

# DREAM IT. DO IT.



## INSPIRING YOUTH

Today's manufacturing is about advanced technologies, state of the art facilities, and fast paced work environments. However, only 35 percent of parents say they would encourage their children to pursue careers in manufacturing, despite the advanced skills and high pay that are characteristic of work in today's advanced manufacturing industry. This is due to a perception of manufacturing that existed a generation ago but does not represent the current reality of the industry.

## TODAY'S MANUFACTURING IS NOT YOUR GRANDFATHER'S MANUFACTURING.

Dream It. Do It. works to change the perception of the industry and inspire next-generation workers to pursue manufacturing careers. The initiative offers local manufacturers, schools, community-based organizations and other stakeholders the opportunity to partner with a respected national platform to promote manufacturing as a top tier career choice in the United States.

## THE AMBASSADOR STORY

Brad Bartlett was just your average high-school Nebraskan. He hung out with friends between classes, was a self-proclaimed couch potato on the weekends, and had no idea what he wanted to do after graduation.

Then, by a stroke of luck, he was placed into a program for students to explore careers at Tri-V Tool and Manufacturing Company. Every morning, he spent several hours at the plant, learning processes and working on machines. He was shocked that the building wasn't what he saw pictures of from the 1950s; instead, bright, air-conditioned and filled with high-tech equipment. He was sold.

It took Brad less than two years at Southeast Community College before he earned an Associates Degree and became a Tool Maker at Tri-V.

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Brad is almost in awe of how far he's come in just a few short years as he explains, "By the time I was twenty, I was able to buy my own home. It wasn't long before that I was a couch potato, and now I am making custom parts that help companies like 3M and Claas. Every day is something different and exciting."

Brad's story is the example every company wants; his story is what students need to know. So John Vyhldal, the owner of Tri-V, asked him to start telling it. Brad was one of the first Dream It. Do It. Ambassadors across the nation, a voice for manufacturing in Nebraska. He represents what can be accomplished with a career in manufacturing.

Ambassadors are young, well-spoken employees who play a front-facing role to their community representing the manufacturing industry. They bring forward a message of inspiration, passion, and drive to potential talent sources who are starting or changing their career. Whether its students, women, veterans, or minorities, Ambassadors help any audience see a place for themselves in manufacturing.

