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Highlights From the 8th Annual MAF Summit & Final Discussion Forum

If you missed the MAF Summit in Orlando, you missed a great one. Nancy Stephens and her staff did an outstanding job in coordinating this very worthwhile event. John Ratzenberger (Cliff Clavin from “Cheers”) was the keynote speaker and presented an entertaining and compelling talk on how important “Made in America” really is. He still regrets having the chance to sabotage Woodstock and preventing the decline of western civilization and not doing it! Governor Rick Scott gave a



convincing talk on just how important manufacturing is to Florida and how he plans to further enhance its value to the state. Don Upton from Fairfield Index lead the third Discussion Forum on Educating & Certifying Florida’s Manufacturing Workforce in which the Manufacturing Institute’s president, former assistant US Secretary of Labor, Emily DeRocco brought us up to speed on national talent development initiatives and challenged Florida to continue the exceptional reforms and implementation that has made it a leader for manufacturing talent development. The session yielded a lot of practical

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Partner Spotlight—ETAM: A New Resource Addressing Skills Needed in Manufacturing

Polk State College has been ahead of the national curve in building relationships among industry, academic and workforce partners to strengthen the workforce for Florida’s advanced manufacturing sector. The college, in association with the Polk State Corporate College and the Banner Center for Advanced Manufacturing, continues to create and deploy programs that provide links for short-term training with pathways into Engineering Technology degree programs, giving unemployed and dislocated workers, students and incumbent workers the skills and knowledge they need to compete in the high-tech global marketplace. With an Engineering Technology & Advanced Manufacturing (ETAM) grant from the Department of Labor, Polk has partnered with two other state colleges, regional workforce boards and industry to develop and deploy cutting edge curricula with links to industry-recognized credentials to upgrade and advance the skills of Florida’s manufacturing workforce.

As part of the ETAM initiative, beginning January 18, 2012, from 5:30 p.m. to 9:30 p.m., a 2 evening per week, 10-week, 80-hour Banner Center “Manufacturing Essentials TBL (technology-based learning) Version” short course will be offered to incumbent and/or displaced workers. This course offered in conjunction with the Banner Center for Advanced Manufacturing, the ETAM project, and HCC’s TBL Initiative will be the first time the course has been offered specifically to collect ROI data on the value of the certification and training from



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3rd & Final Discussion Forum on Talent Development Held at MAF Summit

The Banner Center, MAF, and NAM’s Manufacturing Institute teamed up to conduct two state-wide discussion forums on talent development earlier this year. The third forum for Educating and Certifying Florida’s Manufacturing Workforce took place at MAF’s Annual Manufacturers Summit this week. At the first forum last May, manufacturing representatives from across the state met at Daytona State College to discuss the skills, knowledge and certifications they felt were needed in their workforces. The following month, the second fo-

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From The Director:



In previous issues I've discussed the Banner Center for Advanced Manufacturing, the unified system of education and training for advanced manufacturing in Florida to, industry certifications, collaboration and partnership, the Manufactures Association of Florida, and our curricula solutions, to ensure that Florida has the skilled workforce, from technician to management, to retain and expand our diverse manufacturing sector. This quarter, I'd like to take the opportunity to discuss the value the Banner Center brings to the talent development system and manufacturers and its sustainability.

The Banner Center for Advanced Manufacturing is one of 11 Banner Centers offered seed funding from Workforce Florida, each representing a different industry sector. Since our Center's start-up in August 2006, we have been the bridge between industry and the talent development pipeline (education and training). We have worked diligently to determine industries needs and then translate those needs into solutions (curriculum, training, and certification resources) for developing and sustaining Florida's manufacturing production workforce and contributing to the expansion of its diverse manufacturing industries. The Center offers our expertise to any Regional Manufacturers Association, School District, Technical Center, College, Workforce Board, or Economic Development Agency to ensure that national standards and state aligned resources are correctly implemented at the local level. This public service consumes much of the Center's time, but is essential for the statewide success of manufacturing talent development. To offset the costs associated with this service, the Center has developed supporting curricula and train-the-trainer programs that subsidize our budget. Unfortunately, the Center's funding from WFI is sun setting on June 30, 2012 and revenue from those products is insufficient to fund our activities. We are working to address this funding shortfall but need your help. If you have seen value in the work that the Center has done, please consider contacting WFI President [Chris Hart](#) to let him know that the Banner Center for Advanced Manufacturing is a resource that manufacturers cannot afford to lose. Also, please consider donating to our Foundation Account at Polk State College ((Specify Fund 2270).

