

SPECIAL SECTION:

NATIONAL MANUFACTURING DAY



PHOTOS COURTESY OF WORK/SYSTEMS EXCEPT LAST TWO IN BOTTOM ROW: ISTOCK



U.S., Oregon manufacturers join forces to celebrate and recruit

Friday, October 2 marks the fourth annual event; numerous local activities planned

By Aaron Cooperw
Advertiser Editor

This Friday, October 2, America will celebrate National Manufacturing Day. What, you may ask, is the purpose of celebrating manufacturing? Manufacturing is blue-collar, rust-belt, a symbol of America's past greatness and certainly not something that's a big part of America's future. What's there to celebrate?

Manufacturing as a whole has been feeling pretty beaten up over the past few decades, but there are reasons for optimism. National Manufacturing Day aims to change perceptions about manufacturing's impact on our economy and our society, and to demonstrate that manufacturing offers numerous promising career paths for the workers of tomorrow.

Let's start by exploring a few common myths.

Myth: Nothing is made in the U.S. anymore.

Fact: According to the most recent data from the Bureau of Economic Analysis in 2014, manufacturers contributed \$2.09 trillion to the U.S. economy, and accounted for 12% of the nation's gross domestic product.¹

Myth: Manufacturing as a career is a dead end.

Fact: Manufacturing supports an estimated 17.6 million U.S. jobs — about one in six jobs within the private sector. In 2013, the average manufacturing worker earned \$77,506 annually including pay and benefits, which is 24% greater earnings than the average of workers in all industries combined (\$62,546).¹

Myth: Oregon's top grossing industries are in the professional services, tourism, agriculture, specialty foods, wine and craft beer categories.

Fact: Oregon's manufacturers produced \$65.37 Billion in total output in 2013, ranking Oregon #10 among all states. Manufacturing in Oregon accounted for a whopping 29.8% of our gross state product (GSP) in 2013. That places Oregon second behind only Indiana, where manufacturing accounted for 30.1% of the state's GSP.¹

Despite decades-long declines in manufacturing of high-profile consumer product categories such as automobiles, apparel, appliances, electronics and many more, thousands of products that people use and consume every day are still made in the U.S.A. While the perception is that manufacturing jobs — think of jobs on assembly lines, in fabrication plants and machine shops — don't thoroughly dominate the employment landscape like they once did, they still exist in virtually every corner of the country.

For example, take Oregon. Our state is the epicenter of a burgeoning wine industry, the birthplace of the modern craft brewing industry, and home to one of the nation's top food & dining meccas. We're the home of an enormous agricultural base, we aspire to be leaders in renewable energy development, and we still have remnants of a

once-thriving timber industry. In addition, Oregon is an incubator to thriving professional creative services industries, which encompass digital communications, software development, advertising & marketing, fine arts, filmmaking, and so forth. Amid this backdrop, manufacturing accounts for nearly 30% of our state's economy, ranking Oregon #2 among all states in this measure of manufacturing's impact on each state's economy.

improvement facilitator, within the Portland area over the next decade, the regional manufacturing sector is projected to need to replace more than 30,000 workers, as older workers continue retiring in large numbers.

It's against this backdrop that the first National Manufacturing Day was conceived in 2012. Now recognized annually on the first Friday of October, it's a day to both celebrate the vital role manufacturing plays in our nation's economy, and to showcase the tremendous opportunities for employment, career advancement and financial success that careers in manufacturing can offer. This year's National Manufacturing Day is Friday, October 2, and more than 1,600 events are planned nationwide.

MAYOR HALE'S PROCLAMATION

As part of the local Manufacturing Day celebrations, Portland Mayor Charlie Hales has decided to honor manufacturing throughout the entire month of October, issuing the following public proclamation:

Whereas, manufacturing is the cornerstone of Oregon's economy, accounting for 81.2% of Portland Metropolitan region exports and representing 26.2% of the Portland Gross Metropolitan Product; and
Whereas, manufacturing fuels Oregon's economic growth, creates jobs, and is estimated that for every 1 traded sector manufacturing job in Oregon, 2.5 local sector jobs are generated; and
Whereas, emerging technologies like 3D printing, unmanned aerial

vehicles (UAV), solar cells, robotics, wave buoys and wind turbine components provide high paying jobs for Oregonians and a vital economic base for Oregon; and

Whereas, the manufacturing sector provides nearly 34,500 jobs for Oregonians including careers like welders, mechanics, machinists, pipefitters, machine operators, engineers, accountants, IT professionals, business development and management professionals, etc.; and

Whereas, college degrees that are in demand in the manufacturing sector include engineering, computer science, business, economics, math, machine manufacturing technology, mechatronics, welding; and

