



# How to Hold a Successful Manufacturing Tour

For Manufacturers, Communities and Schools  
March 19, 2025



**Della Ludwig**  
Workforce Strategy Consultant  
Central & Southwest MN  
DEED

# Agenda

- **Introductions**
- **The importance of manufacturing in MN**
- **Manufacturing Month Overview**
- **Types of Involvement & How to Prepare**
  - Manufacturers
  - Community
  - School
- **Partners**
- **Tools & Resources**
- **Q&A**



CTE Jamboree at ROCORI: SCTCC Aaron Barker, Coldspring President Flint, ROCORI's past Superintendent Brad Kelvington & BBE's Superintendent Pat Walsh



**#MNManufacturingMonth**



# Little About Me

- Workforce Strategy Consultant for Central and Southwest MN

**EDR 6W:**

- Big Stone
- Chippewa
- Lac Qui Parle
- Swift
- Yellow Medicine

**EDR 7W:**

- Benton
- Sherburne
- Stearns
- Wright

**EDR 6E:**

- Kandiyohi
- McLeod
- Meeker
- Renville

**EDR 08:**

- Cottonwood
- Jackson
- Lincoln
- Lyon
- Murray
- Nobles
- Pipestone
- Redwood
- Rock

- Part of the Business Development Team
- 30+ Years of HR Experience
  - Manufacturing
  - Healthcare
- GWDB Manufacturing Committee
- CMMA Board Member
- Two children
- I Love to travel

**Fun Fact:** I'm scuba certified!



**#MNManufacturingMonth**

# Reach out to your regional DEED Workforce Strategy Consultant

**NORTHWEST**  
*James Whirlwind Soldier*  
[James.Whirlwindsoldier@state.mn.us](mailto:James.Whirlwindsoldier@state.mn.us)  
651-323-7891 (c)

