



## *FAME e-News – Winter 2011/2012*

- **From the Chair, Mike Mandina** (FAME Chair; President of Optimax Systems, Inc.)

**“Rochester’s technologically cutting-edge manufacturing is the horse pulling the economic cart.”** ([December 16, 2011, Democrat and Chronicle](#))

When FAME was formed some 4+ years ago, it was inconceivable that a statement like this would be published by our local media.....AND on the front page! The article, ***Rochester flexes its economic muscle***, was inspired by our ranking as one of the top 20 strongest economies in the US. Since FAME’s inception there has been a renaissance of sorts highlighting the absolute need for a strong US manufacturing base and the new generation of skilled workers required.

At November’s FAME Event, “*Creating an economy that works!*” our speaker, Sree Ramaswamy, a McKinsey Global Institute Fellow, focused on some key points that support the FAME mission:

- This recovery has highlighted the skills gap.
- The US must create 21 million jobs by 2020.
- More output per US worker is a component to driving higher worker skill and education.
- Historical job recovery after a recession was 6 months, the 2001 recession took 39 months, the 2008 recession will take longer than 65 months.

One of the take-away’s from the event, was that there is still time to save our economy, but it won’t happen if we don’t start doing some things differently. To that end, the event has spawned a commitment by community colleges and our regional BOCES to meet to collaborate on pipeline development. In addition, FAME continues to meet with like-minded organizations to build synergies. We believe that aligning the good intent of these fragmented organizations and agencies will move our region forward towards creating the long-term fixes we need to insure a vibrant economy and job growth.

I would also like to share some of the “not so public” accomplishments of 2011:

- FAME initiated collaborations with MCC, the photonics cluster (RRPC) and the RTMA to align marketing campaigns for future workers into the pipeline.
- Senator Schumer has come out in public support of the SECTORS Act. The Act was selected after a FAME editorial piece about the benefit. In the Act, the Workforce Investment Boards play a facilitating role in cluster development and sustainability.
- The National Skills Coalition has decided to initiate a group called the Business Leaders United for Workforce Partnership initiative (BLU). FAME participation has been instrumental towards the forming of this group. A webpage will be started shortly at: [www.nationalskillscoalition.org](http://www.nationalskillscoalition.org)
- Our 9-county region has won a multi-year grant to fund: the Advanced Manufacturing Pathway Project and the Advanced Manufacturing Career Navigator (AMCN). We could not have won this without FAME support. This is a significant win for our region and more will be published on this in the months ahead.

- FAME members actively participated on the Finger Lakes Regional Economic Development Council. Although we were not selected as one of the top four plans, the need to allocate resources to improve our skilled worker mission was solidly incorporated into the plan.

As we look forward to 2012, FAME will continue to work on a few key initiatives, driving for long-term and sustainable positive outcomes. Keep in mind that we are one of the very few organizations that has built true collaboration between Government, Academia and Industry..... our work is making a difference! Your support and participation is vital to our mission, together we will produce exceptional results for our region.

Best wishes for the holidays!

Mike Mandina

- **FAME's November 14th "Creating an Economy that Works!" event a success!**  
On November 14th, Sree Ramaswamy, a Fellow at the [McKinsey Global Institute](#) and a co-author of the recent "[An Economy that Works](#)" report, addressed economic issues and questions posed by over 120 regional attendees representing academia and industry. His presentation was followed by a panel discussion featuring key players across regional sectors invested in building our local workforce. Over half of the session attendees were educators, or educational sector representatives, providing a solid link to the individuals impacting the pipeline of future workers in our local schools!

- **Between now and 2020, America will have a shortfall of some 10 million skilled workers.** This shortage will be met only by increasing the skills training pipeline so that millions of young people and transitional workers qualify for the jobs industry needs filled now and in the future.

**Please join** with John Ratzenberger and the Center for America in a national non-partisan, non-political campaign to publicize America's need to expand skills training opportunities in communities across America. It's free to join! The Campaign goal is to enlist one million Americans to sign **the web pledge** to volunteer in support of local programs of their choice. The Campaign is highlighting a wide variety of model training programs and initiatives to illustrate ways people can support expanded skill training. One example: listen to the audio interview with Larry Bock, Executive Director of the USA Science and Engineering Festival program, that encourages more than a million students, teachers and parents to get involved in these disciplines. Link below:

[http://www.centerforamerica.org/pledge/profile\\_USASEF-%20AUDIO.html](http://www.centerforamerica.org/pledge/profile_USASEF-%20AUDIO.html)



- **[Sydor Optics](#) hosts Gates-Chili educators for AM facility visit/tour in October**  
Kathleen Raniewicz from the Rochester Area Career Education Collaborative (a service of Monroe #1 BOCES, in partnership with its member school districts and local employers) assembled a group of twenty-two Gates-Chili educators to take part in a facility tour of Sydor Optics on Tuesday, October 11, 2011. The session included a discussion on the careers and employment opportunities available, as well as an overview of the personal qualities, characteristics, attributes, and skills desired in future employees. Advice that teachers could take back to their students, and examples of

21st century skills used/applied on the job were also part of the presentation. Some anecdotal comments from the touring teachers included:

- Jim's facility is amazing to see up close - fascinating facility.
- Thanks for bringing multiple speakers from the industry.
- Loved the Day Made of Glass video!
- My new insight from this visit is how disconnected I am from the working world.
- My new insight from this visit is that there are many opportunities in Rochester, NY for optics careers.
- Very impressed with their presentations. (Very impressed - double underlined!)
- This was a great chance to learn about something totally new to me. It is one other thing to suggest to students.
- Great presenters - it would be great to let them speak directly to our interested students.
- Before this I had no idea what potential this field held for our students and for our local economy. Now we just need to get the word to our kids!

