

News Alert

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DREAM IT. DO IT. MANUFACTURING CAREERS CAMPAIGN LAUNCHES IN WEST CENTRAL MINNESOTA

NAM Grassroots Model Addresses Persistent Skilled Worker Shortages

WASHINGTON, D.C., March 20, 2009 – The National Association of Manufacturers (NAM) congratulated the Tri-State Manufacturers' Association today for launching the Dream It. Do It. campaign in an 11-county region in west central Minnesota. The campaign addresses a persistent shortage of skilled workers by promoting understanding of high-tech manufacturing's contributions to regional economies and attracting more young people to manufacturing careers.

“West central Minnesota is a model for regions that seek to improve their global competitiveness by creating a skilled workforce,” said John Engler, president of the NAM. “Even in the current economic downturn, manufacturers are having difficulty finding qualified employees for today’s high-tech workplace – and this problem is getting worse as the Baby Boom generation retires. We must inspire more young people to prepare for and pursue careers in manufacturing if we want to remain globally competitive,” he said.

“We commend the Tri-State Manufacturers’ Association, the 360 Center of Excellence at Bemidji State University and the Minnesota Department of Employment and Economic Development for bringing Dream It. Do It. to Minnesota,” said Emily DeRocco, president of The Manufacturing Institute. “By helping to align education, workforce development and economic growth strategies, Dream It. Do It. will strengthen the manufacturing workforce in the region,” she said.

Dream It. Do It. was developed by the NAM and its research, education and workforce affiliate, The Manufacturing Institute, to help shape and strengthen the next generation of skilled manufacturing talent. The campaign builds strong regional and state alliances of manufacturers, government, economic development, workforce and educational leaders to change the attitudes of young people about careers in manufacturing and provide them with educational and training opportunities. Since the pilot campaign in Kansas City in 2005, Dream It. Do It. has grown to a network of seventeen regions and/or states across America.

For more information about Dream It. Do It., visit www.dreamit-doit.com.

The National Association of Manufacturers is the nation’s largest industrial trade association, representing small and large manufacturers in every industrial sector and in all 50 states. Headquartered in Washington, D.C., the NAM has 11 additional offices across the country. Visit the NAM’s web site at www.nam.org. The Manufacturing Institute is the research, education and workforce affiliate of the NAM. Visit www.nam.org/institute.