



# ADVANCED MANUFACTURING THRIVES IN THE 8-COUNTY MADISON REGION

The Madison Region claims historic strength in advanced manufacturing and production, with continued industry leadership powered by innovation in emerging processes, a skilled workforce, top-notch higher education and research institutions, and a wealth of businesses in manufacturing.

## A CONCENTRATION OF LEADING COMPANIES

With a wide and diverse portfolio of vital manufacturers, the Madison Region boasts particular strengths in food products machinery, tractors and trailers, household refrigerators and freezers, appliances, metal manufacturing, and plastics. Leading national companies such as Cardinal Glass, John Deere, and Trek have facilities in the region, demonstrating the area's competitive edge in high-end production. The advanced manufacturing sector is a cornerstone of regional employment, with all manufacturing sub-sectors comprising 12.4% of total regional nonfarm employment—second only to healthcare and social services.

## COMMITTED TO TRAINING SKILLED WORKERS

The Madison Region's high-end manufacturing workforce is comprised of both young adults and experienced professionals, a testament to the region's ability to attract quality talent and develop and retain skilled workers. In 2010, Madison Region institutions of higher education conferred 2,641 degrees and certificates that are applicable to advanced manufacturing positions.

## MADISON COLLEGE INGENUITY CENTER FOR ADVANCED MANUFACTURING (MADISON)

The new Ingenuity Center at Madison College features the space and tools needed to train in the field of Advanced Manufacturing. The center boasts prototype and material testing machines, along with classrooms, faculty spaces, and high bay workspace for manufacturing labs. This state-of-the-art facility will enroll its first students in September 2013.



## SECTOR67: CENTER FOR TECHNOLOGY, ADVANCED MANUFACTURING, AND PROTOTYPING

Sector67 is a nonprofit collaborative hackerspace/workspace providing individuals in the Madison Region a place to work with and learn about the next generation of tools and technology. Sector67 provides 4,000+ square feet of workspace including 3-D printers, laser cutter, CNC milling equipment and lathe, robot arms, resin casting tools, and an electronics lab for members, along with 300+ community classes. Explore at [sector67.org](http://sector67.org).

## LEARN MORE ABOUT MANUFACTURING OPPORTUNITIES IN THE MADISON REGION

Contact Michael P. Gay, CECD, Senior Vice President of Economic Development at Madison Region Economic Partnership (MadREP).

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*The Madison Region consists of Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk Counties.*



### **BLACKHAWK TECHNICAL COLLEGE ADVANCED MANUFACTURING TRAINING CENTER (JANESVILLE)**

Rock County's Blackhawk Technical College advanced manufacturing faculty brings real-world experience to the classroom. The major training areas in its new facilities will include machining, electricity and hydraulics, with supporting disciplines in blueprint reading, welding, rigging, refrigeration fundamentals, and drives and linkages. Classes combine lecture and laboratory experience to provide the maximum amount of information and practical exposure, with strict adherence to safety policies and procedures.



### **MORAINE PARK TECHNICAL COLLEGE (BEAVER DAM)**

Dodge County's Moraine Park Technical College campus offers a welding technical diploma program that trains individuals in the welding and fabrication skills that are needed in today's industries. Through hands-on experience in a welding laboratory, students gain skills in all welding positions leading to welder certification. Students are expected to demonstrate the Critical Core Manufacturing Skills throughout all manufacturing classes.



### **UNIVERSITY OF WISCONSIN SYSTEM**

Wisconsin's three UW System engineering schools are in or immediately adjacent to the Madison Region—UW-Madison, UW-Milwaukee, and UW-Platteville. Independently and collectively, all three universities have nationally recognized mechanical, electrical, material science, nanotechnology, industrial, chemical, industrial engineering technology, and sales engineering baccalaureate and master programs that support South Central Wisconsin's strong history in manufacturing, engineering, and production related industry sectors.



### **MADISON REGION ADVANCED MANUFACTURING PEER NETWORK**

The region's Manufacturing Peer Network is comprised of 15-20 manufacturers that come together in pre-competitive workspaces to connect with technical colleges, collaborate on customized training programs, enhance applied educational experiences in degree programs, improve human resource efficiencies, and develop business-to-business opportunities among members.

In 2012, the Workforce Development Board of South Central Wisconsin partnered with the Peer Network and Madison College to offer nationally-recognized Manufacturing Skill Standard Certification credentials to 65 workers in the region. The Workforce Development Board will also continue to support development and expansion of manufacturing councils across the region to bring businesses together to develop cooperative plans, share best practices, identify and address skills gaps, and create an organized voice on local issues impacting manufacturers.

*Sources: MadREP's 2011 Competitive Assessment, National Center for Education Statistics, Integrated Postsecondary Education Data System, U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages via Wisconsin Department of Workforce Development*