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The BUZZ

Helping students understand global challenges and education paths to obtain skills that lead to good paying careers in manufacturing and related businesses.

Nebraska's Dream!t Do!t® Newsletter

March 2012

Published by: Nebraska Advanced Manufacturing Coalition (NAMC)



namc
NEBRASKA ADVANCED
Manufacturing Coalition

The Nebraska Advanced Manufacturing Coalition's (NAMC) logo got a facelift! The new NAMC logo, above, better reflects NAMC's vision of advanced manufacturing, power, and progress.

The new logo is just the beginning — the website and other materials will also be updated to showcase manufacturing's innovation, job opportunities, education opportunities, technology, and global economic security.

T-SHIRT LAUNCHER



Students from Ralston High School toured TRI-V Tool & Mfg. Co.

Jon Olsen, Technical Education instructor, with two other instructors from Ralston also toured that day.

The students presented TRI-V with a t-shirt launcher that they made for class project.

JENNIFER MCNELLY NAMED PRESIDENT OF THE MANUFACTURING INSTITUTE



Jennifer McNelly,
President Manufac-
turing Institute

Jennifer McNelly will succeed Emily DeRocco as the President of the Manufacturing Institute. The Manufacturing Institute is the non-profit affiliate of the National Association of Manufacturers (NAM) and is the developer and leader of the national Dream It. Do It. Initiative.

McNelly was a member of the Senior Executive Service (SES) for the U.S. Department of Labor. She has extensive experience in workforce development, employer engagement, and business. She is a proven leader at the Institute as the chief architect of one of the organization's flagship initiatives, the NAM-Endorsed Manufacturing Skills Certification System, which is building the next generation of skilled manufacturing talent.

"Manufacturing is the lifeblood of American towns and communities," said McNelly. "As I have travelled across the country meeting with employers, teachers, and students, I have seen the face of manufacturing and witnessed first-hand that it is the workforce that drives innovation and business competitiveness. I am humbled and honored to lead efforts to develop the talent we need to keep American manufacturing the best in the world."

As President of the Institute, McNelly will drive an agenda focused on improving and expanding manufacturing in the United States through education, innovation and research.

See more at: www.themanufacturinginstitute.org/

Congratulations Jennifer!

MARCH MADNESS



Columbus Career Dream Team Mentor, Tyler Kime with NPPD talks to students at Lost Creek grade school during their Meet and Greet Mini Career Fair.

Dream It. Do It. volunteers, area directors, and career dream team mentors were out in full swing in March.

It was a month of career fairs, manufacturing tours, job shadows, a mock interviews, and more. Over-all, in March, Dream It. Do It. representatives spoke to over 2,000 students about careers, education, and skills needed in manufacturing and related businesses.



Annie Crimmins with Conductix-Wampfler conducts a mock interview with a Bellevue student.



Dawson County Career Fair.

See the Columbus Newsletter about Lost Creek's University Week (attached).



nmc
NEBRASKA ADVANCED
Manufacturing Coalition

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IN THE NEWS!

LEXINGTON — March 23, 2012 Career Fair Gets Students

Thinking

DIDI Area Director, Stephanie Nichols coordinated a career fair that included high school students in: Lexington, Gothenburg, Cozad, Elwood, Eustis-Farnam, and Elm Creek.

Representatives from 27 colleges and 21 businesses were there to answer students' questions. "Having the college representatives at the fair gives

students a chance to match a career with education" Stephanie said.

Nichols said "One thing I don't want to happen is for students to only have a once-a-year exposure to a business" she said. "Now we capitalize on the interest and push forward."

http://lexch.com/news/local/article_a7f5a168-7528-11e1-b0ff-0019bb2963f4.html



AREA DIRECTOR UPDATES

OMAHA/FREMONT: John Vyhldal/Dan Demuth— John, Dan, and Brad Bartlett attended the Fremont career fair. There were about 775 student in attendance.

The advanced manufacturing internship program with Metro and Bellevue is going very well. John is looking to expand the internship program into other curricula like logistics and electrical/electronics.

HASTINGS: Kelly Christensen/Becky Utter— Looking at NIMS (National Institute for Metalworking Skills) as the next level of credentialing.

Held a Robotics competition in the Kroc Center. Becky represented her Vex team from CCC Hastings Campus.

Getting ready for the Skills USA Nebraska Leadership and Skills competition at CCC in Hastings April 12-14, 2012

NAMC SCORECARD 2012

2012 Events Attended	Est. Attend.	Est. Contacts
High School Career Fairs	4319	3407
Classroom Presentations	240	240
Community Presentations	175	175
Mfg. Tours / Job Shadows	26	26
DIDI Meetings	174	174
DIDI Booth	450	360
Buzz Newsletters	1095	1095
News Media	1095	1095
Website Traffic	2946	2946
Year-to-date 2012 (Jan-Mar)	10,520	9,518
Campaign Totals 2006-current	115,914	72,653

Husker Sports Radio Campaign Sep. 2011-Mar. 2012:

Radio Interview (39 stations across NE—three-minute spots on Husker game day)	1,638 "spots"
Radio Commercials (KFAB - #1 station in NE)	110 (:30 spots)
Impressions Huskers.com (DIDI banner)	149,587
Men's Basketball Program (DIDI Ad)	35,000
Women's Basketball Program (DIDI Ad)	15,000
Twitter Campaign—# of "Impressions"	200,000
Facebook—# of "Friends"	259

JENNIFER EPTING SAYS "ARRIVEDERCI!"

NORFOLK: Jennifer Epting, Cost Accountant with Nucor, and our first Career Dream Team Mentor to become an Area Director, is leaving Nebraska. Nucor has offered Jennifer a position in their Joint Venture in **Brescia, Italy**.



She wants to thank the Dream It. Do It. team for all the work they do for Nebraska. She has had a wonderful time working with all of us and is looking forward to her new and challenging opportunity.

We will miss you Jennifer! **BUONA FORTUNA & CONGRATULAZIONI!** (good luck & congratulations!)

IN THE NEWS!

OMAHA WORLD HERALD — March 5, 2012 A High-Tech Matchmaker



Cody Olsen, a mold maker machinist at Tri-V. Photo: BURNETT/THE WORLD-HERALD

Omaha— A project by the Nebraska Business Development Center aims to help match federal buyers with technology and research companies is working with Tri-V Tool & Manufacturing to help them land some federal government contracts.

The center, along with a New York-based firm that links technology and research companies with government contracts has launched a website they're calling the Nebraska Tech Showcase. It's a director of dozens of Nebraska manufacturing, renewable energy

and R&D firms, as well as individual university researchers—a director that can be used as a one-stop shop for the U.S. agencies.

"It could be a resource that results in millions of dollars flowing into the Nebraska economy and that means jobs in Nebraska," Robert Bernier, the state director of the Nebraska Business Development Center said.

For more information about getting involved with the Nebraska Tech Showcase, call 402-554-2521 to speak with Robert Bernier, Roger McCullough or Jean Waters.

Read more at: <http://www.omaha.com/apps/pbcs.dll/article?AID=/20120305/MONEY/703059987/11598template>