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DREAM IT DO IT AND SKILLS CERTIFICATION SYSTEM ENDORSED BY PRESIDENT OBAMA

Northern Nevada Development Authority Fields
Dream It Do It Nevada Initiative

CARSON CITY, Nev. (June 13, 2011) — President Obama recently hosted an event with The Manufacturing Institute (TMI) and the National Association of Manufacturers (NAM) highlighting key steps towards building the educated and skilled workforce U.S. manufacturers need to successfully compete in the 21st century economy. The key national solution discussed by the President was TMI's NAM-Endorsed Manufacturing Skills Certification System, Part of the Dream It Do It Initiative.

The system, backed by President Obama, is a plan by NAM's Manufacturing Institute to certify 500,000 community college students across the country with skills that are critical to manufacturing operations. Northern Nevada Development Authority (NNDA) is working with NAM and the President's Skills for America's Future program to implement the system that will provide nationally portable certification through competency-based education and training.

NNDA is proud to lead Nevada's *Dream It Do It* efforts in implementing the NAM-Endorsed Manufacturing Skills Certification System for Nevada. In partnership with the Nevada Commission on Economic Development (NCED), community colleges throughout the state, several county schools districts, working with Pam Borda, executive director for the Elko County Economic Diversification Authority, Eric Grimes, executive director for the Churchill Economic Development Authority and a host of other dedicated officials from counties all over Nevada. NNDA has already made giant steps in realizing the massive potential of *Dream It Do It*, the recruitment arm of the Skills Certification System.

An extensive asset map is already in place, statewide relationships have been formed, deadlines and milestones have been posted, an executive team created and accountability for deliverables promoted.

"We see *Dream It Do It* as an amazing opportunity to fuse relationship and partnerships across the state supporting manufacturing, education and Governor Sandoval's 'One State Initiative'," announced Rob Hooper, NNDA's executive director.

The implementation of the NAM-Endorsed Manufacturing Skills Certification System in Nevada will provide Nevada workers with the credentials required to find good jobs in the advanced manufacturing sector. In recent years it has been difficult changing the image of manufacturing. Students and even those looking to change careers have not looked towards manufacturing as a viable option. *Dream It Do It* Nevada is breaking new ground in changing that image, trying to promote manufacturing in a new light, showing good pay, potential for promotion and an open field of endless possibilities.

“To succeed as a U.S. manufacturer in the 21st century, I must invest in programs that recruit talented individuals onto advanced manufacturing career pathways that provide the provable skill sets I need to grow my company and innovate for the future of the aerospace industry,” added Collie L. Hutter, owner, Click Bond, Inc.

Manufacturers are now producing more with less labor. Manufacturing is considerably more technical, utilizing more innovative technology and is constantly looking for the best and brightest. Today’s workers are more highly trained than in generations past and the only way to make sure American businesses continue to grow is to create a collaborative and open environment between manufacturers and colleges and universities.

For more information about the *Dream It Do It* Nevada initiative or NNDA, contact Danny Campos at (775) 883-4413 or email dcampos@nnda.org.

NNDA’s mission is to facilitate the recruitment of new business and industry and the retention and expansion of existing businesses. NNDA’s vision is to secure an abundant and sustainable economy for Nevada where all residents have the opportunity to grow in prosperity and realize their financial goals.

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