



Manufacturing Day Checklist



1.) Choose the type of event you want to host.

- Will you host guests in person or virtually?
- What do you want to share with your audience – a plant tour, a demonstration, existing corporate videos, etc.?
- Will there be a presentation on careers in manufacturing?
- Will it be all the above?

2.) Register your event with the Manufacturing Day website.

- Visit <http://www.mfgday.com/user/register> to set up your account.

3.) Encourage local schools to attend/stream your event.

- Fill out the template listed below and send it to schools in your area.

4.) If hosting a virtual event:

- Publicize your social media accounts/website beforehand
- Prepare video/photos/graphics in advance
- Use official Manufacturing Day hashtags (#creatorswanted #MFGDay) as well as your company's

5.) If hosting an in-person event:

- Set up stations for your activities (examples below)
- Station 1: Foundry in a Box
- Station 2: Careers in metalcasting
- Station 3: Movie about the industry

6.) Assign roles to your team members

- Tour/welcome guides (if holding in-person event)
- Photographer
- Setup/supplies
- Speakers
- Website/social media manager

7.) Have fun!

- Manufacturing Day is a celebration of the industry and an opportunity to shed misperceptions. By connecting with future generations, manufacturers are proactively working towards shrinking the skilled labor shortage and recruiting the next wave of metalcasters.



PR & Media Check List Manufacturing Day



- Check out the resources available to you on: <https://www.mfgday.com/>
- Update the press release template from AFS with your company's information (brief description of company, contact at company, specific date of your activity, etc.)
- Save press release to a PDF format
- Post the release to your website
- Post as an event on your company Facebook page
- Send press release - attach PDF (include the actual release in the body of the email as many small town newspapers have cyber security concerns) and a few high-resolution images (bigger file size indicates higher resolution of print) - perhaps of the facility or of the person running point on the day - to local news and business outlets:
 - Local news - check their website or print edition for the name of their news director or if they have a news tip hotline (Do not use PRWire. Journalists don't use that as a source).
 - Local radio stations - if you have ever bought airtime, start with your account rep
 - Local chamber of commerce, if company is a member
 - Local organizations, as appropriate: Girl Scouts, Boy Scouts, STEM youth organizations, GEMS club (Girls Excelling in Math and Science), etc
 - Your local AFS chapter
 - Your state's manufacturing association, if you are a member
 - Your state's Manufacturing Extension Partnership (MEP)
 - If available, send to your state equivalent of Inside Indiana Business
- Send to guidance counselors at local high schools (print a copy and mail it)
- During/Post event - Do a Facebook live the day of the event or use the app Ripl to make a video highlight of still photos from the event

Bonus Coverage Round - Do you know anyone at the above organizations? If so, call them. "Hey, Jim - my company just sent over a press release about what we are doing for Manufacturing Week. And I wanted to personally invite you to come be part of the day." (Be prepared to hear no. But getting that kind of coverage is something AFS can leverage for the whole industry.)



Metalcasting Facts & Tidbits Manufacturing Day 2020



Making a Difference in the North American Economy

You're rarely never more than 10 feet from a metal casting! Metalcasting creates products we need and manufacturing jobs for tens of thousands of people.

90% of durable goods include castings. Metalcasting is essential to these industries:

- Defense
- Automotive
- Construction
- Agriculture
- Aerospace
- Oil and gas (energy sector)
- Mining
- Railroad
- Municipal/water infrastructure
- Transportation
- Health care

It's a \$44 billion industry in direct wages and provides nearly 200,000 jobs in the U.S. alone, with more in Canada and Mexico. The metalcasting industry is mostly small businesses, with 75% of domestic metalcasters having fewer than 100 employees. Most common college degrees in metalcasting are: materials science and engineering, manufacturing technology, metallurgy. These critical jobs are widely dispersed in every state in the nation, with the highest geographic concentration of metalcasting facilities in Ohio, Pennsylvania, Indiana, Illinois, Michigan, California, Texas, and Wisconsin.

Top 10 Metalcasting States*

1. Ohio

2. California

3. Michigan

4. Pennsylvania

5. Wisconsin

6. Illinois

7. Texas

8. Indiana

9. Minnesota

10. Missouri

**By number of foundries*



Metalcasting Facts & Tidbits Manufacturing Day 2020



Metalcasting makes the difference in our lives

- Every dollar spent in manufacturing, including metalcasting, generates \$1.37 in economic activity - more than any other major economic sector!
- Metalcasting supports non-manufacturing jobs up and down the supply chain, from mining to warehousing, as well as engineering, financial, and legal services.
- The U.S. Iron and Steel industry is estimated to have more than \$520 billion in economic output, when you consider the direct, indirect (supplier) and induced impacts.

A Sustainable Industry

Did you know metalcasters have been recycling metal for over 5,000 years? Foundries, inherent recyclers, have even more of a business case for environmental sustainability than many other industries.

In the United States and Canada, the industry recycles more than 5 million tons of aluminum each year, most of which goes back directly into the North American supply. Because producing recycled aluminum is 92 percent more energy efficient than making new aluminum, the practice is both a business and environmental win for the industry. Nearly 40 percent of the North American aluminum supply is now created through secondary production (recycling processes). A 10 percent increase in aluminum end-of-life recycling rates decreases industry greenhouse gas emissions by 15 percent.

On average, new steel products contain 37% recycled steel from products including cans, cars, appliances and construction materials. Today's steel products will become tomorrow's cards, trains, bridges or buildings. Steel is a permanent material that can be infinitely recycled and is 100% recyclable without loss of quality. Steel is one of the few materials where lower value scrap products can be converted into high value steels by using appropriate processes and metallurgy. The steel industry is working on initiatives to develop breakthrough steelmaking technologies that could cut Co2 emissions by more than 50%.

Digital resources

- Images: Free Casting Images - <https://www.afsinc.org/castings-where-you-are>
- Video: Careers in Metalcasting - <https://youtu.be/WGaOFcQVLXo>
- Economic Impact assessment: <https://www.afsinc.org/us-metalcastingindustry-impact-us-jobs-economy>
- Video: The importance of steel - <https://t.co/86IH65kyUq>