

# QUICKSTART®



## Sellout Crowd Celebrates Manufacturing Appreciation Week

### I N S I D E

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**T**his year's Manufacturing Appreciation Week culminated in a luncheon at the Georgia International Convention Center with an attendance of more than 1,000 people from across the state. Gov. Roy Barnes spoke to a sellout crowd of business and industry leaders and economic developers, urging the group once again "to remember that manufacturing is still one of the most important keys to Georgia's economic success."

Noting that manufac-

turing accounts for approximately 600,000 jobs at more than 11,000 facilities in Georgia, the governor urged the audience to keep in mind the most essential ingredient to successful business growth: keeping a trained workforce. "We are the third fastest growing state in the nation, and we've experienced unprecedented prosperity in the last ten years—prosperity that is directly tied to our ability to educate, train, and keep workers," said the governor.

The governor further stated that training and keeping



Georgia Governor Roy Barnes

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workers will be one of the state's biggest challenges to its current prosperity and listed three tools he finds essential in selling Georgia to potential employers: Quick Start, business incentives, and education.

Education remains Gov. Barnes' main banner in the charge for sustained, high-quality employment in Georgia. He stated that providing a solid base and background are essential to economic health, starting with K-12 and on to postsecondary schools, including technical colleges and universities. Thirty years ago, the governor noted, a high school diploma guaranteed a job and 65 percent of the jobs required only a high school education.

"Now it has shifted," said Barnes. "Now 65 percent of our jobs require at least two years of postsecondary education. This meant our comprehensive education reform had to be based on a business model where service and delivery performance are the main issues. We had to adjust to the 'market' of employers," he explained.

The governor also pointed to the success of the Certified Manufacturing Specialist Program, which is administered through the network of technical colleges across the state, as being representative of the kind of practical, yet visionary approach to training workers that will help ensure a healthy economy for Georgia.

Department of Industry, Trade & Tourism Commissioner R. K. Sehgal joined the governor at the M.A.W. luncheon, noting that manufacturing is absolutely essential to the state's prosperity. **OS**



Wes Sarginson (r), 11 Alive news anchor, emcee for the annual M.A.W. Awards ceremony, discusses manufacturing in Georgia with Dept. of Industry, Trade & Tourism's Commissioner R.K. Sehgal.



Corporate sponsors underwrite the Annual M.A.W. Awards Luncheon. Pictured here (l-r) are: Phil Jacobs, President, BellSouth; Becky Blalock, V.P., Community and Economic Development, Georgia Power Company; Ken Taormina, Sr. V.P., KPMG Consulting; Jerry Silvio, V.P., Pattillo Construction Company; Jim Reese, COO, Randstad North America.



M.A.W. is in its seventh year, gaining momentum since its inception at a brainstorming session in 1994 between DTAE Commissioner Ken Breeden; Warren Featherbone Co. CEO Gus Whalen; and Gainesville Chamber of Commerce Chairman, Kit Dunlap. The Annual Governor's Awards Luncheon acknowledges three outstanding manufacturers and spotlights the essential role manufacturing plays in Georgia's economy. The award, designed by Georgia artist Barbara Mann, features a hand-crafted silver Möbius strip on a Tate marble base—marble found only in Georgia.





Dr. Glen Bradley, CEO of the worldwide CIBA Vision Corp., accepts the award from Gov. Roy Barnes.

## CIBA Vision

Manufacturer-of-the-Year in the large-company category (employing more than 750 people) went to CIBA Vision Corporation, maker of contact lenses and other ophthalmic products. The company's worldwide headquarters are in Atlanta, which has watched the company grow from a small startup company in 1980. Now CIBA Vision directs a global organization that employs more than 6,000 people.

CIBA Vision is a unit of Novartis AG, a Swiss-based company whose core businesses include pharmaceuticals, consumer health, generics, and animal health. The company, which recently added a new manufacturing facility for two product lines, enjoyed a 13

percent increase in revenues in Georgia between FY99 and FY00.

Dr. Glen Bradley accepted the award, noting that Georgia's Department of Industry, Trade & Tourism was the company's first contact with Georgia and has remained a sustaining supporter. He also commended Gov. Roy Barnes and Dr. Ken Breeden for strengthening and enhancing the state's technical college system, and he pointed out that Quick Start has been involved in every stage of the company's expansion.

Bradley also praised Dr. Joe Hill, president of Lanier Technical College, for the school's ongoing support.

CIBA Vision employs 2,000 Georgians.

## Cessna Aircraft Company

Cessna Aircraft Company won this year's Manufacturer-of-the-Year Award in the medium company category (150 to 750 employees). The well-known maker of aircraft, which is based in Wichita, Kan., makes detail parts and flight-control surfaces at its Columbus, Ga., facility.

Cessna, a leading producer of small- and medium-size corporate jets, as well as numerous other aircraft, formed in 1927. The company first came to Georgia in the 1980s and has enjoyed a fruitful and positive relationship with the Columbus community,



especially Columbus Technical College, which has been instrumental in assisting Cessna achieve its expansion goals in Georgia.

Executive Vice President John Moore was on hand from Kansas to accept the award for President Charlie Johnson, who had to be out of the country. Moore commended the state on its superior quality of economic development, including QuickStart, and stated that Cessna had been reluctant to expand outside of its Kansas home until being introduced to Georgia's economic development movers and shakers.



Executive Vice President John Moore accepts the award from Gov. Roy Barnes.



David Weaver, President of Toccoa Metal Finishing, proudly accepts this year's M.A.W. award from Gov. Roy Barnes.

## Toccoa Metal Finishing

Toccoa Metal Finishing won this year's Manufacturer-of-the-Year Award in the small-company category (1 to 150 employees). The company is a "home grown" local business that started in 1988 as a small shop doing bright nickel-plating for local customers. Since then, Toccoa Metal Finishing has expanded dramatically, working with large companies across the country, such as BMW, Lucent Technologies, Kodak, and Lockheed. Services now include anodizing; copper plating; and tin, silver, and gold plating, as well as other specialty surfacing.

Accepting the award for this year's Manufacturer of the Year was the company's

president, David Weaver.

Weaver thanked the numerous supporters of his company, including North Georgia Technical College, which has played a special role in the business' success. He also noted that Quick Start helped "level the playing field and let us compete with the big guys."

TMF's revenues increased by more than 50 percent between FY99 and FY00, and the company saw a 40 percent increase in its workforce during that same time period. Quick Start developed customized production training material for the company's two largest plating lines.