**NORTHEAST**  
*Shayla Drake*  
[Shayla.Drake@state.mn.us](mailto:Shayla.Drake@state.mn.us)  
218-380-2510 (c)

**METRO**  
*Adesewa Adesiji*  
[Adesewa.Adesiji@state.mn.us](mailto:Adesewa.Adesiji@state.mn.us)  
952-261-6942 (c)

**SOUTHEAST**  
*Becky Zoubek*  
[Rebecca.Zoubek@state.mn.us](mailto:Rebecca.Zoubek@state.mn.us)  
507-923-2845 (c)

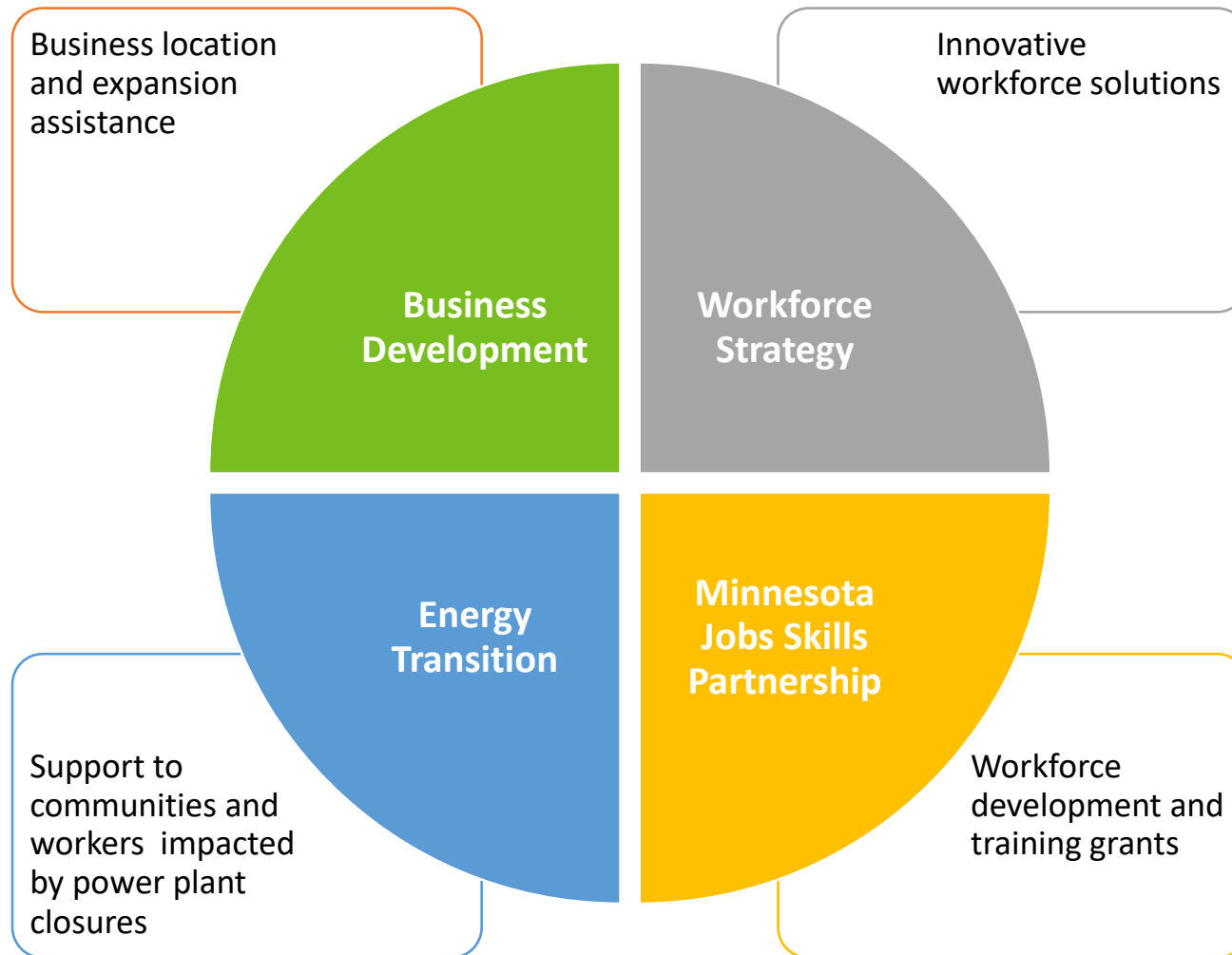
**CENTRAL**  
*Della Ludwig*  
[Della.Ludwig@state.mn.us](mailto:Della.Ludwig@state.mn.us)  
320-423-0121 (c)

**mn** EMPLOYMENT AND  
ECONOMIC DEVELOPMENT

**MINNESOTA**  
star of the north<sup>®</sup>

**Jessica Miller**  
[Jessica.Miller@state.mn.us](mailto:Jessica.Miller@state.mn.us)  
Director of Workforce Strategy

# DEED's Business Development Office is comprised of four distinct yet closely interrelated areas





# Who We Are & What We Do

## MISSION

Develop innovative workforce solutions by aligning resources, facilitating collaboration, and leveraging expertise in targeted industry sectors to drive economic equity and growth.



