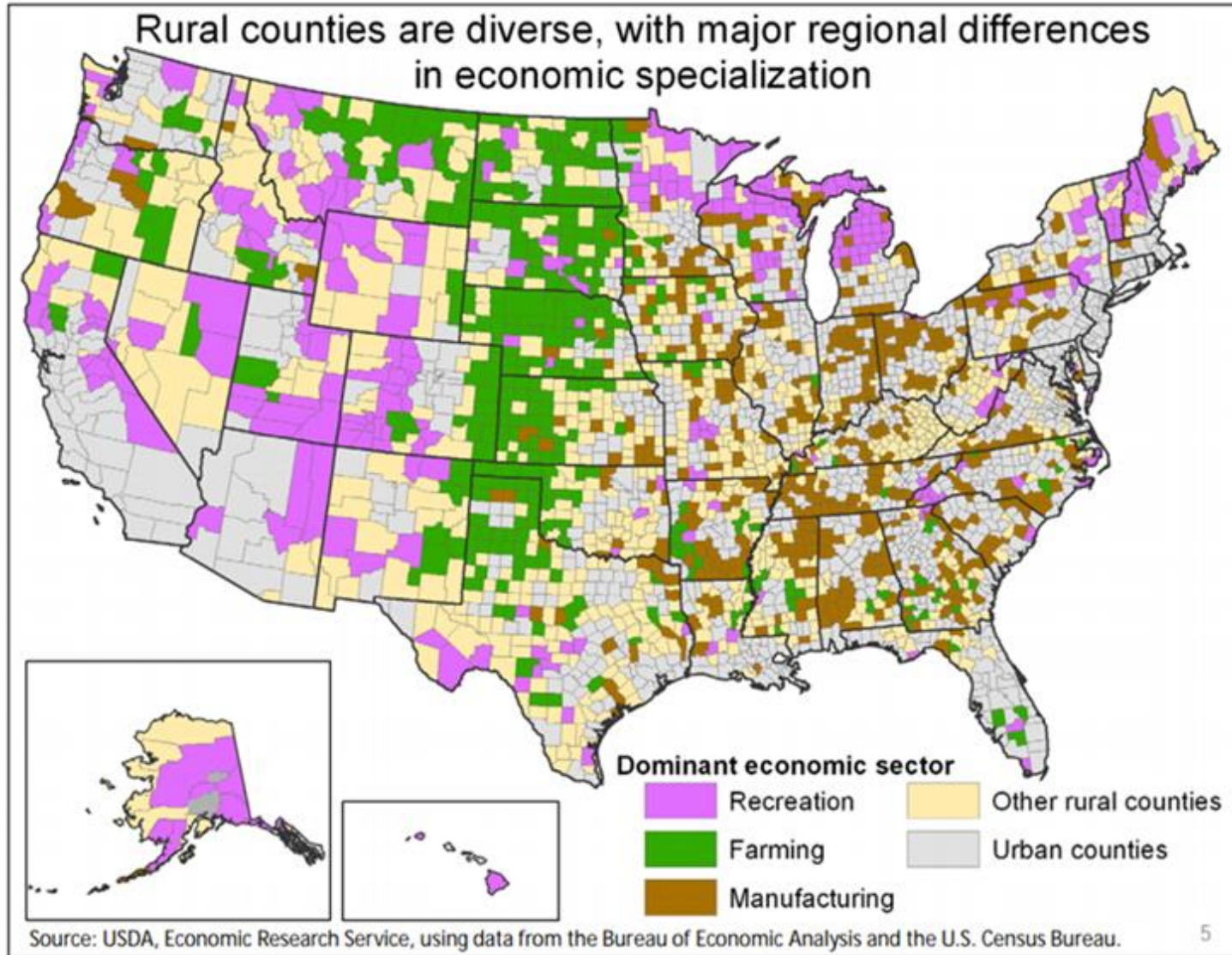


# Revitalizing Rural Manufacturing

Erik R. Pages  
EntreWorks Consulting  
IMCP Summit  
October 30, 2014



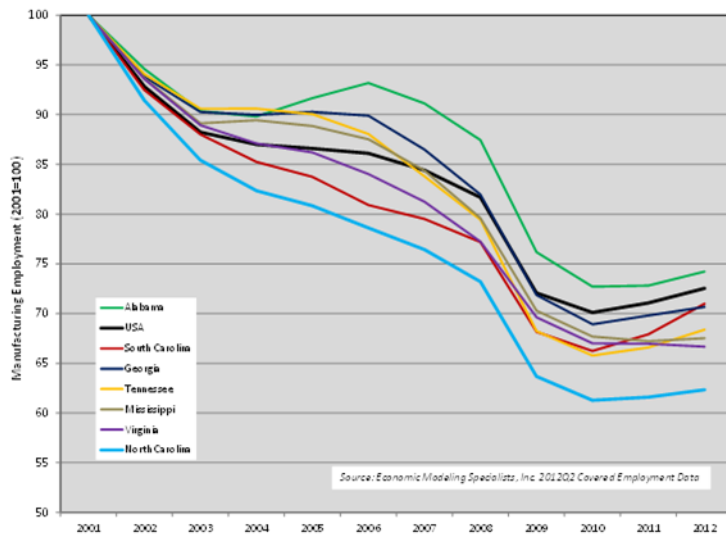
**ENTREWORKS**  
CONSULTING



# Competing Perspectives

Continued Decline?

A Shale Energy Revolution?



Manufacturing Employment in Southeastern States (2001=100)



# Back to the Basics: What Impedes Rural Manufacturing Growth?

- Overcoming business and regulatory climate barriers
- Accessing skilled talent
- Insufficient business product or process innovation
- Limited capacity of small firms in finding new customers

# Accessing Talent

- Potential Industry Workers. . .
  - Don't Understand Potential Opportunity?
  - Lack the Needed Technical Skills?
  - Lack Needed Job Search and Training Skills?
  - Lack Role Models?
  - Lack Parental/Community Support?
- Manufacturers . . .
  - Don't understand how to attract workers
  - Lack capacity to engage educators

MANUFACTURERS  
LOOKING FOR  
EMPLOYEES



# Two Models: Berks County (PA) and Central Louisiana

**GO TO CAREERSIN2YEARS.COM**

**GO FROM LEARNING TO EARNING. FAST!**

<b>WELDER:</b>	<b>\$39,000</b>
<b>ELECTRICIAN:</b>	<b>\$55,870</b>
<b>DRAFTSMEN:</b>	<b>\$48,955</b>

Get trained and begin earning in two years or less for one of the 47 million job openings that will be created in the next six years. Get information on a degree or certification at [careersin2years.com](http://careersin2years.com).  