Please enjoy this issue of the Manufacturing Connections with articles about the fantastic Manufacturers Association of Florida Annual Summit, our third and final Talent Development Forum, and the Polk State College ETAM initiative. To get important up-to-the-minute updates on advanced manufacturing, talent development, and STEM – connect with us on LinkedIn, Facebook & Twitter – Dr. Roe



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Banner Center Receives Two Community Partner Awards from Manufacturers

Recently both SAMA and MACF recognized the value of the Banner Center for Advanced Manufacturing, honoring them with community service awards at their annual awards meetings. It is gratifying to be recognized by the people that make this state strong—manufacturers.

SAMA (Sarasota Area Manufacturers Association) presented Dr. Eric Roe with the Friends of the Industry—Educator Award.

MACF (Manufacturers Association of Central Florida) presented Dr. Roe its Community Partner Award to the Banner Center for Advanced Manufacturing.

MSSC Launches New CPT-Green Module

(Excerpt from MSSC's Community News Alert, October 27th, 2011.)

On October 18 in Dayton, Ohio, MSSC launched a new credentialing module dedicated to help train and assess the nation's front-line manufacturing workforce against industry-defined national standards related to "green production." Under GPM, workers and students will be able to secure an industry-recognized, nationally portable MSSC "Green Production" Certificate. This credential is applicable to "greening" all manufacturing sectors, not just those producing "green goods," such as solar panels and wind turbines.

Jane Oats, Assistant Secretary of Labor for Employment and Training, U.S. Department of Labor, keynoted the event. She congratulated MSSC on developing this new module and the importance of MSSC's industry-recognized credentials along a manufacturing career pathway of "stackable" credentials. Leaders from industry, education and labor all participated in this GPM Launch Event. In addition, 23 MSSC-authorized instructors received both GPM instructor training and took the GPM assessment on the margins of the launch event. MSSC is thus already building the infrastructure for GPM deployment.



"In developing GPM, we quickly discovered that 'green production' skills will be integral to all manufacturers interested in improving their sustainability performance," said MSSC CEO Leo Reddy. "Front-line production workers who are GPM-certified will be a powerful force in helping manufacturers gain a competitive advantage in achieving their sustainability goals," he added.

GPM will be a fifth module in the Certified Production Technician (CPT) program. Due to the emerging nature of green production, MSSC will not require individuals to obtain a CPT-Green certificate to obtain their full CPT certification. They will still be required to obtain all of the other four certificates (Safety; Quality Practices & Measurement; Manufacturing Processes & Procedures; and Maintenance Awareness) in order to obtain their full CPT status.

Highlights From the 8th Annual MAF Summit & Final Discussion Forum (cont.)

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recommendations for policy changes that will help improve manufacturing's future workforce.

The session on "We've Got the Jobs—Where Are the Certified and Qualified Workers" was outstanding. With panelists Eric Owens (FL DOE), Chris Hart (President of WFI), Marilyn Barger (FLATE), Kristine Thayer (Univ. of Phoenix), and our own Dr. Eric Roe (PI/Director of the Banner Center for Advanced Manufacturing), Don Upton was able to bring together an "A-Team" of experts to inform manufacturers what resources are available to them and how they can best utilize those resources to prepare for future workforce needs.