# Midwest Manufacturers Association (MMA)



Central office of



**AMFA**  
Arrowhead Manufacturers  
& Fabricators Association



**CMMA**  
Central Minnesota Manufacturers Association



**tri-state**  
MANUFACTURERS' ASSOCIATION

Partnering affiliate



**MINN-DAK**  
MANUFACTURERS ASSOCIATION



**Lynda Bailey**  
Executive Director  
[Lynda@MidwestManufacturers.com](mailto:Lynda@MidwestManufacturers.com)



**Carolyn Petruza**  
Meeting Coordinator  
[Carolyn@midwestmanufacturers.com](mailto:Carolyn@midwestmanufacturers.com)

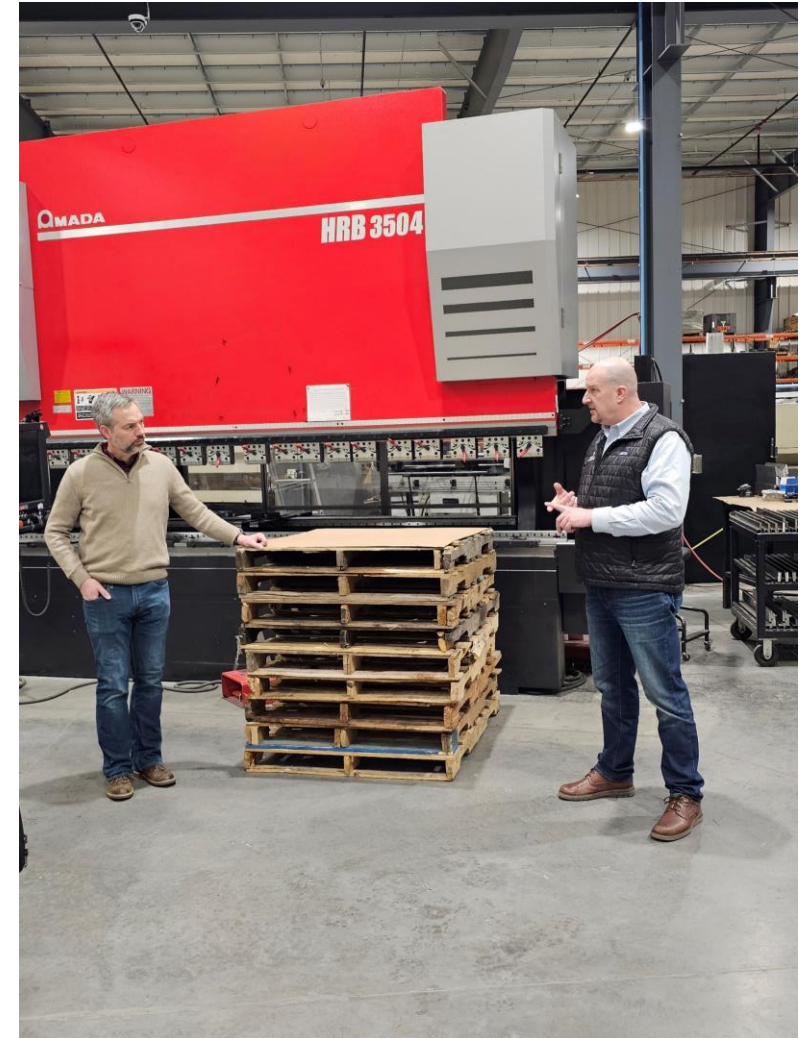


**Katie Baumann**, Development  
Coordinator & TOM Lead  
[Katie@midwestmanufacturers.com](mailto:Katie@midwestmanufacturers.com)

# Why is Manufacturing Important?

- 2<sup>nd</sup> largest employing industry in Minnesota
- 1 in every 9 jobs are manufacturing
- 8,625 Manufacturing Companies in MN
- \$57.2 Billion into MN's economy
- \$79,000 average annual wage of manufacturing workers
- 13,000 manufacturing jobs were added from 2021 to 2023 in Minnesota
- 12,000 manufacturing job vacancies in 2023
- 93,000 manufacturing openings expected through 2032
- Majority of manufacturing jobs can be started with a high school diploma or GED and on-the-job training

**#MNManufacturingMonth**



Pictured: DEED Commissioner, Matt Varilek, with Falls Fabricating President & CMMA Board Member, Dan Ortloff



# The purpose of the Manufacturing Month

## **Shape the Future Workforce**

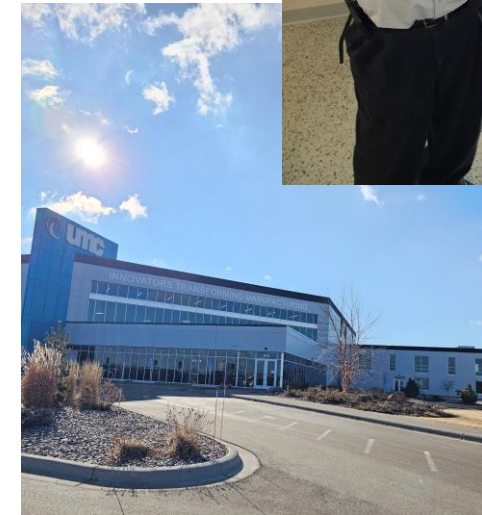
Connect with students & job seekers to inspire the next generation of skilled workers, engineers, and technicians

## **Showcase Innovation**

Highlight cutting-edge technology and manufacturing processes, positioning manufacturing as a great career choice

## **Build Strong Local Partnerships**

Strengthen relationships with schools, educators, and potential future employees in our community



Pictured: UMC President, Don Tomann, with CMMA President, Les Engel on a Tour.

# Manufacturing Month Overview

## Main Activities & Events

1. Proclamation from Governor & Communities
2. Tour of Manufacturing (TOM)
3. Regional Tour of Manufacturing Magazines
4. Presentations in Communities and at Schools
5. Appreciation Events
6. Career Fairs
7. Manufacturing Blogs and Articles
8. Workforce Wednesday Presentation  
on Oct 1, 2025



Pictured: Rosenbauer America tour.

