



Invitation from the Center for America

Steve Nowlan, President

America needs more qualified skilled workers to fill jobs that are going begging! And, unlike every other major issue dividing Americans, we can all agree that America must be in a position to create and support millions of American jobs with qualified skilled workers.

A 2011 Manpower Group survey shows that 52% of U.S. manufacturers cannot **now** find qualified skilled workers to fill open positions – this when unemployment is 9%. This shortage will get worse as millions of baby boomers retire.

I would like to invite your organization to join with John Ratzenberger, the Center for America, and hundreds of thousands of Americans in a year-long campaign to mobilize America to meet the challenge.

This non-partisan, non-political national campaign is called the **10 By 20 Pledge for America**: to train 10 million skilled workers by 2020. It is launching this month.

AOL, which gets 65 million website hits and sends daily news to 14 million paid subscribers, is going to feature a video of John Ratzenberger advocating expanded skills training to fill jobs and encouraging viewers to join the Pledge Campaign on the CFA homepage. AOL and many other media networks, including Salem Radio Network (120 cities), will support the campaign all year.



Through extensive multi-media publicity and celebrity appearances, the Campaign will highlight a wide variety of model programs and initiatives to educate the public understand about ways they can choose to support expanded training. The Campaign will bring publicity and benefit to all organizations which are currently providing training ranging from local community organizations to national trade associations.

Endorsements and support for the Campaign are coming from employers, educators, unions and trade associations which are helping to publicize the campaign to their students, employees and members. Examples include:

- **Association for Career and Technical Education**, 27,000 teachers and guidance counselors
- **American Electric Power**, a “Top 5” energy utility operating in 11 states



- [Pennsylvania Chamber of Commerce and Industry](#)
- [The Bradley Foundation](#), a leading source of grant funding to defend free enterprise
- [American Association of Managing General Agents](#), 500 company members
- [National Tooling and Machining Association](#), with more than 440,000 skilled workers
- [GateWay Community College](#), part of the largest community college in the U.S.
- [Precision Metalforming Association](#), \$113 billion industry, nearly 1,000 companies
- [Association of Woodworking and Furnishings Suppliers](#), 400 companies nationally
- [Amigo Mobility International](#), manufacturer of mobility scooters for the disabled
- [The Personnel Cabinet of the Commonwealth of Kentucky](#)
- [Milwaukee Building and Construction Trades Council](#), an AFL-CIO affiliate

Through this sustained national media campaign, the urgent need to strengthen our training infrastructure will gain the support of the American public and cause it to be the subject of a major national dialog. We hope you will want to join with us to achieve this goal!

We would like to include an endorsement for the Campaign from your organization. There is no financial commitment involved in your agreement to participate. We encourage you to help the campaign by promoting it in whatever ways you can. There is more information at www.CenterForAmerica.org.

Please contact **Karen Kaplowitz, CFA Vice President**, at kkaplowitz@newellis.com or 888-890-4240 to talk about this invitation or let us know a convenient time to call you.

We look forward to hearing from you!

Steve Nowlan



Join!

What You Can Do in Your Community to Make a Difference!

John's Bio

Download John's bio you can share.

Join the Campaign!

Contact: Karen Kaplowitz, Vice President
888-890-4240 or kkaplowitz@newellis.com.

CFA is a 501(c)(3) nonprofit organization whose programs bring people face to face with issues that affect the future quality of life, economic prosperity and freedom in America. CFA offers a wide range of learning programs and knowledge resources about ways people can get involved to help solve America's problems. For more information, please contact, Todd Young, Chief Operating Officer at admin@CenterForAmerica.org or 770-317-2423. Center for America, 250 Willow Springs Drive, Roswell, GA 30075 © 2011 Center for America. All rights reserved.

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