

# **2020 Central Susquehanna What's So Cool About Manufacturing? Awards Presentation**

written by Lauri Moon | May 13, 2020

# YOU'RE INVITED

"What's So Cool About Manufacturing?"

## Central Susquehanna

Student Video Contest Awards Event

**Join the Fun!**

[youtube.com/watch?v=7tPSJc\\_gwjc&feature=youtu.be](https://youtube.com/watch?v=7tPSJc_gwjc&feature=youtu.be)

*May 14, 2020 6:00-6:30pm*

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WHAT'S  
SO COOL ABOUT  
MANUFACTURING?™



Join Students from Columbia,  
Lycoming, Northumberland,  
And Union County Schools  
And Representatives from  
Central Susquehanna  
Featured Manufacturers as they  
Compete in 4 Award Categories

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# Closing the Skills Gap: 10 Practical and Innovative Tips to Grow, Attract and Keep the Best Talent

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When you think of advanced manufacturing, you think of technology and smart machines. However, the key ingredient of advanced manufacturing is people, and manufacturing desperately needs more of them.

A recent MAGNET survey found that a critical shortage of skilled workers is the primary impediment to growth for manufacturing companies. Skilled workers are going to become even more in demand as America's manufacturing industry is projected to have 2.4 million unfilled positions over the next eight years.

What is a growth-focused manufacturer to do?

In order to compete globally (and win), you need the right people, with the right skills, in the right jobs. Join us to discover practical and innovative ways to help your company close the talent gap and start building your workforce of tomorrow, today.

This webinar will cover:

- How to be as innovative with recruiting as you are with your products and services.
- Smashing stereotypes to help attract next generation talent.
- How Innovation and Industry 4.0 can help attract talent.
- Recruiting diverse workers and building new on-ramps for overlooked talent.
- Leveraging industry, education and community partnerships to solve talent problems together.
- Creating successful German-style apprenticeship programs to attract students early to a manufacturing career.

- How to grow your own talent and stay ahead of the rapidly decreasing half-life of knowledge.
- Building people-first workplace cultures.

## Speaker

### Dr. Ethan Karp, President and CEO, MAGNET

As President and CEO of MAGNET, Ethan Karp brings his wide range of experiences to drive economic prosperity in Northeast Ohio through innovation and invention. Prior to focusing on building the future of Ohio from its strength in manufacturing with MAGNET in 2013, Ethan advised Fortune 500 companies to innovate and grow with global consulting firm McKinsey in Cleveland. Ethan is a trained scientist who spent many years trying to uncover how the brain works while attaining a Ph.D. in Chemical Biology from Harvard and undergraduate degrees in physics and biochemistry from Miami University. Ethan volunteers as the Board Chair of the Cleveland/Cuyahoga Workforce Development Board, Cleveland Leadership Center, Midtown Cleveland, and the Jewish Education Center of Cleveland.

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