

LESSON OBJECTIVES

Through several virtual video tours and introductions of Dodge County manufacturers and class discussion, students should learn:

- **Dodge County region manufacturers need quality employees.** According to a Deloitte study, the current talent gap might leave 2.4 million manufacturing positions unfilled until 2028. The economic impact is 2.5 trillion. It's important students see a potential manufacturing career.
- **Manufacturing jobs are a fulfilling career option.** Past impressions of manufacturing jobs are not the reality of today. Manufacturing jobs today are high tech, high skill and high pay. Change the perception of manufacturing jobs to a positive one.
- **Manufacturing has a variety of jobs for many different interests and levels.** There are many types of jobs in manufacturing from engineering to production and Human Resources to sales and marketing and more. Manufacturing needs all types of employees and has jobs for people right out of high school to Bachelors and Masters degrees.
- **Manufacturing jobs offer several avenues for growth and development.** Once you are in the door, you can potentially grow into leadership and management positions, in wide variety of departments. Show interest and work hard and they can help train and develop you into more specialized skill sets that transition into higher-paying jobs.

LESSON STEPS

1. Play MBA Virtual Manufacturing Tours introductory video and review the objectives-the "why"-behind these manufacturing virtual tours the students will be reviewing over time.
2. Throughout a series of a couple of weeks play one or two videos/day and have a discussion on each video asking the essential questions below. Make sure to give the company name, what they manufacture and where they are located.
3. Ask the students what questions they would like to have answered by the manufacturer.
4. Send questions at the end of the unit to Tracy Propst at tpropst@beaverdamchamber.com
5. Contact Tracy Propst at tpropst@beaverdamchamber.com or 920-887-8879 to set up either a live or virtual manufacturing panel. Provide available date and time options. Two to three manufacturing representatives will come in to answer questions about manufacturing and manufacturing careers including ones provided by the class.

Materials/Equipment

- Internet access/Google Drive Link
- Video player, projection, screen and sound.
- Some "Swag" may be available from manufacturers to encourage class discussion and questions.
- Access to manufacturing lesson videos can be found here:
<https://dodgeregionmba.org/manufacturing-in-the-classroom.php>

Essential Questions

- What do you know about manufacturing jobs?
- What do you know about manufacturing jobs in the Dodge Region?
- How many of you were aware of this company?
- How did your knowledge or perception change about manufacturing jobs?
- What is something interesting that you saw or learned in that video?
- What type of career could you see yourself doing for this company or in manufacturing?
- What questions do you still have about manufacturing jobs?

Manufacturer Virtual Tour Participants

- American Packaging, Columbus WI
 - Creates innovative custom packaging solutions in every area of flexible consumer packaging.
- Arrowhead Systems/Busse/SJI, Randolph, WI
 - Provides material & container handling solutions services for several industries, including food, beverage, household, personal care, container manufacturing and more.
- Apache Stainless, Beaver Dam, WI
 - At Apache, they pride themselves on really knowing how to work with stainless steel for industrial markets. They have four synergistic product groups: Stainless ASME Tanks-large tanks to customer specifications, Small Portable Stainless Vessels – custom mad 1 liter to 100 gallons, Contract Manufacturing-customized fabrication and Mepaco Food Processing Equipment.
- EK Machine, Fall River
 - State-of-the-art contract manufacturing business that delivers quality parts, components, assemblies and power system protection products.
- Centro, Inc, Beaver Dam & Horicon, WI
 - Original equipment manufacturer (OEM) provides custom rotationally molded plastic products for industry leaders in agriculture, construction and lawn and garden.
- John Deere Horicon Works, Horicon, WI
 - Manufactures the John Deere line of premium lawn equipment and Gator utility vehicles for outdoor operation.
- Johnsonville Sausage, Watertown, WI
 - Established in 1945, Johnsonville Sausage manufacturers and distributes a variety of sausage and related products.
- Kraft Heinz, Beaver Dam, WI
 - Philadelphia cream cheese was first produced in Beaver Dam in 1924 by the Phenix Cheese Company. Today, owned by KraftHeinz, the Beaver Dam food plant is one of the original Kraft plants and employs just over 250 employees, runs 3 shifts, 24 hours a day, 7 days a week.
- Jor-Mac, Lomira, WI
 - A contract manufacturer of metal fabrications and assemblies. The provide on-time, high quality and cost competitive metal fabrications to Original Equipment Manufacturers (OEM)
- Lyco, Columbus, WI
 - World-leading manufacturer of commercial cooking and cooling machines, liquid-solid separation screens, root crop peelers / scrubbers, and snap bean equipment. They work with pasta, rice, dry beans and vegetables.
- Mayville Engineering Corporation (MEC), Beaver Dam and Mayville, WI
 - Founded in 1945, MEC (Mayville Engineering Company Inc.) is a leading U.S.-based contract manufacturer that provides a broad range of prototyping and tooling, production fabrication, coating, assembly and aftermarket services. Their customers operate in diverse end markets, including heavy- and medium-duty commercial vehicle, construction, powersports, agriculture, military and other end markets.
- Moraine Park Technical College
 - From CNC/Tool and Die technologies and electro mechanical technology to metal fabrication, industrial electrician apprenticeships, welding and mechanical technician career paths, MPTC has cutting-edge manufacturing labs and expert instructors to help train and prepare you.
- Metalcraft of Mayville, Beaver Dam and Mayville, WI
 - A leading metal fabricator and manufacture for customers across the US. With expert engineers and a rapid-prototyping tech-center to their versatile state-of-the-art manufacturing floor, they have the tools to take on a project from start to finish.
- Richelieu Foods, Beaver Dam
 - Manufacturer of private brand pizza for the nation's top retailers

- Specialty Cheese, Reeseville, WI
 - Develops and produces authentic and innovative cheese such as frying cheese and Just the Cheese ® -Wisconsin cheese baked to crunchy perfection.
- Quad Graphics, Lomira and Hartford, WI
 - A commercial printing company, from magazines to packaging, which offers marketing strategy and management services. The company has 50 printing facilities in 14 countries. The largest single print-production facility in the Western Hemisphere is located in Lomira with more than 2 million square feet of floor space.