

# QUICKSTART®



## Sellout Crowd Celebrates Manufacturing Appreciation Week

### I N S I D E

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*N. American headquarters moved to Atlanta*

**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

CONTINUED ON PAGE 4





*We are proud of Quick Start's continued success and recognition nationwide....*

The good news about Quick Start's effective workforce training is making its way across the nation. We have had teams of visitors, representing Utah, Mississippi, Louisiana, Kansas, Wyoming, and Ohio, who wanted to see first-hand what Quick Start is all about.

Our visitors attended briefings at our headquarters and were shown many fine examples of our services to business and industry delivered through Quick Start and Georgia's technical college system.

Even Washington, D.C., has been impressed. Last year Edie West of the National Skills Standards Board visited Georgia several times to learn more about our training delivery system. This year at the recent Manufacturing Appreciation Week, our agency signed a Memorandum of Understanding with NSSB that will ensure on-going sharing of policy and ideas to help the national board as it rolls out manufacturing skills standards throughout the U.S.

Implementation of the agreement will begin with the manufacturing skills standards that have been identified by NSSB's partner, the Manufacturing Skills Standards Council, and Quick Start's Certified Manufacturing Specialist program.

We are proud of Quick Start's success and recognition nationwide. We look forward to continued prosperity in today's challenging economy, an economy that is increasingly dependent on employees who can continue to upgrade their skills throughout their careers.

JACKIE ROHOSKY  
*Assistant Commissioner*  
*Economic Development Programs*  
[jrohosky@georgiaquickstart.org](mailto:jrohosky@georgiaquickstart.org)



Edie West, executive director of the NSSB (seated, left), signed an agreement with Georgia's Department of Technical and Adult Education, ensuring the national board's continuing relationship with Georgia in the effort to establish national skills standards in manufacturing. Pictured with Dr. Ken Breeden and Edie West at the M.A.W. event are (standing l to r): Bob Jones, Pres., Columbus Tech; Craig McDaniel, Pres., Coosa Valley Tech; Mike Moyer, Pres., Moultrie Tech; Diane Harper, Pres. East Central Tech; Paul Cole, NNSB; Carolyn Warner, NNSB; Jim Burge, NNSB; Kenneth Edwards, NNSB; Ruth Nichols, Pres., N. Georgia Tech; James Bridges, Pres., Valdosta Tech; Mel Palmer, Pres., Central Georgia Tech; Jimmy Allgood, DTAE Board; C.B. Rathburn III, Pres., Savannah Tech; Billy Edenfield, Pres., Middle Georgia Tech; Randall Peters, Pres., Heart of Georgia Tech.

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# Quick Start Serves Companies Across State



## Sakai.....

A training plan signing with Sakai American Manufacturing Inc. took place in Adairsville on March 12th. Sakai, which has its world headquarters in Japan, manufactures earthmoving equipment. Pictured here at the recent signing are (l-r) David Hartgrove, Training Coordinator, Quick Start; Pat Hollis, Vice President, N. Metro Tech; Yasuyuki Kanno, President, Sakai; Jeff Lynn, Director, Quick Start; and Rick Lewis, Director of Human Resources, Sakai.



## Suzuki .....

American Suzuki Motor Manufacturing Corporation had a ground-breaking ceremony in Rome on March 22nd, celebrating the start of construction on the company's new auto manufacturing facility. The company's plans call for a \$40 million investment in the plant, which will initially employ 150 people. Employment is expected to reach 300 by the third year of operation. Suzuki executives pictured (l-r): Jun Sato, Shigeo Narita, Akira Kyuji, Masaru Asahima, Tad Sheldon, Rick Suzuki, Tom Decker, and Masoyoshi Ito.

## Ohio Board of Regents Visitors Impressed With Quick Start's



## KIA Motors.....

Kia Motors America Inc. signed a Quick Start training plan at the company's new facility in Lawrenceville on March 17th. Pictured (l-r) are Jeff Lynn, Director, Quick Start; Eric Lawrence, Dean of Continuing Education and Economic Development, Gwinnett Tech; David Hartgrove, Training Coordinator, Quick Start; and Derald McDonald, General Manager of Kia Motors.