**#MNManufacturingMonth**

# Types of Involvement

## **Manufacturers/Colleges**

- Open House/Tour of Manufacturing
- Employee & Family Celebration Events
- Training Opportunities
- Connect with Community and Schools

## **Community**

- Appreciation Events & Chamber Tours
- Career Fairs
- Proclamations (Templates Available)
- News Articles & Social Media

## **Schools/Youth**

- Visit Manufacturers (Students, Teachers & Parents)
- Request Manufacturers to Present at the School



Pictured: Student presentation

**#MNManufacturingMonth**

# Regional TOM Celebrations

## October is Manufacturing Month!

### Central MN's Tour of Manufacturing: October 1-4, 2025

- CMMA: <https://www.midwestmanufacturers.com/cmma/central-mn-tour-of-mfg/>
- Katie: [Katie@midwestmanufacturers.com](mailto:Katie@midwestmanufacturers.com)

### South Central MN's Tour of Manufacturing: Oct 2 & 4, 2025

- Greater Mankato: <https://greatermankato.com/tour-manufacturing/>
- Heather or Sara: [tourofmanufacturing@gmail.com](mailto:tourofmanufacturing@gmail.com)

### Southeast MN's Tour of Manufacturing: TBD

- Mike: [mschnell@ssc.coop](mailto:mschnell@ssc.coop)

### Northeast MN's Tour of Manufacturing: Oct 22-24, 2025

- AMFA: <https://www.midwestmanufacturers.com/amfa/tour-of-mfg/>
- Katie: [Katie@midwestmanufacturers.com](mailto:Katie@midwestmanufacturers.com)



*\* You do NOT need to be a Member of the Affiliations to Participate! These are open for everyone to participate!*

# TOM Participants Experience

- **Real-World Experience**
  - Students, parents, teachers, job seekers, and community members will visit local manufacturing facilities to see how products are made, from robotics to skilled trades
- **Career Exploration**
  - Tours expose students and job seekers to exciting and in-demand career paths, including engineering, design, and production
- **Engagement & Inspiration**
  - Helps students and job seekers understand the many opportunities available in the manufacturing industry and inspires them to pursue these high-paying careers



Pictured: Andy Wells, Owner of Wells Technology, Inc. with local students on a tour of his business.

**#MNManufacturingMonth**

# Types of Tours

- **Open House/Tour of Manufacturing (In Person)**
  - **Regional Tours**
    - Central MN
    - Metro
    - Northeast
    - Northwest
    - South Central
    - Southwest
  - **School Tours**
    - ISD#728 'Cool Jobs Tour'
    - Chisago County Career Exploration in Manufacturing Event
    - CTE Jamboree
  - **Private Tours**
    - New Flyer with Commissioner
  - **Virtual Tours**



Pictured: DEED Commissioner Matt Varilek on a private tour at New Flyer.

**#MNManufacturingMonth**

# How to Prepare for the Tours

- **Work with your local Manufacturing Affiliation and/or Workforce Strategy Consultant**
- **Decide What Type of Tour You Will Have**
  - Open House, Private, or Virtual
- **Set the Date of your event, if necessary**
  - Most Successful Open House Tours are Wed & Thurs 3-7pm or Sat AM
- **Reach Out to Your Local Schools & Colleges**
  - Request the School Tour Your Business or You Present at the School
- **Advertise Your Event Everywhere**
  - Parades, Papers, Magazines, Social Media, Schools, etc.
  - Make sure to note any PPE: closed toe shoes, long pants, etc.
- **Clean Your Business and Make Sure it is Safe**
- **Day of:**
  - Mark Parking & Entrance Areas
  - Provide Safety Glasses, Earplugs, etc.
  - Have Guided Tours
  - Collect Attendees Information
  - Have Job Applications Available
  - Offer Treats & Giveaways
  - Feed Your Staff
  - Take Photos & Post on Social Media
  - #MNManufacturingMonth



Pictured: Retired DeZURIK employee with his granddaughter on a tour.

# Magazine Opportunities



2024 CENTRAL MINNESOTA TOUR OF  
**MANUFACTURING**

5th  
Anniversary  
edition in  
2025!

