

National manufacturing strategy experts focus on Wisconsin



Through a partnership with three other Wisconsin Technical Colleges, NWTC brought internationally-renowned experts on global competitiveness to Wisconsin for the May 22 “Building Your Competitive Edge” Manufacturing Symposium.

At the NWTC Green Bay campus, with participation by live video link at Fox Valley, Lakeshore, and Moraine Park Technical Colleges, Ralph Trombetta (pictured left) discussed and answered questions about Blue Ocean Strategy – six principles that any company can use to create open markets, build customer demand, and render competitors irrelevant. Hank Stringer, author of *Talent Force*, discussed how to develop a world-class talent plan to optimize a company’s workforce and success. He spoke at Moraine Park with a live video link to the other three participating colleges.

Enhancing the competitiveness of manufacturers is a high priority for the WTCS colleges in Northeast Wisconsin, because manufacturers continue to be a vital driver in Wisconsin’s economy.

“This industry is at the heart of Wisconsin’s well-being,” said NWTC College President Dr. H. Jeffrey Rafn. “Manufacturing and related industries make up nearly half of Wisconsin’s economy and produce over 90 percent of the state’s exports. Manufacturers employ nearly a fifth of the state’s workforce and pay wages that are 28 percent higher than the state average. Everything we can do to support manufacturing here is going to pay dividends for other industries, for employment and jobs, for our students’ futures, and for our communities.”



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