CONTINUED FROM COVER

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**



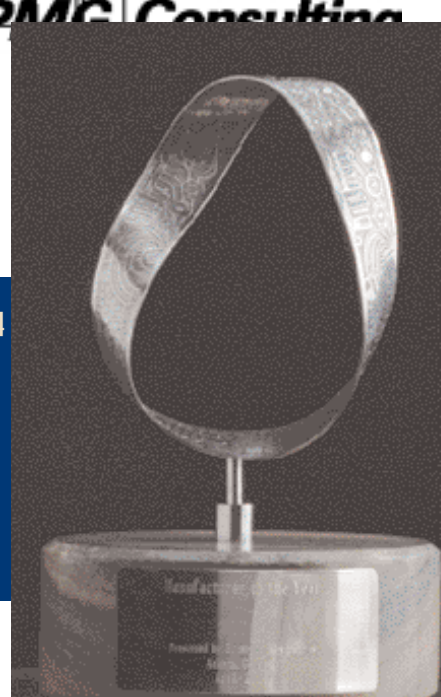
Wes Sarginson (r), 11 Alive news anchor, emcee for the annual M.A.W. Awards ceremony, discusses manufacturing in Georgia with Dept. of Industry, Trade & Tourism's Commissioner R.K. Sehgal.



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.

# Quick Start Funded for Existing Industry

While Georgia has long enjoyed a reputation for being helpful in assisting businesses locate and/or expand in the state, the time has come for us to step up to the plate and help our existing companies upgrade their employees' skills to keep them competitive in the world market. Our state leadership has realized that we need to turn our attention to a higher standard of competitive investment, one that will benefit our companies who may not necessarily be adding new jobs, but who need to retrain their incumbent workers to stay competitive.

Our public policy no longer has to be focused exclusively on "job creating" strategies. Due to the last decade of prosperity and the diversity of our economic base, we can look to job enhancement—ways to help employees produce more, better, and quicker through higher skills.

In his recent speech at Manufacturing Appreciation Week, Gov. Roy Barnes noted that, without exception, employers he talks to around the country and the world want to locate where they can find qualified workers—not just warm bodies who can fill positions, but workers who have access to training and education that can help them stay abreast of changing job requirements as time goes on.

Labor force demographics also have changed dramatically in the last decade. The best firms that pay the highest wages can no longer just be satisfied to locate where they think they can find workers. They must locate where they see evidence of education and workforce development programs that can train and retrain workers and are funded to continue to do so on a long-term basis.

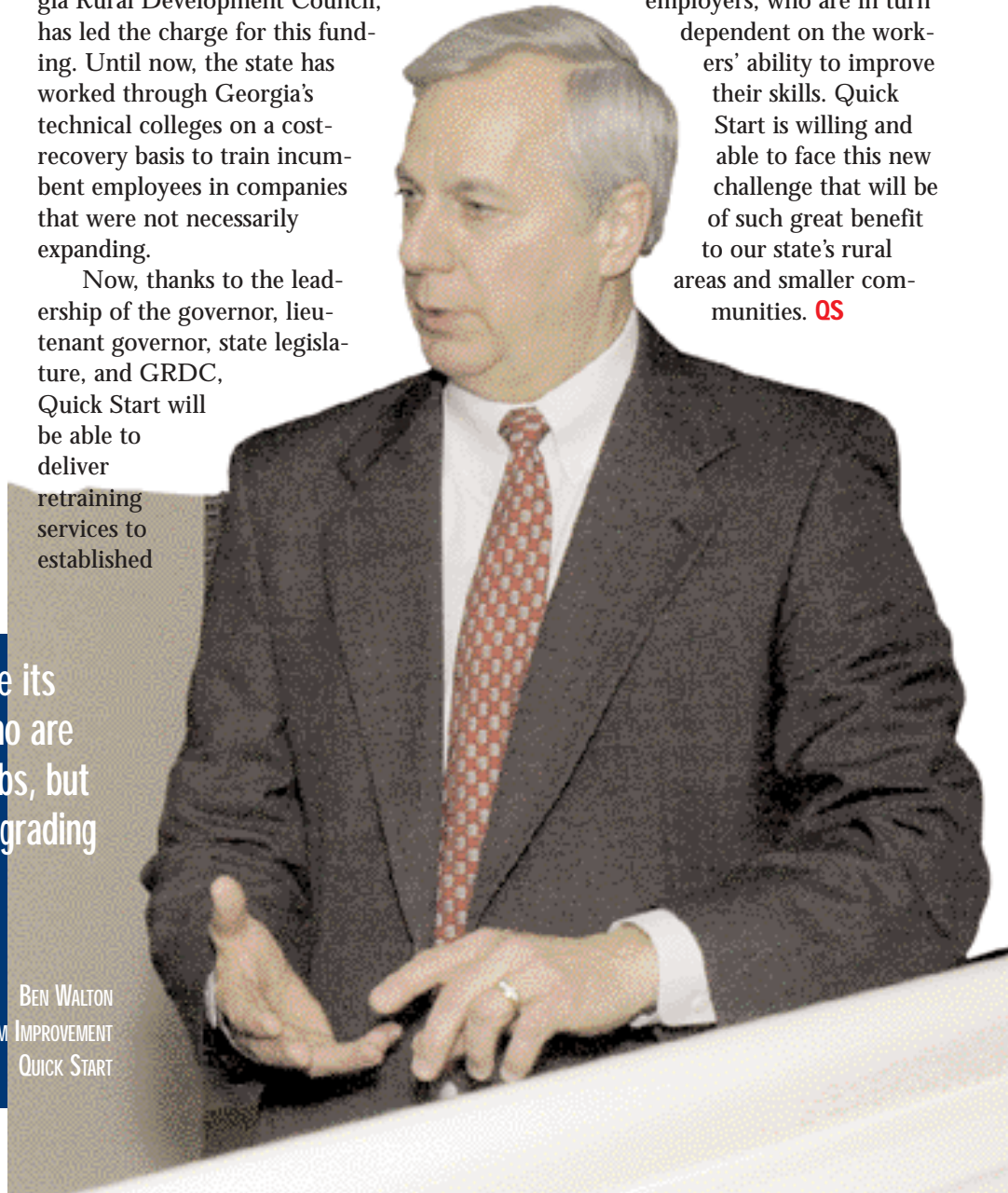
Thanks to the recent allocation of \$1 million from the Georgia State Legislature, Georgians will begin to see the effects of this new focus. Lt. Gov. Mark Taylor, serving as chairman of the Georgia Rural Development Council, has led the charge for this funding. Until now, the state has worked through Georgia's technical colleges on a cost-recovery basis to train incumbent employees in companies that were not necessarily expanding.