President Hart assured everyone that Governor Scott and Workforce Florida were committed to "building out the talent supply chain" by continuing to support this effort. Dr. Marilyn Barger emphasized FLATE's ongoing commitment to professional development for teachers. Eric Owens (DOE) emphasized the importance of developing relationships with the schools. Kristine Thayer, from University of Phoenix, stated that they fully embraced the NAM-endorsed credentialing (and Banner curriculum for achieving industry certification) and articulated college credit for these certifications in their online college degree—B.S. in Business with Manufacturing concentration. Dr. Eric Roe reminded the crowd that we had done much of the difficult work—FLATE has an excellent marketing tool



with "Made In Florida," the Banner Center has developed effective curriculum aligned with industry certifications, and we've obtained articulation agreements leading to college degrees.

For those who visited The Manufacturers Marketplace Exhibits, many positive comments were made as to the value of the information available, the excellent contacts, and how valuable the exposure of

organizations' products and services was. The silent auction raised needed funds for MAF's new 501(c)3 foundation—MAF Center for Advanced Manufacturing.

So many important topics were addressed: how state manufacturers and logistics firms can work together; how the Florida regulatory landscape is changing to balance economic growth with environmental protection; how to qualify for state incentives for your expansion and growth projects; minimizing energy costs for manufacturers; how Manufacturers of the Year award winners achieved their accomplishments; and much more.

So many great speakers, so much to see, so much to share... If you missed it, make sure you don't miss it next year.

NEW Regional Manufacturers Association

The Banner Center is proud to have been part of the founding of a new 11th RMA to serve Florida Manufacturers. A group of dedicated manufacturers, the Gainesville Area Chamber of Commerce, and FloridaWorks have formed a founders group to establish the North Central Florida Advanced Manufacturers Association, serving Alachua, Bradford, & Columbia counties.

Congratulations to all of the "Founders", if you are interested in learning more about NCFAMA and attending the kick-off event in the spring of 2012, please contact NCFAMA interim president Donna Burdge at Sanvik Mining and Construction (donna.burdge@sandvik.com).

Check out the Banner Center -sponsored Manufacturing Advertorial in Florida Trend's NEXT

to raise awareness of advanced manufacturing with today's high school students.

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Explore these websites to learn more about manufacturing careers, companies and educational opportunities in Florida

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3rd & Final Discussion Forum on Talent Development (cont.)

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rum focused on seeking input from educators and trainers from across the state was held at State College of Florida—Lakewood Ranch. Nancy Stephens (MAF), Jennifer McNelly (NAM’s Manufacturing Institute), Don Upton (Fairfield Index, Inc.), and Dr. Roe guided the discussion, along with speakers Daisy Vulovich (SCF) and Eric Owens (Florida DOE). Participants looked at the information gathered from the manufacturers in the May discussion forum and discussed what was being offered and where the gaps were.

Finally, on November 30th at the MAF Annual Summit in Orlando, manufacturers, educators, and workforce/economic development professionals came together to tie all the discussions together, discuss preliminary recommendations for policy changes, and create a Florida manufacturing talent development action plan. Andra Cornelius, VP of Workforce Florida, told the crowd that it was time to “get beyond just aiming and start shooting” (in terms of applying what we’ve learned about manufacturing’s education, training & certification needs) and get on with developing the globally competitive workforce we have to create in Florida.



Don Upton encouraged everyone to go to MAF’s website and review the results of these discussions (final results will be added ASAP). He reiterated things that manufacturers want—toolkit/clearinghouse of information they need; better K-12 engagement; PR tools to attract and inform students, parents, school officials, economic development personnel, etc.; ROI evidence that certifications are important and help the workforce.

Emily Stover DeRocco, President of the Manufacturing Institute and Senior VP of NAM (National Association of Manufacturers) admonished Florida manufacturers to embrace the NAM-endorsed stackable credentials that have been developed and start supporting them. According to DeRocco, “the research has already been done, the solutions (certifications that lead to building a skilled and educated workforce) have been created,” now let’s get to work and support them. “NAM already has the toolkit,” DeRocco added. She emphasized the “pull that is needed by companies” (giving preference or requiring MSSC CPT certification) in their hiring and promotional practices. She also stated that NAM’s goal is to credential 500,000 manufacturing workers by 2016.

