



LOCAL MANUFACTURER?

**ACCESS THE RESOURCES OF
OUR REGIONAL INDUSTRY
PARTNERSHIP FOR
ADVANCED MFG.**



MEETGREATERREADING.ORG/NEXTGEN-IP-GROUP/

NEXTGEN
Greater RDG Advanced MFG IP

GRCA
GREATER READING
Chamber Alliance

**MEET
Greater
RDG**

INDUSTRY PARTNERSHIP | MANUFACTURING



GRCA convenes the NextGen Industry Partnership (IP) for Advanced Manufacturing in the Greater Reading region. This IP is driven by leaders in the manufacturing industry that have chosen to convene around shared challenges, opportunities and programming. With the support of educational partners and workforce development organizations, this public-private partnership brings all stakeholders to the table to create solutions for sustainable change to ensure economic growth and success.

Our local IP has designated three priorities for 2021. Each priority area has been assigned a committee of Action Team members, volunteering their time and talent to ensure that goals are met to move the needle for our community.

The 2021 Priority Action Teams are:

- Talent Attraction + Retention
- Marketing our region through the "Meet Greater RDG" initiative
- MFG Summit 2021 event planning

Top Benefits to being involved in an IP:

- Access to information, shared resources and best practices
- Peer-to-peer programs to engage, network and collaborate with
- Incumbent-worker training and development funding/grant opportunities
- Leadership opportunities for your employees to take part in
- Participation in events geared towards recruitment + career exploration for K-12, CTC, college and trade students
- Opportunities for exposure to regional initiatives and advocacy efforts

Still Asking "Why NextGen Sector Partnerships?"

To fully understand the structure and purpose of Industry Partnerships: watch this short [video](#). To get involved in GRCA's NextGen IP, contact Ellen Albright, Director of Workforce + Talent Development | 610.898.7776 | elalbright@greaterreading.org.

The Next Gen IP has been integral to our survival during the storms of the pandemic as well as an opportunity to learn best practices and tips for common industry challenges such as talent, technology and business operations.

**Karen Norheim, President + COO,
American Crane + Equipment Corporation
Next Gen IP Co-Chair, 2021**