FEATURING  
11 IN-PERSON TOURS  
DURING OCTOBER  
9 VIRTUAL TOURS

FREE  
TO THE PUBLIC

Photo courtesy of CMMA for  
2024-2025. Manufacturing all the year.  
CMMA

Great manufacturing  
articles and wage information  
Tours and magazine content  
available at: [www.CMMAworks.org](http://www.CMMAworks.org)

[2024 Central MN's Magazine & 2025 Magazine Opportunities](#)



2024 SOUTH CENTRAL TOUR OF  
**MANUFACTURING**

FEATURING 15  
MANUFACTURING  
FACILITIES  
2 HIGHER EDUCATION  
LOCATIONS

In Person Tours:  
Thursday, October 3rd from 9am-3pm  
Saturday, October 5th from 9am-1pm

FREE  
AND OPEN TO  
THE PUBLIC

Tours and magazine content available at  
[www.tourofmanufacturing.com](http://www.tourofmanufacturing.com)

Photo courtesy of  
South Central College  
South Central  
COLLEGE

[2024 South Central Magazine & 2025 Magazine Information](#)



FALL 2024

**PRECISION** MANUFACTURING  
JOURNAL OF THE MINNESOTA PRECISION MANUFACTURING ASSOCIATION

Voices of  
Manufacturing

INSIDE THIS ISSUE:

- 8 HANDS-ON LEARNING  
Apprenticeship program insights
- 10 A LEGACY OF  
CUSTOMER CARE  
MME's tradition of company culture
- 14 STATE FAIR  
RECAP  
Stats from the Great  
Minnesota Get-Together

[2024 MPMA Magazine & 2025 Magazine Information](#)



# Types of Community Events

- Appreciation Events
  - Breakfast/Lunch with Presenter
  - Business Awards Event
  - Renville County Delivers Donuts with Elected Officials and Gives Manufacturers Certificate
  - Paynesville Chamber Does Weekly Tour
  - Host OSHA Certification or Safety Training Event
  - Offer Networking Event Between Community, Schools and Businesses
- Career Fair with CareerForce Partners
- Deliver Certificates/Proclamations
  - Templates Available
- Radio Ads
- Rent a Billboard or Marquee
- News Articles & Social Media



Pictured: Chisago County's School Tour, Panel Discussion and Hands-on Career Fair.

# How to Prepare for Community Events

- **What Level of the Community?**
  - Regional
  - County, City, Chamber
- **Who is Your Audience?**
  - Manufacturers
  - General Public
  - Job Seekers, Schools/Youth
  - Resident Recruitment
- **Develop Your Committee**
  - Manufacturers, HRAs/EDAs, Schools, etc.
- **Set Goals**
  - Appreciation Events
  - Tours, Career Fairs, etc.
  - Presentations
  - News Articles & Blogs

- **Start Small**
- **Advertise Events**
- **Take Pictures & Use Social Media**
- **#MNManufacturingMonth**



Pictured: Community Tour at Cirrus.

**#MNManufacturingMonth**

# Types of School Activities & Events

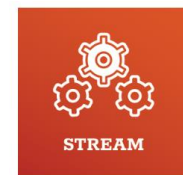
- **Tour of Manufacturing**
  - Student
  - Teacher
- **Classroom Presentations**
- **Hands-on Career Fairs**
- **Virtual Tours**
- **Student Project/Assignment**
- **VEX Robotics Demonstrations**
- **Teachers Can Learn about:**
  - Student Internships
  - Job Shadowing
  - Student Mentoring
  - Material Donations
  - Teacher Externships in Summer



Pictured: APA Student Tour

# How to Prepare School Activities & Events

- **Mark October as Manufacturing Month – Recurring Event!**
- **Set up a Tour with Manufacturers – For Students and Teachers**
  - Princeton does a “Career Crawl” for all their Teacher & Build Curriculum Around Community
- **Develop School Committee with Chamber/Businesses**
  - Chisago County Career Exploration in Manufacturing Event
  - “This is Princeton” Campaign
  - Career Fairs, Interviewing Events, Job Shadow, Mentorships, Apprenticeships
  - Create an Advisory Board and Ask for Feedback on Classes and Skills Being Taught
- **Develop Career Pathways at Your School**
  - List School Classes Based on Careers
- **Create MDE Apprenticeship and/or DLI Youth Skills Training (YST) Program**
  - MDE’s Apprenticeship Contact for Schools is Mary Berg: Mary.Berg@statemn.us.
  - DLI’s YST Contact (School & Manufacturers) is Jo Daggett: Jo.Daggett@state.mn.us
- **Talk Positively About Your Community**
  - Resident Recruitment
  - 2/3 of Jobs in MN only Need a High School Diploma plus on the job training