Now, thanks to the leadership of the governor, lieutenant governor, state legislature, and GRDC, Quick Start will be able to deliver retraining services to established

businesses (many of them small businesses), as well as those newly locating here or expanding. This is the first time actual funding has allowed the 1992 change to the "Quick Start Law" to take effect and will help greatly with employee retention.

Now Quick Start can energize its efforts to serve employers who are not necessarily adding new jobs, but who are in serious need of upgrading employees' skills to meet the demands of new technology. This will have profound benefits for Georgia's rural communities that

may be dependent on one or two employers, who are in turn dependent on the workers' ability to improve their skills. Quick Start is willing and able to face this new challenge that will be of such great benefit to our state's rural areas and smaller communities. **QS**



"Now Quick Start can energize its efforts to serve employers who are not necessarily adding new jobs, but who are in serious need of upgrading employees' skills to meet the demands of new technology."

BEN WALTON  
DIRECTOR, MARKETING & PROGRAM IMPROVEMENT  
QUICK START

# Merial Chooses Georgia for Headquarters

## ... and Quick Start Is Here to Help

There's probably not a livestock or pet owner in Georgia that is not familiar with the life-saving products of Merial.

Merial is one of the world's leading animal-health-care companies, manufacturing essential parasiticides and vaccines, as well as numerous other pharmaceuticals for animal health. Merial's FRONTLINE® Plus, HEARTGARD®, IVOMEC®, and EPRINEX® are among the world's first products to control both internal and external parasites.

The company recently moved its North American headquarters from New Jersey to metro Atlanta after having had a presence in both Athens and Gainesville for several years.

"We now have our headquarters for the Western Hemisphere within one hour of our facilities," says Kevin Carroll, Merial's executive director of human resources. "The move has improved our business synergy, bringing us together as a company so we can focus on our customers and continue to be innovative. We have a wonderful workforce in Georgia and appreciate the accessibility of Hartsfield International Airport," he adds.

The company, which was founded in 1997 through the merger of Merck and Co. and Aventis S.A., has a presence in 150 countries with more than 6,500 employees worldwide. Merial boasts 20 manufacturing sites across the globe and annual sales of more than \$1.6 billion. The company also just moved the management of its worldwide research and development offices to Atlanta.

Brian O'Boyle, Merial's director of human resources in the North American office, commends Quick Start for its contributions in making the company's transition a smooth one and notes that the new employee-orientation video the company will be using is "outstanding." "Quick Start has been a tremendous help. We couldn't be more happy with



Merial continues to make advancements in veterinary medicine. Georgia is now home to the company's North American headquarters.

the work process and staff. The video is a terrific illustration of who we are and reflects the professional level of the agency's service," says O'Boyle.

Merial's three facilities in Georgia employ approximately 1,000, and 400 of them will be at the headquarters in Atlanta. The company has a capital investment of about \$20 million in Georgia.