Whereas, the Columbia-Willamette Workforce Collaborative, comprised of Worksystems, Inc., the Workforce Investment Council of Clackamas County and the SW Washington Workforce Development Council in partnership with WorkSource Oregon, Tri-County School To Work Consortium, Portland Community College, Clackamas Community College, Mt. Hood Community College, Pathways to Manufacturing, the Oregon Manufacturing Extension Partnership, ADX, and the Portland Development Commission strive to assure that Oregon has a well prepared manufacturing workforce that is ready to make Oregon products today and in the future while providing new and rewarding manufacturing careers in Oregon;
Now, therefore, I, Charlie Hales, Mayor of the City of Portland, Oregon, the "City of Roses," do hereby proclaim the month of October 2015 to be Manufacturing Month in Portland, and encourage all residents to observe this month. Manufacturers provide jobs,



ELEVATING MANUFACTURING'S LOW PROFILE

Part of the manufacturing industry's challenge is that not many people are aware of just how critical manufacturing is to our economy. As a result, not enough people are looking to enter the industry as a career choice. According to the Columbia-Willamette Workforce Collaborative, a workforce quality

SOURCE: 1. National Association of Manufacturers (www.nam.org).

Malarkey Roofing Products opens doors on National Manufacturing Day

MALARKEY ROOFING PRODUCTS
MANUFACTURING DAY
OPEN HOUSE AND
COMPANY TOURS

By Aaron Cooper
Advertorial Editor

Quick question: Do you know what kind of roofing product sits on top of your house? When asked this question, most homeowners may be able to answer in the affirmative, and tell you whether their home's roof is made of wood shake, tile or asphalt shingles.

Asphalt shingle roofs are the most common roofing type found in the Northwest, and they're seen on virtually every street. They're known for being durable and economical (because of their durability) and fire-resistant. They're also prized as being attractive, as they are available in a wide range of styles and colors to complement each home's unique exterior.

But when you ask most owners of homes with asphalt shingle roofs questions about their roof, they probably won't be able to tell you much about it. That's because most homeowners won't even think about their roof until they need to replace it; that's when ques-



PHOTO COURTESY OF MALARKEY ROOFING PRODUCTS

Visitors learn all about how asphalt shingles are manufactured on the Malarkey Roofing Products plant tour.

tions about style, color, durability and longevity need to be addressed. In addition to offering industry-leading

style, selection and quality, Portland's own Malarkey Roofing Products wants to add a couple other factors

into the roofing discussion, for when that inevitable day comes. Malarkey has been a leading manufacturer of residential and commercial roofing products for going on 60 years.

"From the company's very beginnings in North Portland in 1956 they've always been a big part of the local community and economy," said Traci Shaw, Communications Coordinator for Malarkey Roofing. "As a family-oriented business, Malarkey views both employees and customers as being part of their extended family. We take pride in innovation and production, which enables us to deliver the highest quality products for our customers," she added.

One big way in which Malarkey Roofing is demonstrating its community partnership is by proudly participating in National Manufacturing Day on Friday, October 2. On that day, the company is hosting tours of its Portland manufacturing plant from 10:00 a.m. to 2:00 p.m. to enable customers to learn about the company and to see how its products are made. These

tours are open to the public and everyone is welcome. Attendees will learn about the process in a classroom environment, but must be 16 and over to take the plant tour.

Attendees choosing to go on the tour must wear protective clothing, including long pants and close-toed shoes (no high-heels); Malarkey will provide personal protection equipment (safety vests, hard hats, eye and ear protection).

"Homeowners could benefit by knowing what type of roofing is installed on their house," said Shaw. "Installing a new roof is one of the most expensive maintenance projects you will need for your home," she added.

That's one reason why Malarkey Roofing Products is encouraging homeowners, contractors and students to tour the factory and learn about the products and processes that make Malarkey roofing products unique.

As an example, Malarkey was the first manufacturer to offer roofing products treated with Scotchgard™ to prevent rooftop algae growth. In addition, Malarkey manufactures a wide

ABOUT: Homeowners, contractors and students (aged 16 and over) can visit Malarkey Roofing Products, tour the manufacturing plant and learn all about the products and production processes that make Malarkey Roofing Products a leader in the asphalt roofing industry.

WHEN: Friday, October 2, 2015; Open house is from 10:00 a.m. - 2:00 p.m., with tours given regularly during those times.

WHERE: 3131 N. Columbia Blvd., Portland, OR, 97217

FOR MORE INFORMATION:
Call 503-283-1191

range of polymer-modified shingles, which provide enhanced flexibility and granule adhesion, making them highly effective in areas with high winds.

Homeowners and business owners interested in learning more and finding a Malarkey Certified installer can find more information at www.malarkeyroofing.com.

MORE IS MORE.



Flexor™ SBS polymer modified asphalt provides flexibility and superior granule adhesion, allowing shingles to withstand even extreme weather cycles. **More flexibility provides more resilience in all weather conditions.**



Learn more about Malarkey Roofing Products® at:

WWW.MALARKEYROOFING.COM