



MAF NEWSFLASH

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MAF NEWS

NEXT Deadline Fast Approaching

We are just 17 days away from the deadline for making a commitment to the *NEXT* manufacturing advertorial for 2010 and we are \$6,500 short of our target for publishing. For those of you who have been thinking about it, but haven't acted, now is the time. If we don't meet our goal by April 1 with payments in hand, we will NOT have a manufacturing advertorial in *NEXT* this year. Help us help you by making a tax deductible donation today. Visit our website, www.mafmfg.com for more information or contact nancy@mafmfg.com.

Mark Your Calendars for MAF Safety Conference

The MAF Safety Conference is shaping up to be a great one! Willie Tims, Mosaic, John Wiley, URS Corporation, and Anthony Fedd, BASF, have been working hard on the details. We have confirmed speakers from Mosaic, Kennedy Space Center, Lockheed Martin, Wal-Mart, McDonald Construction Company, Bul-hed Corporation, Ironwood Construction, JM Family Enterprises, Brown & Brown of Florida, Inc., Sponsler Bennett Jacobs & Adams, P.A., BASF, MSHA, Jacobs Engineering, and Tropicana to talk about best safety practices, Dr. Nancy King will speak on drug testing. More speakers are still to be confirmed. You may register now or commit to be a sponsor! The Conference is April 13-14, 2010 in Tampa, FL.

Thank you in advance to our sponsors: URS Corporation, The Mosaic Company, The Doctors Centers, ANSA/ASSUNCAO LLP, The Phoenix Environmental Group, Inc., BASF, Ironwood Construction and Innovative Data Solutions, Inc.

Assisting Florida Manufacturers with Expansions

Recently MAF has had a number of inquires from manufacturing members and non-members about incentives, assistance, grants, training and sales tax exemptions available for new and expanding businesses. MAF believes that every business that leaves or doesn't locate in Florida is one too many. In that regard, we are assisting these companies to connect them to the right people and resources. If you are considering expansions, let us help you VERY EARLY in your planning to help you make the most of available resources.

Second Export Teleconference Planned

Wednesday, March 31 at 10:00 a.m. E.T. is the date/time for the next MAF/EFI Export Teleconference. The topic is trade missions. We will be talking in some detail about the upcoming trade mission to Canada and all the trade missions planned for the year. Don't miss it! The dial in number is (866) 699-3239; PIN 50903801.

MAF Post Session Briefing

On May 13 MAF will hold a Post-Session briefing following a Workforce Florida Board meeting and followed by a reception to meet candidates for legislative office. On the following day, May 14, MAF will hold a Board meeting/planning session for the upcoming 12 months. Please mark your calendars for this valuable event taking place at the Orlando Airport Hyatt Hotel, Orlando, FL.

MAF Provides Testimony to EPA on Numeric Nutrient Criteria:

On February 16, 2010 Nancy Stephens, provided testimony to EPA at their Numeric Nutrient Criteria hearing in Tallahassee on behalf of Manufacturers Association of Florida and Florida Minerals and Chemistry Council. The testimony addressed EPA's failure to demonstrate the necessity for numeric nutrient criteria, the costs of implementation, EPA's failure to meet basic standards for justification of its proposed criteria for streams, EPA's abdication of responsibility for well-reasoned, scientifically sound approaches to environmental protection to non-governmental litigants, EPA's misallocation of resources, and our hope that EPA will resolve the issue in a scientifically defensible and realistically achievable way. MAF is working with other associations and legislators on a Florida alternative for EPA consideration.

WORKFORCE & EDUCATION

Florida Back to Work Update

Florida will soon receive the first installment of \$61.2 million from the U.S. Department of Health and Human Services (HHS) for the \$200 million *Florida Back to Work* initiative. The release of funds by the HHS enables regional boards to finalize agreements with businesses to hire and train employees for a projected 10,000 jobs. The initiative is expected to stimulate an additional 15,000 indirect jobs through economic activity. *Florida Back to Work* uses federal dollars to pay for up to 95 percent of a new hire's salary. New employees must meet federal low-income guidelines and have a dependent child in the home to be eligible.

