

FAME Newsletter – April 2009

Bringing educators and advanced manufacturing together to accelerate regional employment!

Hello FAME members and partners,

Welcome to this edition of FAME's General Newsletter. If you have any questions on the items listed below, please email Michele Stolberg for more information (fame@fingerlakesworks.com). We value your input and involvement-- thank you for participating in FAME!

❖ **Letter from the Chair:** FAME's Corporate Advisory Board activity with FLCC

Dear FAME Stakeholders,

In recognition of FAME's outreach activities, a group of FAME companies were invited to participate in the development of a new degree program at Finger Lakes Community College. Professor Sam Samanta worked with the group's input and created the Advanced Automation Technology Associates Program. Aspects of detection devices, programming, electronics, statistics and team building are being integrated into this new program, which also features a co-op experience.

This is a perfect opportunity for FAME members to help strengthen the vital collaboration between academia and industry. We can help by promoting this program (as well as other technology programs) and by providing co-op position opportunities during the summer, and 3rd and 4th quarters, of 2009. Please speak to the leaders in your organizations and consider offering co-op positions for this program and others. Engaging youth in advanced manufacturing career opportunities is one of FAME's primary goals. New program's like this one, that spring out of corporate advisory boards, are models for future program development. Supporting them will help insure FAME members have a highly skilled and educated workforce to support our growth into the 21st century!

Thanks for your support!

Mike Mandina

FAME Chair

President, Optimax Systems, Inc.

❖ **Start Here for a High Tech Career - Advanced Manufacturing hosts needed!**

The Finger Lakes Workforce Investment Board is pleased to announce Year 2 of the "Start Here for a High Tech Career" program. The program will allow 30 students to be placed in the career cluster areas of Advanced Manufacturing, Health Care and Food and Ag sciences. In 2008, FAME employers provided support to the program by hosting students at their sites for a variety of work experience opportunities in the area of Advanced Manufacturing. FLWIB is once again looking to FAME to provide meaningful work experiences for approximately 10 students who will be enrolled in the "Start Here for a High Tech Career" program. For more information, see the summary sheet attached, or contact Sherri Shoff at the Finger Lakes WIB, email: sshoff@fingerlakesworks.com

❖ **Nine county FAME expansion update!**

Please see the attached letter from Leslie Bamann, FAME's Nine County Coordinator, for an exciting update on FAME's expansion into the GLOW and Monroe county regions!

❖ **Check out FAME's online calendar for upcoming events!**

Did you know that FAME's calendar of events is online? Check out the following link:

http://fingerlakesworks.com/employers_fame.php

Scroll to the bottom of the page to view upcoming FAME events, committee meetings and Job and Career Fairs in the Finger Lakes region! Click on an event for additional details.

❖ **US FIRST Lego League – Fall 2009 sponsors needed!**

In 2008, FAME member companies supported a total of six teams in the Finger Lakes region competing in the US FIRST Lego League. In 2009, FAME would like to expand these sponsorships! FAME is coordinating its efforts with Finger Lakes Middle School Technology teachers to locate interested student groups, and will then match corporate sponsors to schools. If you are interested in supporting a US FIRST Lego team, or a portion of a team, in next year's Fall 2009 US FIRST Lego League challenge, please contact Michele Stolberg at fame@fingerlakesworks.com. More information on the US FIRST Lego League is available at: <http://www.usfirst.org>
Thank you for your support!

❖ **Open your doors to today's youth—offer an Advanced Manufacturing tour of your company location!**

As part of FAME's mission to increase the number of future skilled workers in the pipeline, Optimax has taken the initiative to educate the young and provide tours to local schools and interested students. This past year, Optimax has opened its doors to over 100 students for tours. During these tours, students have the opportunity to see their science and math education applied in the workplace. The exposure to manufacturing creates an awareness of the numerous options available to students. These tours show that today's manufacturing environment requires high skills, intelligence and a mindset to constantly challenge the process. In order to be effective, workers must have good hand-eye coordination, computer skills, problem-solving skills, the ability to work as a team, the ability to multi-task, and the ability to think and communicate logically and critically under pressure. Out of these tours have come interns and new hires working in roles from manufacturing to IT. To read more about the Optimax tours initiative, see the full article attached. To submit your company location for FAME's youth tours list, please contact Michele Stolberg at fame@fingerlakesworks.com. Touring student groups are referred by region/locality.

