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Call to Action for Manufacturers - Request a Manufacturing Georgia Profile Today [1]

On 25 Apr, 2025







For questions, please contact Stephanie Scearce at sscearce@gamfg.org or 706-633-7619.



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PRESS ANNOUNCEMENT: FOR IMMEDIATE RELEASE

Georgia Association of Manufacturers Partners with Unmud to Launch Innovative Digital Platform: Manufacturing Georgia

Atlanta – February 27, 2025 – Today, the Georgia Association of Manufacturers (GAM) amounced the development of "Manufacturing Georgia"–the first-ever digital platform designed to help Georgia manufacturers engage directly with the public. GAM also ennounced that it is developing Manufacturing Georgia through a multi-year strategic partnership with Unmud, a leading Skills-to-Jobski Marketplace.

The innovative Abnoticturing Georgia platform will feature dynamic, social media-like capabilities to connect manufacturem with future workers, especially younger audiences. The goals driving the platform's development are twofesic improving public awareness and understanding of modern manufacturing and increasing the availability of skilled manufacturing workers within the next five years.

Manufacturing Georgia will be available to all manufacturiers in the state.

### A New Approach to Workforce Engagement

Lloyd Aviam, GAM's President and CED, explained the chiving force behind this initiative: "Our menufacturing members expressed the need to connect more directly with Georgia's student body and showcase the exciting, progressive careers available in manufacturing. For too long, we've pointed manufacturing as dark and globerry, when today, the industry is vibrant, clear, and brinning with innovation. After conducting extensive research and planning, we determined that one of the best ways to change perception is through a platform with social media-like functionality that communicates simply and dearly to all generations."

Recognizing the challenges of reaching younger audiences, GAM sought to create a solution that would go beyond conventional methods, which often rely on work-based learning coordinators and school courselors. Given the high student-to-courselor relice, these connections are often limited and insefficient,

In left 2023, GAM formed a focus group to brainstorm ways to engage the public, expecially the younger generation. The consensus was clear: a platform with social media-like capabilities and outling-edge gaming technology could feater direct, on-demand connections between manufacturers and future socials.

### The Role of Unmud

After a competitive nerview process, Limmud was selected as the ideal partner to bring this vision to life, "When we reviewed proposals from various vendors, it became clear that Limmud shared our commitment to solving the manufacturing workforce challenge," sold Stephanie Scenze, GAM's Vice President of Workforce Innovation. "Their focus on connecting learners with employees, particularly in fields requiring mid-level technican skills, perfectly aligns with our mission at GAM. Unmud understands manufacturing and a uniquely positioned to help us nearche our long-term vision."

"We're thilled to pertner with GAH to tackle the manufacturing workforce gap," said Jim Lechleitner, Head of Strategy at Uvenudi. "With our national experience connecting new and experienced talent to employem—both through technology and hands-on workforce initiatives—we know firsthand what it

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takes to build successful career paths. This partnership allows us to apply that expertise on a larger scale, ensuring the manufacturing industry has the skilled workforce it needs for today and the future."

### Building the Future of Manufacturing in Georgia

The Manufacturing Georgia platform will highlight the diverse ecosystem of manufacturing careers and anable manufactures to communicate directly with students and the public. Features will include realtime job postings, including youth appendicamings and work-based learning opportunities, training programs, and insights into the modern age of manufacturing.

Several Georgia-based manufacturers have already voiced their support for the initiative. "We are committed to this project because it's a unique and timely way to engage the younger generation and their parents," said Patrick Laru, Preaident and CDD of Tayo Tiess NA Herufacturing. "We must thric outside the box to engage local high schools and grow and sustain our future workforce. This is an opportunity to do just that."

In West Point, Stuart Countess, President and CEO of Kia Georgia, shared: "Kia Georgia is thankhil for GMYS commitment to combatting the failure attgma of the 4 Ds, that manufacturing is duil, dirty, dangenue and dead end. With the workforce of concernov sitting in today's classrooms, it is critical that industries saize this opportunity to impine a passion and interest for manufacturing pathways—whether as production team members, solited techniciami, or future graduates parsuing four-year degrees."

Meanwhile, in Dalton, Brian Cooksey, Director of Workforce Development at Show Industries, added "Our hope is that Manufacturing Georgia will be a platform to ongage young people with the right information about the diverse carver apportunities that exist in advanced manufacturing. Having a technology pletform that is casy to access, shares accurate information, and abovcases great career opportunities will amaze that students and their families can make informed decisions about their future — a future that includes manufacturing as a viable option for the talented students who live in Georgia."

And while Nanafactority Georgia will be a great asset to some of Georgia's largest manufacturers, it will also be a tremendous resource for smaller manufacturers, which make up approximately 67 percent of Georgia's manufacturing sector. John Ruker, President and CED at Greazabach, commented: "Greazabach believes that our greatist asset as a company is our team members, and the next generation is key to manufacturers of all sizes in the state of Georgia. The ability to be able to convect with the next generation to promote the opportunities that manufacturing provides and to show them how Greenobach can provide great careor opportunities is existing?"

#### Next Steps

The platform will launch in phases, with a pre-screening event set for Narch with stakeholders, followed by a soft rollout to select manufacturers and education institutions in April. *Manufacturing Georgia* will publicly launch in July.

"Thanks to the support of our Nanufacturers Education Foundation and generous contributions from Toyo Tires, Kia Georgia, Shaw Induatries, and Grenartach, we are making Manufacturing Georgia a reality," said Scearce. "Manufacturers across the state will have free access to the platform in 2025, with an affordable subscription fee starting in 2026. Users will enroll for free."

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About the Georgia Association of Manufacturers (GAM)
GAM is the voice of manufacturing. We advocate on the issues that matter most to manufacturens. For 125 years, GAM has been a champion for manufacturing growth and excellence in Georgia. Today, we represent an industry comprised of approximately 10,000 manufacturing entities and almost 427,000 workers.
About Vomudi
Unmuch Skills-to-Jobs/B Marketplace is a public benefit company that connects takent and employees through a mationwide network of community and technical colleges. Focusing on mid-level "hands-or/ technician skills, Unmuch provides access to high-quality, affordable training that leads directly to in- demand jobs in key industries, including manufacturing.
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