To date, AWI has received more than 1,100 applications from employers throughout the state. These proposals include a wide range of public and private employers, including local government and non-profit organizations, restaurants, manufacturing companies and child care centers. The majority of the jobs will fall in the \$9- to \$14-per-hour range. Although federal funding for the program ends in September, the goal of Florida Back to Work is for participating employers to retain the new workers.

Are Your Employees Truly Ready to Work?

Even in a tough economy, forward-looking manufacturers constantly have an eye on steps they can take now to grow the workforce of the future. One way to begin building a talent pipeline is to recognize – and even encourage – the Florida Ready to Work credential as you hire, train and promote.

Ready to Work is a FREE training, testing and credentialing program aimed at building foundational career readiness skills – and the first step in the National Association of Manufacturers endorsed training system. Depending on scores on proctored tests, individuals can earn a credential that shows employers that they have the right skills for the job – a useful tool for applicant screening purposes.

Beyond screening, the 400+ employer partners across the State are using Florida Ready to Work in a variety of ways:

- Testing
- Supplementing or replacing current employee assessments and pinpointing strengths and development needs in the workforce.
- Training/Courseware
- Using the free online courseware to build work (and life) skills of the current workforce, showing measurable results.
- Job Profiling
- Making more objective, informed promotion decisions. Using an EEOC-compliant job profiling process, employers can identify the skills and skill levels employees need for success in higher level roles.

For more information on Florida Ready to Work, visit www.floridareadytowork.com or contact Liz Evers, Business Services Coordinator at 941-209-8526 or levers@floridareadytowork.com.

New Workforce Tools Available

Workforce Florida and the Agency for Workforce Innovation have added three new tools that will provide job listings in real-time and by geographic region and help job seekers transfer current skills into new careers. They are:

- Help Wanted OnLine – The database is accessible to each of the state's 24 regional workforce boards and is updated every three hours with a summary of the local hiring landscape.
- TORQ – The Transferable Occupation Relationship Quotient, TORQ, is a user-friendly tool that determines career opportunities based on a job seeker's current abilities, skills and knowledge. TROQ will be used to assist Florida's Regional Workforce Boards and One-Stop Career Centers to reemploy workers with transferrable skills into new jobs requiring little or no additional training.
- EmployFlorida.com's In-Context LMI – This is available directly to Florida's job seekers and businesses through the Employ Florida Marketplace, the state's official online job-matching portal. The In-Context LMI offers data on the number of job openings in any geographic area based on job seekers' skills, wages and more, giving users quick and easy access to information about their local job market.

OPAAGA Issues Report on Targeted Occupations List

The Florida OPPAGA Office has issued a report entitled "Florida Should Not Use the Targeted Occupations Lists as the Sole Criteria to Fund Career Education Program." The report may be found at: <http://www.oppaga.state.fl.us/summary.aspx?reportnum=10-26>.

The targeted occupations lists and the Florida Education and Training Placement Information Program (FETPIP) are Florida's primary sources of information about promising employment sectors and occupations and the effectiveness of related training programs. The primary purpose of the targeted lists is to direct federal workforce funding to postsecondary programs that will prepare students for high-demand, high-wage occupations. FETPIP tracks the actual employment rates and earnings of students completing specific programs, which state and local administrators use for reporting purposes and to monitor program performance.

The Legislature recently considered the possibility of using the targeted occupations lists to direct state funding toward career education programs that will produce better student outcomes and meet businesses' needs. However, when using FETPIP to measure public career education programs' outcomes, OPAAGA found that targeted programs do not perform substantially better than non-targeted programs. In addition, both the targeted lists and FETPIP have some limitations for targeting resources. As a result, OPAAGA opined it would not be feasible at this time to exclusively use the targeted occupations lists to direct state funding for career education programs. This finding is consistent with MAF's comments over the past few years.