❖ **FLWIB College/High School interns available!**

Fantastic News! The FLWIB Internship Program has been renewed for a second year. In the first year, 50 interns were placed and many more are pending. **We are seeking local businesses to host interns for both the summer and academic year.** There are many business benefits to hosting an intern. Employers who have hosted interns state that by utilizing internships they were able to gain substantial time, increase productivity, broaden their capabilities, improve recruitment, improve morale, and improve their overall reputation among the business community. Interns can bring a new approach, new skills, and a positive energy to the workplace and many interns are then hired by companies for full time employment upon graduation. Thank you to those businesses that have already opened their doors to interns, and to those that continue to support tomorrow's workforce by hosting an intern, despite these difficult economic times.

The following students are currently awaiting Summer 2009 internships:

IT – RIT student, Alfred student, three high school students

Marketing/PR/Communications – Oswego student, FLCC student, Iowa student, one high school student

Engineering/Manufacturing – one Penn Yan graduating Senior, multiple RIT students, one high school student

HR/Accounting/ Business Admin – Niagara University students, one Fall '09 Albany student, FLCC students

Photography/ Graphic Design/ Film – Pratt student, Herkimer student, FLCC students

Skilled Trades - 2 high school students

If you are able to help in the placement of any of the students indicated above, please contact Marcy Lynch at FLWIB, email: mlynch@fingerlakesworks.com

❖ **FAME is tracking company to school interactions!**

Have you been contacted by a school or teacher in your area about speaking to students, available jobs or plant tours? Please pass this information on to FAME! We are tracking manufacturing to school interaction, and would like to include your experiences. Please send a short blurb to Michele Stolberg at email: fame@fingerlakesworks.com. Thank you!

❖ **FAME Transportation Survey Results**

Thank you to the many of you who responded to FAME's recent Transportation survey effort in conjunction with RGRTA. The results of the survey are now in, and will be analyzed for future transportation routes. There was a large interest in additional Monday thru Friday bus routes in Newark, Palmyra, Lyons, Fishers, Penn Yan and Seneca Falls. The majority of those in need expressed a route addressing the timing issues of the A Shift. The majority of respondents would also consider a Park & Ride option. If you are interested in the specific results of the survey, please consider attending the next FAME Hiring & Training meeting—details are below!

❖ **Career Days/Job Fairs to keep in mind!**

- **Seneca County Career Day** (for 9th to 12th grades)
- **When:** Friday, April 24, 2009, 9AM-2PM
- **Where:** Hillside Children's Center, Seneca Army Depot (Varick Campus), off Rte. 96
- **Contact:** John P. Vrabel, email: jvrabel@co.seneca.ny.us

- **Victor Job Fair**
- **When:** Tuesday, April 28, 11am – 4pm
- **Where:** Eastview Mall, BonTon Court Area
- **Contact:** http://fingerlakesworks.com/employers_jobfairs.php

For more information on any of the events or items indicated above, please contact:

Michele Stolberg

FAME Facilitator

Email: Fame@fingerlakesworks.com

ph# 315-521-7826

http://fingerlakesworks.com/employers_fame.php



START HERE FOR A HIGH TECH CAREER



Finger Lakes Work Force Investment Board

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The Finger Lakes Workforce Investment Board is pleased to announce Year 2 of the “Start Here for a High Tech Career” program. The program will allow 30 students to be placed in the career cluster areas of Advanced Manufacturing, Health Care and Food and Ag sciences. In 2008, FAME employers provided support to the program by hosting students at their sites for a variety of work experience opportunities in the area of Advanced Manufacturing. FLWIB is once again looking to FAME to provide meaningful work experiences for approximately 10 students who will be enrolled in the “Start Here for a High Tech Career” program.

Students who are placed at a company will have completed 2 weeks of training at WFL-BOCES which will provide them with a general knowledge of safety in the workplace and operating different types of machinery associated with manufacturing. The students will be paid minimum wage through the grant for the hours they work, as well as the hours they spend in classroom activities. In addition, all tuition costs associated with the classroom activities will be paid by the grant.

An important component of the program includes industry tours. Last year FAME employers such as Guardian Industries, Optimax, Coach and Equipment and Harbec Plastics graciously opened their doors to allow the students a first-hand look at what these businesses do. The “Start Here for a High Tech Career” program will be looking to tour area businesses again this year.

The goal of the program is to match students to businesses, and have the employers conduct interviews prior to placement. If your business can assist with this program, or if you would like more information, please contact Sherri Shoff at the Finger Lakes WIB.

