

## Information for Employers



### The Benefits of Involvement

Manufacturing will always be this nation's economic backbone. But now, as global competition increases and Baby Boomers begin to retire in record numbers, it has become increasingly important to attract the best and brightest this nation has to offer.

But to do that, manufacturing must overcome some negative stereotypes and offer young people a chance to follow their passion - and that's exactly why the National Association of Manufacturers (NAM) is asking for your help with their new Dream It. Do It. campaign.

The idea behind Dream It. Do It. is simple: Whatever it is young people are passionate about, be it cars or computers or music or even art, they can find a great career doing it in today's advanced manufacturing.

Dream It. Do It. is a nationwide effort supported by the NAM and The Manufacturing Institute, employers within the manufacturing economy and other groups around the country. So it's not just 18- to 24-year olds who benefit from the campaign. You can too. Become a part of this campaign and you'll be able to post job and internship listings, advertise career fairs and more. Best of all, you'll help influence thousands of career seekers who are passionate about the kind of work you do.

Contact us today and find out how you can help - there are many levels of participation available - from hosting a site tour to offering an internship or sponsoring an event. So no matter what size your company is, you can help one of the country's most important industries, give a boost to your local economy, and help yourself attract top workers who are ready to make a difference.

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