

THE CAMPAIGN FOR MANUFACTURING RENEWAL

... Calling Attention to a Valuable Group of NJ Employers

New Jersey manufacturers still employ more than 325,000 full-time workers, pay above average wages and benefits, and contribute \$42 billion to the State's annual economic output. But until recently, the plight of manufacturing was barely a blip on the radar screen of State policy makers.

Through its award-winning Campaign for Manufacturing Renewal, NJBIA has sought to call attention and resources to this group of New Jersey employers, many of whom are NJBIA members.

An important goal of the campaign is to help State lawmakers and the public understand the value of manufacturing to the State economy so that steps can be taken to help manufacturers thrive in New Jersey. A strengthened manufacturing sector is a benefit to the entire State economy since manufacturers support many jobs in other industries.

The campaign, a grassroots effort, is led by the NJBIA Manufacturing Council. To date, more than

40 manufacturers have given State legislators tours of their manufacturing facilities, and at a recent Made in New Jersey Day event at the State House, 25 manufacturers displayed their Jersey-made products.

The campaign has had early success. A majority of State legislators have joined a bipartisan Manufacturing Caucus. They have held hearings on manufacturing for the first time in 20 years, and they are taking steps to strengthen the State's manufacturing sector.

NJBIA is also working hard to bring needed resources to manufacturers. The Association has teamed up with State agencies and the NJ Manufacturing Extension Program (NJMEP) to see that manufacturers get low-interest loans,

training, manufacturing-improvement workshops, free energy audits, and other resources. Visit www.njbja.org/manufacturing for more information about the manufacturing campaign.



Mike Jakubowski, a supervisor with Chrysler Industrial Corp., looks on as NJMEP'S Dottie Repka illustrates a point at a lean manufacturing workshop. NJBIA has partnered with the NJMEP to bring free lean manufacturing workshops to its members.

“We are very impressed that NJBIA is championing the cause of manufacturing. We appreciate your efforts.”

BILL GEISSEL—
Sales and Marketing Manager
Phelps Dodge Specialty Copper Products