Email: sshoff@fingerlakesworks.com

The mission of the Finger Lakes Workforce Investment Board (FL WIB) is to improve the economic well being of job seekers and employers in the region by aligning human potential with opportunities in the workplace

Karen A. Springmeier
Executive Director

Richard Bonneville
Chairperson

April, 2009

Letter from FAME's Nine County Coordinator—Leslie Bamann:

Dear FAME supporters,

It is hard to believe we have been working with all of you in FAME for almost four months ... and so much progress. Our work together includes:

1. Every day we **identify Advanced Manufacturing companies** and Associations to help us provide workforce solutions. We thank our many partners including RTMA and MACNY, RBA and Chambers of Commerce, GRE and other business associations, word of mouth, the regional WIBS, Department of Labor and Business Service Reps.
2. We continue our **daily outreach to Advanced Manufacturers**. They appreciate learning about the FAME benefits and how the RSA benefits them. Our web site, event display and brochures on both the RSA and FAME are available whenever needed. Our marketing efforts will be enhanced by our future FAME marketing project, to be completed June 30th.
3. Our Advanced Manufacturers **find great value** in our training and assessment programs provided through the services and programs our Business Services reps across the county provide. The WorkKeys assessment tool continues to gain recognition with candidate screening.
4. **Our membership is growing with up to eight new FAME members**. This was recently evident when five new companies participated in the Hiring and Training meeting last month.
5. **FAME RollOuts** are now scheduled for our GLOW and Monroe County region. The **GLOW RollOut is 4/28** at Genesee Community College in Batavia, 7:30 to 9:00 a.m. with continental breakfast included, Room T119-A. **Monroe County's RollOut will be the first week in June**, the exact dates to be announced soon.
6. Nancy Roberts our "database extraordinaire" continues to build our Advanced Manufacturers **database** with over 508 Advanced Manufacturers companies in the region.
7. **We proudly represent FAME** across the 9-county region at a variety of pipeline events; Robotics, RIT Innovation Event, Career Nights and Job Fairs and, of course, our employers.

How can you help? We ask you to invite five (5) of your Advanced Manufacturing colleagues to join FAME and enjoy the same benefits and workforce solutions that you currently enjoy. The RSA office is available for speaking engagements, presentations, or for solutions or advice through our members. JOIN FAME TODAY, and bring a friend.

Contact: **Regional Skills Alliance**,
Leslie Bamann, *Coordinator*
Nancy Roberts, *Administrative Assistant*
276 Waring Road, Rochester, NY 14609
Office: 585-266-7760 ext. 210 Fax: 585-266-7041

Workforce Development

“No other investment yields as great a return as the investment in education. An educated workforce is the foundation of every community and the future of every economy.”

- Brad Henry

Optimax' dedication to continuous learning has been a driving force in the culture of the workplace. As the economy and perception of manufacturing continue to change, the challenge of finding skilled technology workers continues to increase. With a great vision for the future, Optimax has partnered with FAME to increase the number of skilled technology workers to fill the pipeline. FAME (Finger Lakes Advanced Manufacturers' Enterprise) is a not-for-profit organization whose mission is to increase prosperity in the Finger Lakes region by helping manufacturers' with their most vital resource – people.

As part of the FAME initiative, Optimax has taken an approach to educate the young and inspired by providing tours to local schools and interested students. This past year, Optimax has opened its doors to over 100 students for tours. During these tours, the students have the opportunity to see their science and math education applied in the work environment. The exposure to manufacturing creates an awareness of the numerous options available to students. These tours show that today's manufacturing environment requires high skills, intelligence and a mindset to constantly challenge the process. In order to be effective, workers must have good hand-eye coordination, computer skills, problem-solving skills, the ability to work as a team, the ability to multi-task, and the ability to think and communicate logically and critically under pressure. Out of these tours have come interns and new hires working in roles from manufacturing to IT.



FAME realizes that in order to build a skilled workforce, they need to be proactive; they must go to the students and not wait for the students to come to them. Optimax is one of many companies making an appearance in local schools. By working with the schools, Optimax has been assigned to science departments and given the opportunity to speak with students interested in fields related to science, technology, engineering, and math. The number of students introduced to manufacturing multiplies exponentially by this presence, as well as the number of teachers and faculty members.

The teachers and faculty members are instrumental in the direction youth take after high school. By igniting the passion in these influencers, they pass it on through their curriculum. FAME members have invited teachers and school-to-work coordinators to tour the different facilities and witness the numerous options available to students.

Manufacturing offers opportunity. For the students who are experientially driven, there is opportunity to learn a skilled trade and work with their hands. For students interested in technical and engineering fields, there is

opportunity to apply their knowledge and test their innovative ideas. From an entry level optical technician to a top specialist with a doctorate, there is opportunity to learn, grow, and advance.

Optimax strives to create awareness of the opportunity available in manufacturing. The manufacturing environment requires the worker to challenge and improve the process in order to deliver a precision product to customers. Optimax has taken a hands-on approach in helping potential and existing employees develop the skill sets that are required on a daily basis. Accountability and critical thinking are important to the Optimax manufacturing environment. The intimate setting allows for employees to acquire great responsibility in a short period of time, with the opportunity to excel.