*Interested in hosting a tour like the one described above? FAME's Pipeline Committee is actively seeking AM facility hosts for student and educator tours! Contact Eileen Rucinski to discuss these opportunities, email: [rucinem@kellyservices.com](mailto:rucinem@kellyservices.com)*

- **Many thanks to FAME's US FIRST LEGO League sponsors!**

FAME member companies sponsored four US FIRST LEGO League teams in this year's Fall 2011 competition! Our thanks go out to **Coach & Equipment Co. (Penn Yan), Gorbel Inc. (Fishers), GW Lisk Co. (Clifton Springs), Harbec Plastics (Ontario), IEC Electronics (Newark), ITT Goulds Pumps (Seneca Falls), Optimax Systems (Ontario), and OptiPro Systems (Ontario)** for teaming with FAME to support this important science and technology initiative for students in our region's middle schools. Teams from Canandaigua Middle School, Manchester-Shortsville Central (Red Jacket Middle School), Victor Junior High School and Wayne Central (Ontario Elementary School) all received FAME member sponsorship for this season's "Food Factor" competition.

The CMS (Canandaigua Middle School) Robotics team, the Legoinators, received the Judge's Award at the Qualifying Competition on November 19th at Pal-Mac High School. This same group of talented students went on to win the Inspiration Trophy at the December 4<sup>th</sup> Regional Championship Tournament held at the University of Rochester. The Inspiration Trophy celebrates a team that is empowered by their FLL experience, and displays extraordinary enthusiasm and spirit!

*For photos from this season's competition, click the link below:*  
[http://www.nyfame.org/sponsorship\\_opportunities.asp](http://www.nyfame.org/sponsorship_opportunities.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](http://www.linkedin.com/groups?gid=2889557&trk=hb_side_g)

- **Product Design & Development magazine looking for companies that sponsor FIRST Robotics Teams (Grades 9-12)**

Does your company support a US FIRST Robotics (High School) level team in the Finger Lakes region? FAME has been contacted by *Product Design & Development*

magazine for possible content contributions to support their upcoming Jan-May 2012 print publications. Please contact [Michele](#) at FAME if you would like more details.

- **News you can use:**

*Hammering Home the Skilled Trades - 600 local students attend Finger Lakes Works event.*

<http://www.nyfame.org/documents/FLWWTH10-06-11FLTimes.pdf>

*Seneca Falls Needs Employees in High Tech Fields – FAME member ITT Goulds Pumps featured!*

[http://rochester.ynn.com/content/top\\_stories/561766/seneca-falls-needs-employees-in-high-tech-fields/](http://rochester.ynn.com/content/top_stories/561766/seneca-falls-needs-employees-in-high-tech-fields/)

*Why Science Majors Change Their Minds (It's Just So Darn Hard)*

[http://www.nytimes.com/2011/11/06/education/edlife/why-science-majors-change-their-mind-its-just-so-darn-hard.html?\\_r=1&hp](http://www.nytimes.com/2011/11/06/education/edlife/why-science-majors-change-their-mind-its-just-so-darn-hard.html?_r=1&hp)

*U.S. manufacturers looking for 600,000 skilled workers, survey says*

<http://www.jsonline.com/business/us-manufacturers-looking-for-600000-skilled-workers-survey-says-132023778.html>

*Skilled Workers Beat Out Degree Holders for Jobs*

[http://blogs.edweek.org/edweek/walt\\_gardners\\_reality\\_check/2011/11/skilled\\_workers\\_trump\\_degree\\_holders\\_for\\_jobs.html?utm\\_source=twitterfeed&utm\\_medium=twitter](http://blogs.edweek.org/edweek/walt_gardners_reality_check/2011/11/skilled_workers_trump_degree_holders_for_jobs.html?utm_source=twitterfeed&utm_medium=twitter)

- **Upcoming meetings and events:**

- *FAME Hiring & Training and Pipeline Committees - Joint Meeting*  
January 12, 8-10AM; Location: FLCC Victor Campus Center  
contact: Michele Stolberg, email: [fame@nyfame.org](mailto:fame@nyfame.org)

- **Welcome new FAME members!**

- Cochran, Cochran & Yale LLC, [www.ccy.com](http://www.ccy.com)

Thank you for your support of FAME!  
Michele Stolberg

FAME Facilitator

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