Brought to you by Greater Reading Business Partnership.

**CENLA  
WORK READY  
NETWORK**  
PREPARING TOMORROW'S WORKFORCE



**LEARN TO EARN**  
THE REWARDS ARE SUBSTANTIAL.

**CAREERSIN2YEARS  
GO FROM  
LEARNING  
TO EARNING.  
FAST!**



# Finding New Customers: Understanding the Supply Chain

- Many rural manufacturers, esp. SMEs, lack. . .
  - In-house business development capacity
  - Capacity to follow-up & capture new opportunities from new markets, technologies or customers.
  - Access to outside business development or consulting services.

# Local Models?



- *CONNECTORY* ([www.connectory.com](http://www.connectory.com))
- *VA DoD Impact Model* (<http://dod.chmuraecon.com/>)
- *Wallace Center Food Hub Network* (<http://ngfn.org/resources/food-hubs/food-hubs>)





# Closing Thoughts: Combine Workforce & Business Development

## What We Should Do: Accelerate!

- Growth Services:
  - Expand Markets (e.g. exports)
  - Stimulate growth sectors (e.g. clusters)
  - Link to Global Networks (e.g. accelerators)
  - Coaching/Mentoring
  - Provide equity finance (e.g. CDFIs, angels, etc.)
  - Business Model Innovation
  - Talent Development



# Questions?

Erik Pages

EntreWorks Consulting

[epages@entreworks.net](mailto:epages@entreworks.net)

703-237-2506

[www.entreworks.net](http://www.entreworks.net)

BLOG: [www.entreworks.net/blog](http://www.entreworks.net/blog)

Newsletter Sign-Up:

<http://www.entreworks.net/Newsletter.php>

**ENTREWORKS**  
CONSULTING