SUSTAINABLE COMMUNITIES

Obama Announces Broad Effort to Promote Exports

President Obama recently announced a broad effort to promote American goods overseas, hoping to bolster competitiveness abroad and create jobs in the United States. He called for increasing credit for small-and medium-sized businesses by \$2 billion, easing restrictions on selling certain goods abroad, and the establishment of a cabinet-level panel on exports. Hurdles that must be overcome include undervalued currencies in some countries and an abundance of tariffs and protectionist pressures. CEOs Jim McNerney, Boeing Corporation and Ursula Burns, Xerox Corporation, will lead the President's Export Council. The National Association of Manufacturers is developing specific recommendations to send to the Council for consideration. The creation of the Council is expected to ensure that export promotion is a top priority that will yield a significant number of high paying jobs tied to exports.

Manufacturers Ask for Modernizing Outdated Safety Laws

Chemical manufacturers, hoping to restore consumer confidence, are urging U.S. lawmakers to modernize outdated federal safety laws enacted more than 30 years ago. Consumer awareness of potential exposure to hazardous chemicals through environmental emissions and products has raised questions in the public's mind about the safety of those products, and that is having an effect on the market through consumer buying decisions. Loopholes in the current rules allow the use of products labeled "green" or "environmentally friendly" for reasons related to reduced energy use, but the same products are made from toxic materials or chemicals that haven't been adequately tested. Additionally, chemical regulation is changing across the globe as well as states are adopting chemical safety policies

that differ from federal rules. Dow Chemical Company and DuPont urged Congress to change the nation's chemical safety law to give regulators more power to assess and restrict hazards.

NOTES FROM NAM

Card Check Legislation – At the AFL-CIO annual meeting recently, numerous Administration officials pledged support for passage of the Employee “FORCED” Choice Act. Political candidates’ positions on the jobs’ killing card check legislation will be a major focus in the upcoming elections.

Ergonomics – OSHA has proposed new rulemaking to capture data on musculoskeletal disorders (MSDs). There is concern among manufacturers that this seemingly innocuous proposal is the first step toward a broader ergonomics effort. The NAM is leading the employer community’s effort to respond to the proposal through formal regulatory comments. The proposed rule would place a heavy financial and administrative burden on employers to determine which disorders are and are not “workplace related.”

UPCOMING EVENTS for MANUFACTURERS

- March 31 **MAF/EFI Export Teleconference on Trade Missions**, 10:00 a.m. – 11:00 a.m.,
Dial in Number is (866) 699-3239; PIN 50903801. Please RSVP to
nancy@nstephens.com.
- April 13-14 **MAF Safety Conference, Doubletree Tampa Airport Hotel, Tampa, FL.**
Registration is open at www.mafmfg.com. Sponsors still being accepted.
Contact Becky Buice at (850) 402-2954.
- April 14-15 National Association of Manufacturers will hold their Manufacturing Summit in
Washington, D.C. To register go to www.nam.org/mfgsummit.
- April 18-20 Florida Waste to Fuels Conference and Trade Show, Jacksonville, FL. Register
at www.waste-to-fuels.com
- May 13 **MAF Post-Session Briefing and Reception to Meet Candidates**, Orlando
Airport Hyatt Hotel, Orlando, FL. 2:00 p.m. – 7:30 p.m. Mark your calendars! A
block of rooms has been reserved for MAF.
- May 14 **MAF Board of Directors Meeting**, 8:00 a.m. – Noon, Orlando Airport Hyatt
Hotel, Orlando, FL.
- November 3-4 **MAF 2010 Manufacturers Summit at the Orlando Airport Hyatt Hotel.** We will
have an exhibit hall this year. Mark your calendars now!

IF YOU ARE INTERESTED IN JOINING MAF, contact nancy@mafmg.com, visit our website www.mafmg.com or call (850) 402-2954 for more information!