STREAM



BUSINESS



SCI HI



HUMAN SERVICES

**Career Wheel:** <https://www.bridgesconnection.org/career-wheel/>

**Apprenticeship/YST Info:** <https://www.midwestmanufacturers.com/cmma/resources/>

# School Offers & Funding

**FREE MMA Membership: Contact Carolyn at**  
[Carolyn@midwestmanufacturers.com](mailto:Carolyn@midwestmanufacturers.com)

**MMA's Bussing, Grants & Scholarships:**  
<https://www.midwestmanufacturers.com/k-12-info/>

**South Central Bussing, Grants & Scholarships:**  
<https://greatermankato.com/tour-manufacturing/>

**MPMA's Bussing, Grants & Scholarships:**  
<https://www.mpma.com/>

**MN State Advanced Manufacturing Center of Excellence  
Bus Grants & Safety Glasses:**  
<https://www.mnmfg.org/statewide-tour/>



**#MNManufacturingMonth**

# Manufacturing & Community Partners

Adult Basic Education (ABE)

Big Brothers Big Sisters

Boys & Girls Clubs

CareerForce

Chambers

Comunidades Latinas Unidas En Servicio (CLUES)

Diversity in Manufacturing Initiative (DiMi)

Elected Officials

Fair Chance Labor Initiative

Governor's Workforce Development Board (GWDB)

HRAs/EDAs

Initiative Foundations

Manufacturers

MN Association of Workforce Boards (MAWB)

MN Department of Employment & Economic Development (DEED)

MN Department of Education Apprenticeship Program

MN Department of Labor Youth Skills Training (YST)

MN Indigenous Workforce Initiative (MIWI)

Midwest Manufacturers Association (MMA)

MN Precision Manufacturing Association (MPMA)

MN State Advanced Manufacturing Center of Excellence

Schools

United Way

Veteran Services

Vocational Rehab Services

YMCA

\* This is not a complete list



Pictured: Roger's Cool Jobs Tour.

# Where to Start

1. Mark October as Manufacturing Month (Recurring Event!)
2. Reach out to MMA or Your Workforce Strategy Consultant
3. Start Small
  - Do One Activity/Event
4. Take Photos
5. Share with Your Local Newspaper and on Social Media
6. Ask for help! We are here for you!



Big Lake High School REAL Apprenticeship Signing Day.

# Save the Date

## October is Manufacturing Month!

### Central MN's Tour of Manufacturing: October 1-4, 2025

- CMMA: <https://www.midwestmanufacturers.com/cmma/central-mn-tour-of-mfg/>
- Katie: [Katie@midwestmanufacturers.com](mailto:Katie@midwestmanufacturers.com)

### South Central MN's Tour of Manufacturing: Oct 2 & 4, 2025

- Greater Mankato: <https://greatermankato.com/tour-manufacturing/>
- Heather or Sara: [tourofmanufacturing@gmail.com](mailto:tourofmanufacturing@gmail.com)

### Southeast MN's Tour of Manufacturing: TBD

- Mike: [mschnell@ssc.coop](mailto:mschnell@ssc.coop)

### Northeast MN's Tour of Manufacturing: Oct 22-24, 2025

- AMFA: <https://www.midwestmanufacturers.com/amfa/tour-of-mfg/>
- Katie: [Katie@midwestmanufacturers.com](mailto:Katie@midwestmanufacturers.com)



*\* You do NOT need to be a Member of the Affiliations to Participate! These are open for everyone to participate!*



# Save the Date

## Career and Technical Education (CTE) Jamboree! Nov 20, 2025, from 7:15-10am at Big Lake High School & LISI Medical

### Presentations

- Keynote – TBD
- "Aligning Learning with Livelihood: The Future Has Arrived" by Luke Greiner, Labor Market Analyst, MN Department of Employment and Economic Development (DEED)
- Minnesota CTE Grant by Alison Orgaard, CTE Manager, Resource Training & Solutions
- Big Lake High School's REAL Apprenticeship Program
- Manufacturer Spotlight: LISI Medical Youth Skills Training (YST) Apprenticeship

### Tour

- Big Lake High School CTE & VEX Robotics Areas
- LISI Medical



Pictured: CMMA grant given to Career Solutions at CTE Jamboree.