Quick Start has aided Merial at its distribution center in Athens and its Customer Care center at the headquarters in metro Atlanta.

Says Carroll: "Quick Start provided us with great energy in making the move south. They helped us stay focused, which was absolutely essential to the transition."

Quick Start's training for Merial includes customer service and leadership skills and customer service quality improvement, in addition to new employee recruitment and orientation.

As research and development at Merial expands, the company will continue its focus on creating innovative products and solutions to enhance the health, well-being and performance of animals. **QS**

# QUICKSTART<sup>®</sup>

## DELIVERY SYSTEM

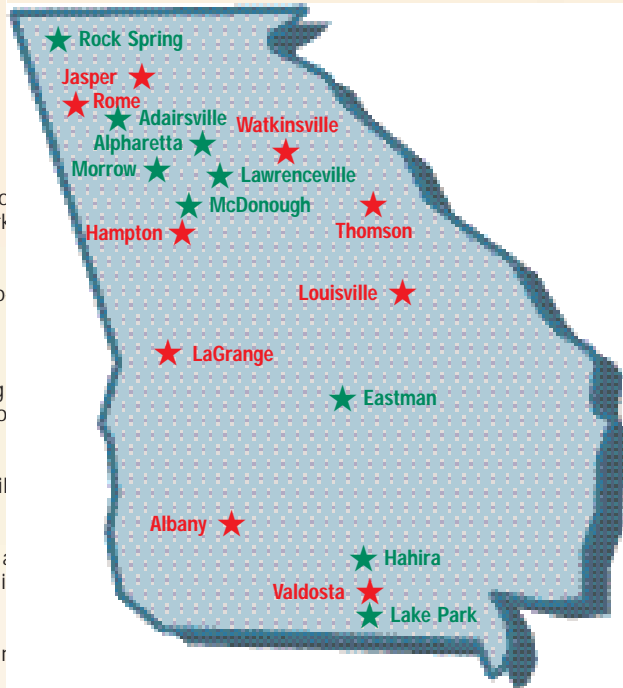
33 Technical Colleges  
 17 Satellite Campuses  
 4 Units in University System

Kenneth H. Breeden, Commissioner  
 Georgia Department of Technical and Adult Education  
[www.georgiaquickstart.org](http://www.georgiaquickstart.org)

## Serving Communities Throughout Georgia

### EXPANDING BUSINESSES IN GEORGIA

- **Bathcraft by Jacuzzi** is expanding its Valdosta facility to include 125 new jobs. Bathcraft manufactures acrylic tubs, showers, and saunas.
- **Caterpillar** has expanded its forestry products division in LaGrange, bringing its workforce to 70 people.
- **F&P**, makers of auto suspension components, has opened a new plant in Rome, employing approximately 80 people.
- **General Cable Corporation** is expanding its Watkinsville plant, hiring 40 new people to make electrical wiring.
- **M&M/Mars** is expanding its Albany facility, increasing its workforce by 32 people.
- **Royston LLC**, makers of metal shelving and counter tops, is expanding its Jasper facility and will hire an additional 40 people.
- **Southern States** of Hampton is expanding its voltage electrical switch plant by 25 jobs.
- **Suzuki** has opened a new ATV plant in Rome, employing 300.
- **Thermo King** is increasing the size of its Louisville plant by 80 employees. The company makes transport temperature-control products.
- **Thomson Plastics** has increased its workforce by 55 people in its injection-molded plastics facility.



- **Alpharetta** is opening a facility in Alpharetta, which will employ 112 people.
- **Findlex of Ohio** announced a new brake-systems plant in Rock Spring. The facility will provide jobs for 144 people.
- **Footstar Services** of New Jersey announced it is opening a distribution center for shoes and apparel in Morrow, employing 40 people.
- **Grey Flex** of Lake Park announced it is opening a new facility manufacturing AC ducts and fittings. The company will employ 80 people at its Lake Park plant.
- **Lotors** has opened a new facility in Lawrenceville. See p.3.

- **Sakai American Manufacturing Inc.** has opened a new facility in Adairsville, employing approximately 30 people.
- **Wire Rope Corporation of America** is opening an industrial cable and attachments facility in Hahira.



### M.A.W.: Investing in the Future

More than 800 students from across Georgia submitted designs for t-shirts, placemats, and posters depicting manufacturing in the state. This year's first place winners were each awarded a \$500 scholarship. Pictured left to right are first-place winners Kathy Tran (poster design) and her father, Michael Lawson (placemat), and Tara Sills (t-shirt design).