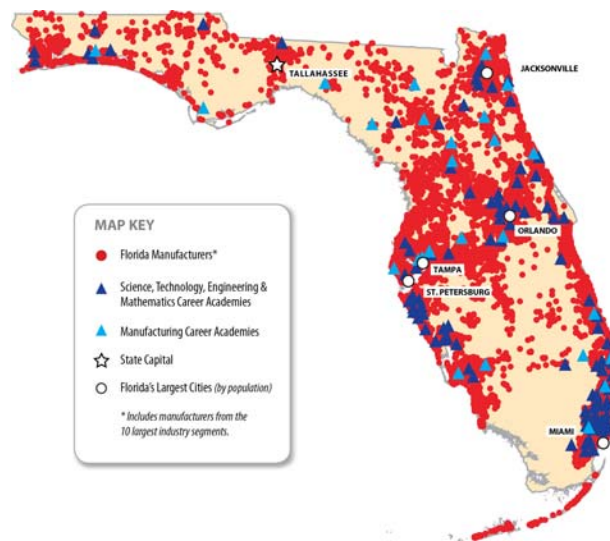
DeRocco and others mentioned that there are lots of things that manufacturers can do to improve the perception that manufacturing isn’t “sexy.” Art Hoelke (VP/General Manager of Knight’s Armaments & Chair-

person of the Banner Center’s Advisory Council) shared a great example of how important relationships are as he told the crowd about the success of the STEAM Academy at Space Coast High School. It is an example of positive things that can happen when manufacturers adopt a school and show some interest in education. Art was especially proud of how Knight’s Armament had provided incentives for 30 students who had started the program in their 9th grade year and how all 30 of the kids graduated together this past year with great options for the future. Dr. Hugh Rogers and others emphasized that internships and company visits lead to jobs and good future workers.

Expect to see and hear much more about how to improve manufacturing’s workforce in the near future.

Survey of Educational Programs

As part of the Forum process, the Banner Center heard loud-and-clear from Florida manufacturers that it needed a one stop shop to find the programs, resources, and best practices for talent development. As the first step in developing that portal, the Banner Center developed an asset map of all Manufacturing-related academic programs in Florida. This asset map will be sent to all of the Summit participants and can be found soon on the Banner Center for Advanced Manufacturing website (www.banner-mfg.org).



With this data and the forthcoming webpage, an employer can easily locate any manufacturing related high school career academy, technical center certificate program, or college certificate or AS degree program. The Center, MAF, and NAM hope that this resource helps employers connect with their local educational programs to support programs and outreach, mentor students, and hire graduates.

Right Skills Now—An Accelerated Credentialing Program

At the NAM (National Association of Manufacturers) Board of Directors meeting on October 13th, the Manufacturing Institute, along with its credentialing partners, launched the **Right Skills Now** program. According to Emily Stover DeRocco, President of the Manufacturing Institute, this program is designed to both accelerate unemployed and transitioning workers' return to work and to meet the high demand for workers in precision machining jobs in manufacturing. It was created at the request of the President's Council on Jobs and Competitiveness.

The program is an accelerated education solution that will train and deliver just-in-time quality talent to manufacturers so they can sustain and expand operations. It utilizes a 16-week curriculum, with a follow-up internship, and marketing materials that can be branded to each state and to the colleges that wish to implement the model.

The need for a manufacturing workforce skilled in precision machining was recently highlighted in the Manufacturing Institute's **2011 Skills Gap Survey and Report**. Many regions around the country, including several areas of Florida, are experiencing similar demand, and it is hoped that this program can provide a viable solution as well as an "entrée to the NAM-Endorsed Manufacturing Skills Certification System" says DeRocco.

The NAM-Endorsed Manufacturing Skills Certification System is a system of stackable credentials applicable to all sectors in the manufacturing industry. These nationally portable, industry-recognized credentials validate the skills and competencies needed to be productive and successful in entry-level positions in any manufacturing environment, and can be learned and earned in secondary and postsecondary education. The credential partners that comprise the Skills Certification System are ACT, the American Welding Society, the Manufacturing Skill Standards Council, the National Institute of Metalworking Skills, and the Society of Manufacturing Engineers.

