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

On 25 Apr, 2025



**MANUFACTURING GEORGIA**  
MAKE YOUR WAY

**MAKE YOUR WAY**  
to establishing a sustainable  
**WORKFORCE PIPELINE**

[Read our press announcement!](#)

**ABOUT**

Manufacturing Georgia is a cutting-edge digital platform dedicated to reshaping the future of manufacturing in Georgia. Our goal is to connect manufacturers with the next generation of skilled workers, fostering meaningful engagement and showcasing the exciting career opportunities available in today's modern manufacturing industry.

**WHY JOIN**

- ✓ FREE for all manufacturers in 2025
- ✓ Promote your brand, culture, and products
- ✓ Share jobs, internships, and stories
- ✓ Connect directly with local talent and schools
- ✓ Help reimagine manufacturing in Georgia

**WHAT CAN YOU SHARE?**

- 🔗 **Job Openings.** Promote available positions.
- 🏢 **Facility Videos/Tours.** Showcase your workspace.
- 📅 **Career Fair Info.** Share hiring events.
- 🔧 **Innovation Features.** Highlight new tech or processes.
- 👤 **Employee Spotlights.** Introduce your team.
- 🌟 **Community Impact Stories.** Show how you give back.

**MAKE SURE YOU'RE AT THE TABLE**  
Take these next steps

- 📄 **Request a Profile.** No cost to manufacturers in 2025
- 📁 **Build Your Page.** Upload media, jobs, events & news
- 🌟 **Get Discovered.** Connect with your community

"We are committed to this project because it's a unique and timely way to engage the younger generation and their parents. 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."

Patrick Lenz, President & COO  
Toyo Tires NA Manufacturing



**REQUEST YOUR PROFILE NOW!**



**Scan me!**

**CONTACT US TO LEARN MORE!**

"We, as manufacturers, often talk about changing perceptions and the need to grow our talent pipeline, but will we actually step up? Now's the time to walk the walk."



**STEPHANIE SCEARCE**  
VP, Workforce Innovation  
Georgia Association of Manufacturers  
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@Manufacturing Georgia



@Manufacturing\_GA

## Member Subscription Rates



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

LAUNCH	GROW	SCALE
<b>\$995</b> per year	<b>\$7,500</b> per year	<b>\$15,000</b> per year
<ul style="list-style-type: none"> <li>✓ Custom company profile and career listings.</li> <li>✓ Filtered search of user profiles.</li> <li>✓ Real-time private messaging and forum networking.</li> <li>✓ Create customized Talent Pools.</li> <li>✓ Post job opportunities and interact directly with applicants.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Custom company profile and career listings.</li> <li>✓ Filtered search of user profiles.</li> <li>✓ Real-time private messaging and forum networking.</li> <li>✓ Create customized Talent Pools.</li> <li>✓ Post job opportunities and interact directly with applicants.</li> <li>✓ Promote unique roles and highlight company culture through blogs.</li> <li>✓ Access to two Techs of Tomorrow engagement events.</li> <li>✓ Premier Georgia Manufacturer homepage feature.</li> <li>✓ Showcase future career progression.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Custom company profile and career listings.</li> <li>✓ Filtered search of user profiles.</li> <li>✓ Real-time private messaging and forum networking.</li> <li>✓ Create customized Talent Pools.</li> <li>✓ Post job opportunities and interact directly with applicants.</li> <li>✓ Promote unique roles and highlight company culture through blogs.</li> <li>✓ Access to two Techs of Tomorrow engagement events.</li> <li>✓ Premier Georgia Manufacturer homepage feature.</li> <li>✓ Showcase future career progression.</li> <li>✓ Custom career paths and workforce training.</li> </ul>

For questions, please contact Stephanie Seearce at [sscearce@gamfg.org](mailto:sscearce@gamfg.org) or 706-633-7619.

## Standard Subscription Rates



Subscription rates apply to manufacturers not members of the Georgia Association of Manufacturers (GAM).

