The next **MANUFACTURING DAY** is **OCTOBER 3, 2014**
This year, MFG DAY grew to 834 events nationwide. Let's make MFG DAY 2014 even bigger!

Lessons Learned from MFG DAY
AMP 2.0 Regional Meeting, 4/21/2014
Mark Schmit, NIST MEP
[www.mfgday.com](http://www.mfgday.com)
THE MFG DAY MISSION

MFG DAY addresses common misperceptions about manufacturing by giving manufacturers an opportunity to open their doors and show, in a coordinated effort, what manufacturing is — and what it isn’t. By working together during and after MFG DAY, manufacturers will begin to address the skilled labor shortage they face, connect with future generations, take charge of the public image of manufacturing, and ensure the ongoing prosperity of the whole industry.

AMP 2.0

PCAST has considered and adopts the recommendations of the AMP Steering Committee. These recommendations fall in three key areas: (1) enabling innovation, (2) securing the talent pipeline, and (3) improving the business climate. They include a call to establish a national network of manufacturing innovation institutes (in line with what you announced on March 9th); an emphasis on investment in community college training of the advanced manufacturing workforce; an approach to evaluate platform manufacturing technologies for collaborative investment; a plan to reinvigorate the image of manufacturing in America; and proposals for trade, tax, regulatory, and energy policies that would level the global playing field for domestic manufacturers.
2013 Results

- **834** organizations hosted open houses in 48 states, PR, Canada

- **+35,000** attendees

- **150+** sponsors and endorsers

- Leveraged Twitter, Facebook, YouTube, and branded email


- Proclamations, including **15 Governors**

- Congressional participation, including **9 floor speeches**

- #22 Shell-Penzoil **Nascar promotion**

- Science Channel **How It’s Made**
Campaign Elements

Manufacturing Day is coming on October 4th!

Help us celebrate how things are made. Learn more about Manufacturing Day here >> http://w1n.in/WqTx

Manufacturing Day: COMING TO A CITY NEAR YOU
www.mfgday.com
Find out how You Can Make It Here this October 4!

Manufacturing Day is coming on Oct. 4th. Get ready for real-life #HowItsMade! Info here >> w1n.in/WqTN

10:54 AM - 10 Sep 13
Campaign Resources

Manufacturing Day 2013
Social Media Playbook

Manufacturing Day 2013 Produced by:

United States Census Bureau

Edge Factor: Impact: Manufacturing Day
# MFGDay IPM Calendar Airings on Science

## September 9 – October 4

**SHOW COLOR KEY: How it's Made IPM airings**  **How Do They Do it? IPM airings**

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What Manufacturing Really Looks Like Infographic
Manufacturing Drives Our Economy

Manufacturing supports more than 17.4 million U.S. jobs. $1.00 spent in manufacturing creates $1.48 for the U.S. economy.

12% GDP
Manufacturing comprises nearly 12% of our GDP.

1
U.S. Manufacturing is the tenth largest economy in the world.

Manufacturing Offers Diverse Career Opportunities

Welders
Engineers
Designers
Sales/Marketing Professionals
Assemblers
Electricians
Computer Programmers/Operators (IT)
Machinists
Researchers
Facturing Extension Partnership

U.S. Department of Commerce
$60k
Annual average salary of entry-level manufacturing engineers

$77k
Annual average salary of manufacturing workers

Manufacturing Day: Celebrating the Backbone of America

The first Friday of October marks Manufacturing Day. The movement seeks to improve public perception of manufacturing careers and expand understanding of its value to the U.S. economy. Manufacturers open their doors to educate the public through open house tours and events.

America Noticed: 2013 MFG Day Results

834 Organizations hosted open houses and events

35,000+ Attendees

80 million: Learned about Manufacturing Day through Discovery Communication’s Science Channel and “How It’s Made”

+Thousands: News articles published

22 Penske Racing No. 22 Shell-Pennzoil Ford Fusion race car deck lid featured the Manufacturing Day logo at NASCAR® Sprint Cup

15 Governors issued proclamations officially recognizing Manufacturing Day

9 Floor speeches delivered in Congress

Thanks to everyone who spread awareness about U.S. manufacturing.

Mark your calendars for the next Manufacturing Day on Friday, October 3rd, 2014.

www.MFGDay.com

10.03.14
What is my ask

• Help us reach 1500 events
• Commit to having your companies host a MFGDAY Event
• Encourage others to do the same
• Invite your community to tour your shop
• Change the life of someone