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PRESS RELEASE  
For Immediate Release

TRSA Joins The Manufacturing Institute’s Dream It. Do It. Network  
Partnership will change the image of manufacturing for youth and raise awareness of commercial laundry careers.

WASHINGTON, March 6, 2017: The Manufacturing Institute and the association for the linen, uniform and facility services industry TRSA announced a partnership to reach the next generation of manufacturing workers and the textile rental services industry. TRSA is just the second industry association to join the Institute’s Dream It. Do It program, which raises awareness of careers in manufacturing.

Through this partnership, TRSA and its members will have access to market-tested materials targeting young people, parents, and teachers. This library includes posters, brochures, social media, videos, and web content. Dream It. Do It. also provides a collection of best practices, how-to guides, and resources for activities proven to influence the perception of manufacturing careers.

The Dream It. Do It. program is an important component of an ambitious effort by TRSA to grow the pipeline of workers in textile rentals and commercial laundry operations. The organization’s multifaceted workforce initiatives include career awareness, internship and apprenticeship programs, and recruiting veterans into the industry. TRSA also plans to target Manufacturing Day, on and around October 6, 2017, for members to hold tours and connect with schools in their communities. Manufacturing Day is an initiative of The Manufacturing Institute and the National Association of Manufacturers.

“TRSA is developing alliances that improve our ability to recruit, retain and develop the executives, managers and skilled workers necessary to continue the growth of the linen, uniform and facility services industry,” said Joseph Ricci, CAE, CEO & President of TRSA, “Our partnership with the Manufacturing Institutes offers access to expertise, contacts and resources that these objectives.”

“The skills gap is very real and impacts virtually every sector of manufacturing,” said Brent Weil, senior vice president of The Manufacturing Institute. “I applaud TRSA for its bold leadership in addressing the skill needs head-on. Joining Dream It. Do It. is an important step in turning that vision into action.”
Established in 2005, 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.

Organizations and companies interested in participating should contact Ken Koepper at kkoepper@trsa.org.

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**About The Manufacturing Institute**
The Manufacturing Institute (the Institute) is the 501(c)(3) affiliate of the National Association of Manufacturers. As a non-partisan organization, the Institute is committed to delivering leading-edge information and services to the nation's manufacturers. The Institute is the authority on the attraction, qualification and development of world-class manufacturing talent. For more information, please visit [www.themanufacturinginstitute.org](http://www.themanufacturinginstitute.org).

**About TRSA – Association for the Linen, Uniform and Facility Services Industry**
TRSA (www.trsa.org) represents the $18-billion+ linen, uniform and facility services industry which employs 200,000+ people at 1,500+ facilities in North America by advocating for fair regulatory and legislative policy and promoting the environmental benefits of reusable textiles. TRSA quantifies our industry’s commitment to cleanliness and sustainability through its Clean Green and Hygienically Clean Certification programs. Most Americans benefit at least once per week from the cleanliness and safety of laundered, reusable linens, uniforms, towels, mats and other products provided to the businesses, retailers, manufacturers, healthcare facilities, restaurants and hotels. TRSA increases productivity, sustainability, safety and professionalism through education, certification, research, benchmarking and information-sharing.