



FAME e-News – May/June 2011

- **From the Chair, Mike Mandina** (FAME Chair and President of Optimax Systems Inc.)
This past month I was honored to participate on a panel hosted by Ontario County that included SUNY Chancellor Nancy Zimpher. The topic was ***“Developing the Talent Pipeline to Compete Globally, Grow Locally.”*** Our three area community colleges were present and the event was hosted at the Smart Systems Technology and Commercialization Center of Excellence (STC), (formerly Infotonics). Having an opportunity to speak on behalf of Advanced Manufacturers to someone as influential as Chancellor Zimpher is a rare occasion and I did my best to strengthen her awareness of our skilled worker shortage.

The recent report *“Skills2Compete-New York Campaign”* projects 996,190 middle skill job openings statewide through 2018. In our 9-county region alone, officials project 47,700 middle-skill job openings over the next 7 years, in addition to 47,500 high-skilled job openings. The Chancellor mentioned that she has top business leaders as part of her advisory group, she mentioned Fortune 100 firms-- among them Pfizer and Xerox. I seized the opportunity to ask her if I should be concerned about her awareness of the needs of the advanced manufacturing companies that make up the FAME membership. We are small to mid-sized firms who are growing and hiring students from the SUNY system. I further referenced the GRE ***Eyes on the Future*** event that took place the prior week, in which the Chancellor was a panel member. On the panel she was accompanied by the President of Kodak’s Film, Photofinishing and Entertainment Group. My point was that Kodak had not increased net employment in Rochester in the past 20 years, and the same is true of Xerox, and yet Kodak was the sole manufacturing firm on the panel. So, I asked if FAME members should be concerned that she may not be getting input from the firms that are most likely to hire SUNY graduates. She assured me that I should not be concerned, but I am. I believe she was listening, but I will be repeating the message!

Thank you,
Mike Mandina

- **New FAME student tours initiative a success! More opportunities planned for June!**
FAME’s new initiative to introduce students and their parents to advanced manufacturing facilities in the Finger Lakes region has begun offering tours of local advanced manufacturing sites. Throughout the month of May, tours were offered at STC-MEMS (Infotonics, Canandaigua), GW Lisk, and Gorbel. June tours are planned for Optimax Systems, Sydor Optics and IEC Electronics. Students and parents have been highly complementary of this opportunity to see the inner workings of advanced manufacturing facilities—from one parent: *“We attended the tour at the STC-MEMS facility and were very impressed. Thank you for organizing these helpful and informative sessions.”*

Tour offerings will continue as interest is present, we would like to offer tours in various locations and industries across the nine county area. If you are willing to have students

come in for a tour, and to speak with them about careers in advanced manufacturing, please contact Michele Stolberg at FAME (email: fame@nyfame.org). Thank you!

- **US FIRST Lego League – Fall 2011 team sponsors needed!**

In 2009 and 2010, FAME member companies supported a total of fifteen teams in the Finger Lakes region competing in the US FIRST Lego League. This event specifically targets students ages 9-14, in grades 4 to 8, a critical age for exposure to the exciting careers available in Science and Technology fields. FAME is once again looking for industry members willing to sponsor US FIRST LEGO League teams for the upcoming Fall 2011 season. 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. FAME is also willing to facilitate partnerships between businesses and middle schools in the Monroe and GLOW counties if member interest is present.

If you are interested in supporting a US FIRST Lego team, or a portion of a team, in next season's Fall 2011 US FIRST Lego League challenge, please contact Michele Stolberg at fame@NYfame.org. Industry donations will fund program robotics equipment and registration fees for competing teams. Your company name and logo will be displayed on team posters, t-shirts, and presentations, and your organization will receive a heartfelt thank you from teams they've sponsored. Photos from previous years' competitions are available at: http://www.nyfame.org/sponsorship_opportunities.asp and more information on the US FIRST Lego League is available at: <http://www.usfirst.org>

- **Report on FAME Industry/Academia Roundtables**

FAME's recent Industry/Academia Roundtables at FLCC, MCC and GCC brought together AM industry representatives with community college faculty and staff to address current and future needs in staffing and middle skills development for our region. These events were well attended across the board, averaging 25-30 attendees per session. While each locality has specific needs, advanced manufacturers were able to agree on several main points present across AM industries of all types in the nine county area:

The issue: Lack of qualified, trained workforce (and subsequent incoming pipeline) to meet the demands of advanced manufacturing employment needs in the nine county region. This includes lack of awareness by teachers, counselors, parents and students as to the job opportunities available in the world of hi-tech advanced manufacturing. This effort is further hindered by a lack of funding for these efforts, and expected decreases in currently available funding as a result of Governor Cuomo's NYS budget cuts for 2011.

The goal: Raise awareness of careers in advanced manufacturing by involving students and parents in facility tour opportunities (underway as featured above); Pursue TAA grant funds to foster AM pipeline and middle/soft skills needs; Continue interactive youth programs (*Finger Lakes Works With Their Hands* is a great example); Calendar career fairs for a 12 month period, encourage AM company participation; Track enrollment trends to see if outreach efforts are successful; Elevate the image of AM and the jobs associated with it to draw the best student and worker prospects. Small businesses have to lead the charge in addressing pipeline issues – big business is not training resources to pass on, as it has historically. If you are interested in assisting with the challenges facing FAME's Pipeline and Hiring & Training Committees, please contact Michele Stolberg at FAME (email: fame@nyfame.org).

To see the full minutes from each of the Roundtable sessions, please visit the FAME

website: http://www.nyfame.org/about_meetings.asp

- **Join FAME's LinkedIn group!**

Stay up-to-date on the most current advanced manufacturing workforce news! Join FAME's LinkedIn group today at the following link:

http://www.linkedin.com/groups?gid=2889557&trk=hb_side_g

- **News you can use:**

CNN segment on US FIRST – “Getting kids interested in math, science”:

<http://www.cnn.com/video/#/video/living/2011/05/13/dean.kamen.kids.math.science.cnn?iref=allsearch>

Mike Rowe's Oral Testimony to the Senate Commerce Committee – addressing The Skills Gap:

<http://www.mikeroweworks.com/2011/05/mike-rowes-oral-testimony-to-the-senate-commerce-committee/>

- **Upcoming meetings and events:**

- *FAME Pipeline Committee Meeting*

June 24 – 8:00-10:00AM, Location: Lyons National Bank – Macedon location
contact: Eileen Rucinski, email: rucinem@kellyservices.com

- *FAME Hiring & Training Committee Meeting*

July 7 – 8:00-10:00AM, Location: TBD
contact: Michele Stolberg, email: fame@nyfame.org

- *6th Annual Finger Lakes Works ... With Their Hands!*

October 6 – full day, Location: Seneca Falls, NY
contact: Pat Gopen, email: pgopen@fingerlakesworks.com
http://www.fingerlakesworks.com/youth_events.php

- **Welcome new FAME members!**

- Legendary Auto Interiors Ltd. <http://www.legendaryautointeriors.com/>

- REDCOM Laboratories Inc. <http://ems.redcom.com/>

- Lyons National Bank www.bankwithlnb.com

Thank you for your support of FAME!

Michele Stolberg

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