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

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Subscription rates apply to manufacturers that are members of the Georgia Association of Manufacturers (GAM).





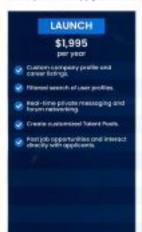


For questions, please contact Stephanie Scearce at sscearce@gamfg.org or 706-633-7619.





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PRESS ANNOUNCEMENT: FOR IMMEDIATE RELEASE

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

Atlanta – February 27, 2025 – Today, the Georgia Association of Manufacturers (GAM) announced the development of "Nanofacturing Georgia"—the first-ever digital plotform designed to help Georgia manufacturers engage directly with the public GAM also announced that it is developing Manufacturing Georgia through a multi-year strategic partnership with Unimud., a leading Sidio-to-Jobosii Marketplace.

The innovative Abnotivehelia Georgia plotform will feature dynamic, social media-file: capabilities to connect manufacturem with future workers, especially younger audiences. The goals driving the plotform's development are twofeis: improving public awareness and undentanding of modern manufacturing and increasing the availability of skilled manufacturing workers within the next five years.

Manufacturing Georgis will be available to all manufacturers in the state.

A New Approach to Workforce Engagement

Lloyd Aviam, GAM's President and CED, explained the criving force behind this initiative: "Qur mendacturing members expressed the need to connect more directly with Georgia's student body and showcase the exciting, progressive careers available in menufacturing. For too long, we've pointed mesufacturing as dark and gloony, when today, the industry is vibrant, clear, and brimming 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."

Recogniting 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 countsfors. Given the high student-to-counsider ratios, these connections are often limited and insufficient.

In late 2023, GAM formed a focus group to brainstorm ways to engage the public, especially the younger peneration. The consensus was clear: a platform with social media-like capabilities and cutting-edge gaining technology could fester direct, on-element connections between manufacturers and future sections.

The Role of Unmud

After a competitive review process, Unmuch was selected as the ideal partner to bring this vision to life, "When we reviewed proposals from various vendors, it became clear that Unmuch shared our commitment to solving the manufacturing workforce challenge," said Stephanie Scence, GAM's Vice President of Workforce Innovation. "Their focus on commetting learners with employers, particularly in fields requiring mid-level technician skills, perfectly aligns with our mission at GAM. Unmuch understands manufacturing and is uniquely positioned to help us execute our long-term vision."

"Wishe thrilled to partner with GAM to taskle the manufacturing workforce gap," said Jim Lechlefmer, Head of Strategy at Uverudi, "With our national experience connecting new and experienced takent to employers—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 longer 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 ecceyaters of manufacturing careers and snable manufactures to communicate directly with students and the public. Features will include maltime job postings, including youth appendicables and work-based learning apportunities, 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 the poems," said Petrok Larra, President and CDD of Toyo Trees NA Horustacturing. "We must think 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 Counters, President and CEO of Kie Georgia, shared: "Kie Georgia is thereind for GAM's commitment to combetting the false stigms of the 4 Ds, that manufacturing is dull, dirty, dangerous and dead end. With the workforce of tonsorrow sitting in today's classrooms, it is critical that industries sales this opportunity to impine a passion and interest for manufacturing pathways—whether as production team members, skilled technicians, or future graduates pursuing four-year degrees."

Meanwhile, in Dalton, Brian Cooksey, Director of Worldono Development at Shaw Industries, added:
"Our hope is that Henufschuring Georgia will be a platform to organy young people with the right
information about the diverse carrier opportunities that exist in advanced manufacturing. Having a
technology platform that is casy to access, shares accurate information, and showcass great carrier
opportunities will ensure that students and their families can realize informed decisions about their future.
— a future that includes announdaturing as a visible option for the beliented students who live in Georgia?

And white Manufactoring Catergia will be a great asset to some of Georgia's largest manufacturers, it will also be a tremendous resource for smaller ensurfacturers, which make up approximately 67 percent of Georgia's manufacturing sector. John Fluker, President and CEO at Georgebach, commented: "Georgebach believes that our greatest 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 comment with the next generation to promote the opportunities that manufacturing provides and to show them how Generations or provide great cancer apportunities is exciting?"

Next Steps

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

"Thanks to the support of our Manufacturers Education Foundation and generous contributions from Toyo. Tires, Kia Georgia, Shaw Industries, and Grensetach, we are making Manufacturing Georgia a reality," said Science, "Manufacturers across the state will have free access to the platform in 2025, with an affordate subscriptor for us starting in 2026. Lieses will error for free,"

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While the value of manufacturing. We advocate on the issues that matter most to manufacturing. Syears, CAM has been a champton for manufacturing growth and excellence in Georgia. Today, we greened an industry comprised of approximately 10,000 manufacturing entities and almost 427,000 torkers. About Unimad! Internal Skills-to-Jobodi: Marketplace is a public benefit company that connects takent and employers mough a nationalide network of community and technical colleges. Focusing on mid-level flands-on/edimical skills, Unived provides account to high-quality, affordable training that leads directly to insert and path in key industries, including manufacturing. Sometic textures are also as the second of the provides account to the provides account of the provides	About the Georgia Association	n of Manufacturers (GAM)
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