



News From

Maggie Brooks

Monroe County Executive

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BROOKS AND RTMA PARTNER TO PROMOTE LOCAL MANUFACTURERS

Advertising Campaign Aims to Increase Business for Area Companies
and Attract Skilled Workers

Continuing their partnership to promote local manufacturing companies, Monroe County Executive **Maggie Brooks** today joined the Rochester Tooling and Machining Association to unveil the group's first-ever advertisements at the Greater Rochester International Airport. The aim of the advertisements is to promote RTMA-member companies and the services they provide to potential customers and the community. Also on hand for the announcement were more than a dozen RTMA-member companies including Century Mold, Pierce Industries, Genesee Group, Acro Industries, XLI, Inc., Trident Precision Manufacturing, Maris Industries, Cannon Industries, Nationwide Precision Products, Lane Industries, Han Tek, Dynak, Barthelmes, Brinkman Precision, Metalico Rochester, Hyder Machinery, Centerless Technology, and CAR Engineering & Manufacturing.

“Monroe County is home to many successful and innovative manufacturing companies whose work is among the best in the industry. These companies not only provide high quality products and services, but also good paying jobs,” said **Brooks**. *“We are proud to partner with RTMA once again to promote the strength of our local manufacturers and potentially bring them new business. The Airport is a great vehicle for us to get this message out, as 3 million passengers travel through our Airport each year. Sixty five percent are business passengers who represent companies, and therefore potential customers, around the world.”*

RTMA will have two kiosks at the Airport. Each kiosk will advertise two member companies (one on each side). Every month, four new companies will be featured. The four companies kicking off the program are Century Mold, Pierce Industries, Genesee Group, and Acro Industries.

“This is an opportunity to advance the manufacturing resources of Greater Rochester,” said **Kevin Kelley**, Executive Director of RTMA. *“The visibility of these profiled companies reinforces the fact that the manufacturing sector is a vibrant element in the economy of Monroe County. We are very pleased to have a presence at the Airport and we thank County Executive Maggie Brooks for her continued support of RTMA and our industry.”*

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“I am very pleased to have this opportunity to showcase the capabilities of the Genesee Group. I very much appreciate the advocacy and support of County Executive Maggie Brooks,” said **Chris Caschette**, Operations Manager for Genesee Group.

Brooks noted that over the last three years, Monroe County has assisted 50 of its small manufacturers with the expansion of operations and the purchase of equipment. Brooks said these companies have in turn invested \$10 million in the community and created close to 200 new jobs. Brooks also noted that the most recent manufacturing survey showed that the manufacturing outlook in New York has improved, manufacturers are more optimistic about the future, and are adding jobs.

Today’s announcement builds on Brooks’ commitment to help local companies grow and find skilled workers to fill available jobs. Brooks and RTMA pointed out that certain jobs in manufacturing are going unfilled as the work becomes more high-tech.

In July 2005, Brooks partnered with RTMA and Monroe Community College to increase enrollment in MCC’s Precision Tooling and Machining program, which prepares students for employment in the precision manufacturing industry. Industry representatives estimate there are approximately 300 jobs available locally in tooling and precision manufacturing.

In December 2005, Brooks joined MCC and area optics manufacturers to announce a new industry-certified training program in optical fabrication at MCC. Optical fabrication is a blend of optical technology and precision machining. Local optics manufacturers estimate they will need about 100 workers each year over the next five years.

“With unemployment rates down across the nation, the number of manufacturing contracts up in New York State, and local employers demanding more qualified workers, the Rochester area is looking ahead to an accelerated growth in our manufacturing sector,” said **R. Thomas Flynn**, President of MCC. *“Through our longstanding relationship with the RTMA and its members, Monroe Community College will continue to offer training to our area’s workers for the jobs currently in demand.”*

The Rochester Chapter of the National Tooling and Machining Association (RTMA/NTMA) is a nonprofit organization composed of more than 255 contract precision machining, tool, die, mold and special machining companies, including machinery equipment and related service companies. The RTMA plays a key role in providing members with vital business management and government information, running local apprentice and training programs, and providing vital industry contacts and networking opportunities.

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*Media Inquiries, contact:
Department of Communications at 753-1080*