

# SIERRA REGIONAL Economic News

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WHERE THE CLIMATE FOR BUSINESS IS PERFECT

## Education means jobs



### Local manufacturers' workforce training initiative applauds first graduate

Cliff Turnell, senior draftsman at CGI, Inc. of Carson City received the first Certificate of Completion award as a student in the Manufacturing Foundations' newest program. CGI, a designer and manufacturer of precision motion control products, was one of several manufacturers who encouraged its employees to participate in this program.



**Rob Hooper**  
Executive Director, NNDA

The Northern Nevada Manufacturing Collaborative, the workforce training partnership of the Northern Nevada Manufacturers Forum and Western Nevada College (WNC), were pleased to present Cliff with the official certificate at the April 27 breakfast where Governor Sandoval was the keynote speaker. The program was hosted by Northern Nevada Development Authority (NNDA) and the Carson City Chamber. CGI, Inc. President Mike Madison and NNDA Executive Director Rob Hooper presented the certificate.

The partnership developed between NNDA and WNC has been instrumental in seeing the certification program get off the ground. Through another initiative called Dream It Do It, these certification programs will expand and grow to provide more opportunity for creating a more skilled and provable workforce.

The Manufacturing Collaborative's mission is to provide an educational pathway that allows individuals to develop transportable skills to meet the needs of the manufacturing and industrial business community. Manufacturers throughout the Sierra Region report having job openings for those with the skills to fill them. Job seekers are encouraged to contact WNC to find out more.

This program leads to certification, by the participating manufacturers, of students completing the 15 credit curriculum program, and offers recognition to those who attain certification. The certificate gives manufacturers an advantage in assessing current employees or applicants and gives certificate holders an advantage in consideration for promotion or hire.

The Manufacturing Collaborative is led by an advisory committee consisting of leaders from area companies. Working closely with WNC, the committee created and launched the Manufacturing Foundations program. The program is open to all, whether employed in the manufacturing industry or not, and WNC has provided a dedicated counseling and guidance contact for those enrolling in the school and participating in the program.

By completing the Manufacturing Foundation's curriculum and obtaining a certificate, participants will demonstrate a

commitment to the responsibility and discipline required to complete the course of study.

The certificate program is designed to improve participants' abilities to:

- Read and understand work instructions.
- Read and interpret shop drawings.
- Understand and be able to perform calculations utilizing fundamental machine shop mathematics.
- Recognize problems and be able to identify and recommend potential solutions.
- Understand themselves and others for effective personal, group and team interactions in the workplace.
- Develop and demonstrate workplace skills in the areas of collaboration, good work habits and attitudes, ethics, conflict management, and motivation.
- Learn effective listening and feedback methods.
- Gain the confidence and ability to communicate verbally and in writing in an understandable, concise, cohesive and appropriately assertive manner.
- Recognize and appreciate the value and rewards of continuous learning as a tool to embrace rather than resist change.

Members of the Manufacturing Collaborative Advisory Committee are Harvey Hornung, general manager of Nevada Heat Treating (Mound House); Al Jurkonis, president of American AVK (Minden); Mark Giovannoni, general manager of Custom Stamping (Carson City); Mike Jackson, president of Micromanipulator, Inc. (Carson City); Michael Madison, president of CGI, Inc. (Carson City); and Bob McCann of Coach Bob, Inc. (Carson City). David Steiger of Nevada Industry Excellence serves as the collaborative's coordinator.

The Northern Nevada Manufacturers Forum, the collaborative's "parent," is a participant-focused organization. Membership is open to all in the manufacturing industry. There are no dues, paperwork or undue time commitments. However, the informality of the group does not mean there isn't a clear direction. The group's purpose statement is: "The Northern Nevada Manufacturers' Forum is a cooperative association of local companies. Forum participants benefit through cross-contribution via shared information and shared resources, enhanced industry voice and visibility, and overall strengthening of the manufacturing community." The forum meets for 90 minutes every six weeks at various area locations.

For information on the forum or the collaborative's contact David Steiger at 775-445-3328. For more information or to get involved with NNDA, please call 775-883-4413 or email us at [nnda@nnda.org](mailto:nnda@nnda.org).



## Arts means Jobs

In 2010 nationwide, 580,000 arts-related businesses employed 2,965,000 people, representing 5 percent of all businesses and 6 percent of all jobs. The arts remain a growth industry, increasing by 5.5 percent per year over the last five years. Dun & Bradstreet predicts the arts business sector will grow faster than the national average and harness 10 percent of all jobs by 2015.

The product manufacturing side of the arts industry is increasing dramatically, producing products in the U.S. for multi-media visual arts, film and graphic arts, musical instruments, theater and dance stagecraft, performance and gallery space construction and components necessary for the creation of traditional folk arts and crafts by our millions of artisans.

Founded eight years ago by Nevada artist, curator, and arts administrator Sharon Rosse, the Capital City Arts Initiative (CCAI) has become a premier visual arts non profit organization with a vision of building community and personal relationships and exercising cultural leadership.

In an era of shrinking budgets for public schools, CCAI is especially proud of filling a void in arts-education by scheduling professional artists-educators to teach arts enrichment workshops and arts education activities in local classrooms. This professionally managed program nurtures students' creative thinking and inspires their imaginations, both crucial work skills in the 21st century. CCAI's art-education program is active in both Carson City and Douglas County

schools, at the elementary, middle and high school levels.

CCAI delivers a stellar mix of arts-in-education programs, professional artist residencies and sensitive and professionally presented contemporary art exhibitions. In addition, CCAI presents public talks by visiting artists, writers, curators and scholars at the Carson Library and area classrooms. CCAI's programming initiatives engage our citizens in a broad civic dialogue about how the arts foster innovative community development and long-term, sustainable economic development in the region.

CCAI offers its programs in various venues throughout our community, making the arts available to a larger segment of our residents. CCAI's current exhibition and program spaces include the atrium in the Carson City Courthouse, the Carson City Business Resource Innovation Center, the Carson City Library, walls for street art along a pedestrian alley off North Carson Street, St. Mary's Arts Center in Virginia City and at the new United Latino Community facility. More exhibition spaces are being planned with local businesses and regional institutions.

The CCAI board of directors recently announced that Joe McCarthy will become the organization's executive director on July 1, 2011, noting that Joe's commitment, energy, and vision are vital to CCAI and to the arts in Northern Nevada. For additional information, visit CCAI's website at [www.arts-initiative.org](http://www.arts-initiative.org).

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