See more at rightskillsnow.org.



ETAM & ROI Study (cont.)

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manufacturers. According to ETAM Program Manager Howard Drake, successful completion of the course will allow participants to sit for the nationally recognized MSSC CPT (Manufacturing Skill Standards Council Certified Production Technician) certification. This certification not only helps participants in their personal development, but addresses the recognized skills gap that the manufacturing sector is experiencing. Research has indicated that workforce shortages are negatively impacting manufacturers' ability to expand.

Manufacturers realize they need to address these skill gaps and are working to develop their current talent to close the gap. However, research indicates they are still relying primarily on informal efforts and the skilled employees that are hardest to find are those that are affecting operations the most. The industry is looking to their workforce for future business success and a skilled and flexible workforce is the number one strategy to impact their operational success.

The CPT certification provides the manufacturing industry with the confidence that their workforce will have the foundational knowledge and understanding of key processes such as industrial safety, maintenance awareness, quality assurance, workforce skills, and an understanding of production processes. The changing nature of manufacturing work is making it harder for talent to keep up. The MSSC CPT, utilizing the Banner Center's curriculum, in conjunction with specific company training programs, can have a significant impact in addressing the skill gap issues.

As mentioned in the MAF Highlights article, several manufacturers have been hesitant to support MSSC CPT certification, wanting to see more proof that the training and certification makes a positive difference in the workforce. Please join the Banner Center in conducting this comprehensive ROI (Return On Investment) study beginning with participants in this class. Hopefully some positive data can be added to the testimonials already presented by MSSC and the Banner Center's partners.

To register for the upcoming "Manufacturing Essentials TBL" course and ROI Study that starts January 18th, please contact Jason Selfridge at jselfridge@polk.edu. For more information on the local impact of the Banner Center for Advanced Manufacturing and the ETAM initiative, contact Howard Drake at hdrake@polk.edu or Dr. Eric Roe at roe@banner-mfg.org.

Quick Links

Apprenticeship: The Banner Center and MAF are partnering to register the combined maintenance crafts EIA and Millwright/Mechanic apprenticeship programs as a statewide program under MAF. This program is based on the award winning Mosaic Company /Banner Center for Advanced Manufacturing/Polk State Corporate College program. The paperwork has been submitted to FL DOE for final review. We expect to have the program ready for regional/local adoption at the start of the new year.

Skills Gap Report: Deloitte and the Manufacturing Institute have renewed the Skills Gap study, conducted in July and August, 2011, seeking to answer several important questions about the nature of the skills and talent gaps in manufacturing today:

What impact is the skills gap having on company performance? Which manufacturing jobs are being affected the most? What does the future of talent look like? What upcoming trends are companies preparing for today? How fast are these changes happening?

Overall, the survey findings are consistent with previous Skills Gap studies, with 67% of respondents reporting a moderate to severe shortage of available, qualified workers and 56% anticipating the shortage to grow worse in the next three to five years. In addition, the survey indicates that 5% of current jobs at respondent manufacturers are unfilled due to a lack of qualified candidates. [View the Complete 2011 Skills Gap Report at TheManufacturingInstitute.org.](#)

WFPF Policy Brief: The Banner Center was featured in a Working Poor Families Project (WFPF) policy brief on apprenticeship authored by David Alstadt. The brief "Improving Access to Apprenticeship: Strengthening State Policies and Practices" describes state efforts for engaging employers through outreach, apprentice recruitment, and training subsidies while strengthening linkages to postsecondary and workforce development systems and improving rates of entry and successful completion of lowskilled adults. Download the brief from the publications page of our [website](#) or from [working-poorfamilies.org](#).



MAF Manufacturer of the Year Award Winners: The following companies won MAF's MOY Awards at the Summit. Congratulations to all.