LAUNCH	GROW	SCALE
<b>\$1,995</b> per year	<b>\$15,000</b> per year	<b>\$35,000</b> per year
<ul style="list-style-type: none"> <li>✓ Custom company profile and career listings.</li> <li>✓ Filtered search of user profiles.</li> <li>✓ Real-time private messaging and forum networking.</li> <li>✓ Create customized Talent Pools.</li> <li>✓ Post job opportunities and interact directly with applicants.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Custom company profile and career listings.</li> <li>✓ Filtered search of user profiles.</li> <li>✓ Real-time private messaging and forum networking.</li> <li>✓ Create customized Talent Pools.</li> <li>✓ Post job opportunities and interact directly with applicants.</li> <li>✓ Promote unique roles and highlight company culture through blogs.</li> <li>✓ Access to two Techs of Tomorrow engagement events.</li> <li>✓ Premier Georgia Manufacturer homepage feature.</li> <li>✓ Showcase future career progression.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Custom company profile and career listings.</li> <li>✓ Filtered search of user profiles.</li> <li>✓ Real-time private messaging and forum networking.</li> <li>✓ Create customized Talent Pools.</li> <li>✓ Post job opportunities and interact directly with applicants.</li> <li>✓ Promote unique roles and highlight company culture through blogs.</li> <li>✓ Access to two Techs of Tomorrow engagement events.</li> <li>✓ Premier Georgia Manufacturer homepage feature.</li> <li>✓ Showcase future career progression.</li> <li>✓ Custom career paths and workforce training.</li> </ul>

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PRESS ANNOUNCEMENT: FOR IMMEDIATE RELEASE

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

**Atlanta** – February 27, 2025 – Today, the Georgia Association of Manufacturers (GAM) announced the development of "Manufacturing Georgia"—the first-ever digital platform 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 Unumud, a leading Skills-to-Jobs® Marketplace.

The innovative Manufacturing Georgia platform will feature dynamic, social media-like capabilities to connect manufacturers with future workers, especially younger audiences. The goals driving the platform's development are twofold: 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 manufacturers in the state.

**A New Approach to Workforce Engagement**

Lloyd Axiam, GAM's President and CEO, explained the driving force behind this initiative: "Our manufacturing 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 painted manufacturing as dark and gloomy, when today, the industry is vibrant, clean, 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 clearly 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 counselors. Given the high student-to-counselor 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 generation. The consensus was clear: a platform with social media-like capabilities and cutting-edge gaming technology could foster direct, on-demand connections between manufacturers and future workers.

**The Role of Unumud**

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

"We're thrilled to partner with GAM to tackle the manufacturing workforce gap," said Jim Lechleitner, Head of Strategy at Unumud. "With our national experience connecting new and experienced talent 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 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 enable manufacturers to communicate directly with students and the public. Features will include real-time job postings, including youth apprenticeships 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 Lutz, President and COO of Toyo Tires NA Manufacturing. "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 Countess, President and CEO of Kia Georgia, shared: "Kia Georgia is thankful for GAM's commitment to combatting the false stigma of the 4 Ds, that manufacturing is dull, dirty, dangerous and dead end. With the workforce of tomorrow sitting in today's classrooms, it is critical that industries seize this opportunity to inspire 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 Workforce Development at Shaw Industries, added: "Our hope is that Manufacturing Georgia will be a platform to engage young people with the right information about the diverse career opportunities that exist in advanced manufacturing. Having a technology platform that is easy to access, shares accurate information, and showcases great career opportunities will ensure 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 Manufacturing 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 57 percent of Georgia's manufacturing sector. John Flaker, President and CEO at Grenzbach, commented: "Grenzbach 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 connect with the next generation to promote the opportunities that manufacturing provides and to show them how Grenzbach can provide great career opportunities is exciting!"

#### **Next Steps**

The platform will launch in phases, with a pre-screening event set for March 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 Manufacturers Education Foundation and generous contributions from Toyo Tires, Kia Georgia, Shaw Industries, and Grenzbach, we are making Manufacturing Georgia a reality," said Scarsone. "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 manufacturers. 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 Unmud!

Unmud! Skills-to-Jobs® Marketplace is a public benefit company that connects talent and employers through a nationwide network of community and technical colleges. Focusing on mid-level "hands-on" technician skills, Unmud! provides access to high-quality, affordable training that leads directly to in-demand jobs in key industries, including manufacturing.

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