Press Releases

Press Releases

NAM, Bayer to Open Doors, Open Minds on Manufacturing Day

Bayer to Inspire and Recruit the Next Generation of Modern Manufacturers

By October 2, 2018 6:38am

Washington, D.C. – The Manufacturing Institute, the social impact arm of the National Association of Manufacturers (NAM), and Bayer are joining forces to educate the next generation on 21st-century, modern manufacturing opportunities and inspire and recruit them to become the next generation of manufacturers. As a State-Level sponsor of Manufacturing Day in Kansas, Missouri, New Jersey, Pennsylvania, Tennessee and Texas, Bayer is providing substantial support for the nation’s largest one-day celebration of manufacturing, which focuses on showing young people, parents and educators the opportunities a career in manufacturing offers.

- Manufacturers need the next generation to join the team. We thank our many generous sponsors, like Bayer, who are working together to show young people the future they can create in modern manufacturing, said NAM President and CEO Jay Timmons, who also serves as board chairman of The Manufacturing Institute. Our industry is facing a workforce crisis—with far more jobs open than we have people to fill them. It’s a challenge all manufacturers are tackling—but it also presents promising opportunities for those looking for a meaningful, rewarding career.

- Bayer Radiology is pleased to support local National Manufacturing Day activities to raise awareness of the importance of the local manufacturing sector and educate future generations of professionals, said Dennis Dumfis, Head Commercial Operations Americas Radiology. We are proud of our role in advancing manufacturing and innovation through community sponsorships and job creation; centered around our Pittsburgh-based global Research and Development Center and local manufacturing sites.

- Our Manufacturing Day initiative provides so many great opportunities to show young people the endless possibilities of modern manufacturing, and thanks to Bayer’s leadership, I’m confident we’ll be able to inspire even more to picture themselves in an exciting, new manufacturing career. That has never been more important, said Manufacturing Institute Executive Director Carolyn Lee. Manufacturing faces an industry workforce crisis with nearly half a million jobs going unfilled today and millions more projected to go unfilled in the years to come. That’s why The Manufacturing Institute, in concert with good sponsors like Bayer, works so hard every day to promote modern manufacturing and jumpstart new approaches to growing manufacturing talent—especially through important programs like this one.

First held in 2012 and organized by its founder—the Fabricators & Manufacturers Association, International—Manufacturing Day gives manufacturers the opportunity to address the skills gaps they face, connect with future generations, take charge of the public image of manufacturing and ensure the ongoing prosperity of the industry as a whole. Learn more about Manufacturing Day and the significant impact this event has across the nation here.

-NAM-