- Up to 60 employees—Pharmaworks
- 61-125 employees—Goodrich Corporation
- 126-400 employees—FARO Technologies
- Over 400 employees—Nipro Diagnostics

Gulf Coast State College Offers Mobile Laboratory Training Kits



As a partner with the Banner Center, Gulf Coast State College offers several innovative training kits that your organization may benefit from.

In an effort to meet the computer automation and robotics technology training needs of manufacturing employees nationwide, Gulf Coast State College is offering the **Mobile Laboratory Training Kit**, a flexible, cost-effective alternative to standard training methods. There's no need to send employees out of town for training because the **Mobile Laboratory Training Kit** comes to you. Each kit contains everything needed for a unique blend of hands-on training utilizing an online course delivery method. A **Mobile Laboratory Training Kit** can be shipped directly to your workplace, providing state-of-the-art training for up to 15 of your employees. The kit remains at your office for up to 16 weeks and is easy to use. Simply open the kit, set up the laptop computer, connect to the internet and you're in a college class! Employees can opt to take each course for non-credit training or for college credits leading to a certificate or A.A.S. degree. Visit our website at http://www.gulfcoast.edu/technology/cim_tutorial/ to learn more details on the courses available. This program can also be customized to meet your specific training needs. These cost-effective, onsite hands-on training kits are available in the following areas: Programmable Logic Controls, Motor and Motion Controls, Hydraulics & Pneumatics Controls, Process Controls & Instrumentation, Industrial Networking and Industrial Robotics.

For more information, contact Dean Eavey at 850/769-1551 ext. 4868.



Banner Center Materials Available:

Manufacturing Fundamentals - This newly revised curriculum is a 120-contact hour, 5-unit program for the entry-level production worker or high school or career academy student. It is aligned with the Manufacturing Skill Standards Council (MSSC) Certified Production Technician (CPT) Certification to provide the fundamental skills and knowledge for Florida's diverse manufacturing sector. The training prepares the participants to take and pass the MSSC CPT exams.

Manufacturing Essentials - This newly revised curriculum is an 80-contact hour, 5-unit program for incumbent or displaced workers available in both the standard instructor-led curriculum and the Technology-Based Learning (TBL) version, commonly known as e-learning. The TBL-enhanced version utilizes the internet, intranet sites, satellite broadcasts, audio and video conferencing, chat rooms, web casts, simulations, and other options. Like the Fundamentals version above, these two curricula are aligned with the Manufacturing Skill Standards Council (MSSC) Certified Production Technician (CPT) Certification and prepares the participants to take and pass the MSSC CPT exams.

Supply Chain Management (SCM) - This new curriculum is a 150-contact hour, 7 unit program for entry-level, incumbent or displaced logistics workers. The course is aligned with the MSSC CLA/CLT (Certified Logistics Associate/Certified Logistics Technician) and the AST&L (American Society for Transportation & Logistics) GLA (Global Logistics Associate) certifications. This course was jointly developed with the Banner Center for Global Logistics.

Instructor Certification Course (ICC) - Manufacturing - This course covers the knowledge and skills required to become a certified instructor for the Employ Florida Banner Center for Manufacturing's curriculum and to earn the MSSC CPT Certification. This is a 3-day training course designed for high school faculty, career academy instructors, and corporate trainers. Upon completion of the training, participants will receive a hard copy of all five **Manufacturing Essentials** or **Manufacturing Fundamentals** Instructional Guides (whichever is appropriate) and PowerPoint instructional slides. They also have the opportunity to take and pass the MSSC CPT assessments. The next ICC-CPT will be offered February 7-9, 2012.

Instructor Certification Course (ICC) - Supply Chain Management - This course covers the knowledge and skills required to become a certified instructor for the SCM curriculum above and to earn the MSSC CLA or CLT Certification. This is a 2-day training course designed for high school faculty, career academy instructors, and corporate trainers. Upon completion of training, participants receive all 7 Unit Instructor Guides and PowerPoint slides. They also have the opportunity to take and pass the CLA or CLT certifications.

For Prices & To Order Materials, contact:

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