**FREE to ALL School Staff, Students & School Board Members!**

Register at: <https://members.midwestmanufacturers.com/events/details/cmma-cte-jamboree-5th-annual-2421>





# WORKFORCE WEDNESDAY

Workforce Strategy Consultants share what works with Minnesota employers

## 2025 Workforce Wednesday Schedule

- **January 8:** DEED's Business Development Team: The Key to Business Expansion and Growth
- **February 5:** Employee Resource Groups
- **March 5:** Strategies for Developing a Fair Chance Workforce
- **April 2:** Powering Workforce Success: Leveraging Industry Sector Partnerships
- **May 7:** It Takes a Village: Resident Recruitment & Community Impacts on Workforce
- **June 4:** Workforce Consultation Strategies
- **July 9:** Introduction to AI for Employers: What It Is, How It Works, and Why It Matters
- **August 6:** Unlocking Workforce Insights: Navigating Labor Market Information for Employers
- **September 3:** Engaging the Unhoused Workforce
- **October 1:** Enhance Employee Skills with Incumbent Worker, On-the-Job Training, and Other Grant Funded Training Opportunities
- **November 5:** The Minnesota Indigenous Workforce Initiative and the Economy of Minnesota's Indian Country
- **December 3:** 2025 Year in Review Highlights

# Resources

1. [Midwest Manufacturers Association](#) offers free resources, as well as student and school grants throughout the year to local schools
2. [K12 Navigator](#) and [Future Forward](#) are a FREE tools to connect businesses, educators, and job seekers directly to skilled professionals in your community
3. [CareerForce Manufacturing](#) webpage has videos, documents, data, and resources available for you, including Proclamations, student flyers, data, videos, event list, etc.
4. [MN State Advanced Manufacturing Center of Excellence](#) has tour resources and an opportunity for businesses to post their tour information on their website
5. [South Central Tour of Manufacturing](#) offers school and public Manufacturing tours the first Thurs and Sat in Oct
6. [MPMA](#) offers tours and events in the metro area
7. [Workforce Strategy Consultants](#) can assist with your workforce needs and in planning your Tour of Manufacturing



Pictured: JENNIE-O employee.



**#MNManufacturingMonth**

# Questions?



# Reach out to your regional DEED Workforce Strategy Consultant

**NORTHWEST**  
*James Whirlwind Soldier*  
[James.Whirlwindsoldier@state.mn.us](mailto:James.Whirlwindsoldier@state.mn.us)  
651-323-7891 (c)

**NORTHEAST**  
*Shayla Drake*  
[Shayla.Drake@state.mn.us](mailto:Shayla.Drake@state.mn.us)  
218-380-2510 (c)

**METRO**  
*Adesewa Adesiji*  
[Adesewa.Adesiji@state.mn.us](mailto:Adesewa.Adesiji@state.mn.us)  
952-261-6942 (c)

**SOUTHEAST**  
*Becky Zoubek*  
[Rebecca.Zoubek@state.mn.us](mailto:Rebecca.Zoubek@state.mn.us)  
507-923-2845 (c)

**CENTRAL**  
*Della Ludwig*  
[Della.Ludwig@state.mn.us](mailto:Della.Ludwig@state.mn.us)  
320-423-0121 (c)

**mn** EMPLOYMENT AND  
ECONOMIC DEVELOPMENT

**MINNESOTA**  
star of the north®

**Jessica Miller**  
[Jessica.Miller@state.mn.us](mailto:Jessica.Miller@state.mn.us)  
Director of Workforce Strategy

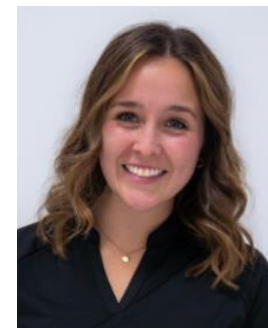
# Midwest Manufacturers Association



**Lynda Bailey**  
Executive Director  
[Lynda@MidwestManufacturers.com](mailto:Lynda@MidwestManufacturers.com)



**Carolyn Petruaga**  
Meeting Coordinator  
[Carolyn@midwestmanufacturers.com](mailto:Carolyn@midwestmanufacturers.com)



**Katie Baumann**, Development  
Coordinator & TOM Lead  
[Katie@midwestmanufacturers.com](mailto:Katie@midwestmanufacturers.com)



# Manufacturing Month: Plan Now for Success in October

Della Ludwig, Workforce Strategy Consultant – Central & Southwest MN  
[Della.Ludwig@state.mn.us](mailto:Della.Ludwig@state.mn.us)