Presentations





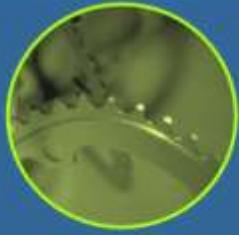
First Lego League





STEPS Program



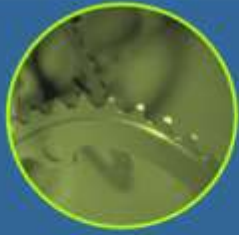


Career Valley

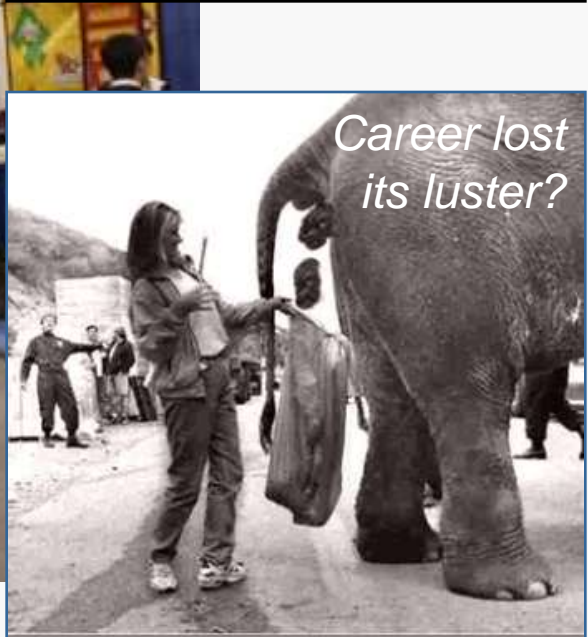


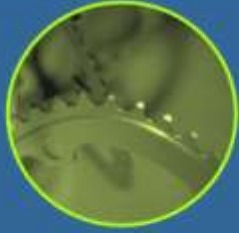
CAREER VALLEY





Career Fairs – Promoting Business and Education

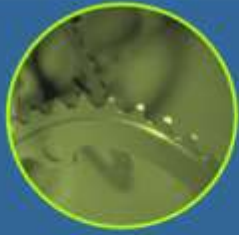




Presentations

- 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

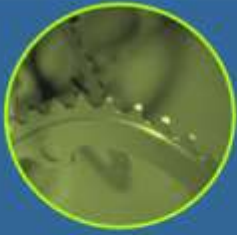




Activities Done

- 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

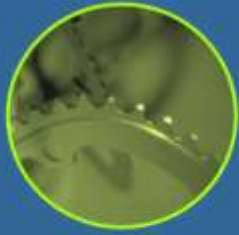




Reforming

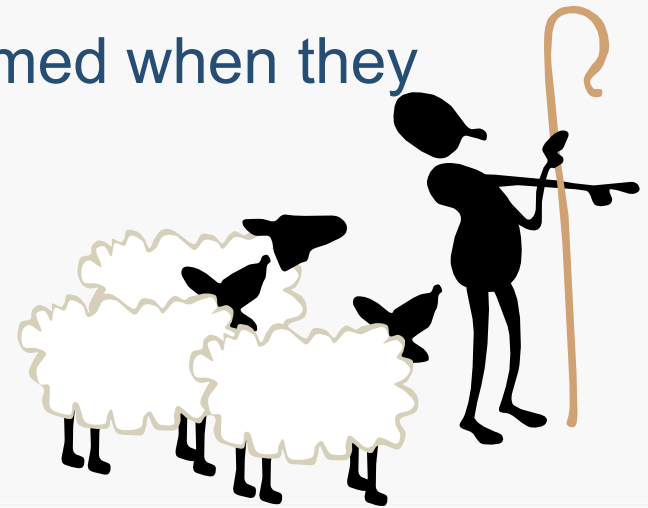


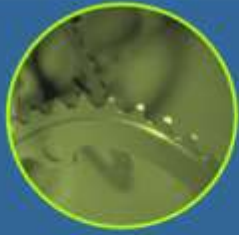
Think Different!



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

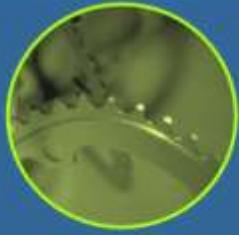




What we expect from the Mfg Community:

- 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.



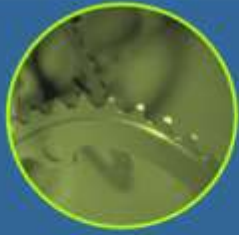


Nexen Partnerships with Education

(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

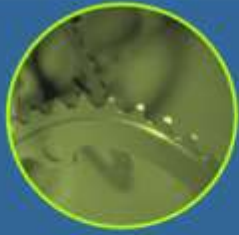




Our Future...

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





Thank You !!

- Questions?

