



What is National Manufacturing Day?

The purpose of National MFG DAY on October 3, 2014 is to address the common misperceptions about manufacturing by giving manufacturers an opportunity to open their doors and show, in a coordinated effort, what manufacturing is — and what is being built and created in our own back-yard. By working together during and after MFG DAY, manufacturers are able to address the skilled labor shortage they face, connect with future generations, take charge of the public image of manufacturing, and ensure the ongoing prosperity of the whole industry.

Supported by a group of industry sponsors and co-producers, MFG DAY amplifies the voice of individual manufacturers and coordinates a collective chorus of manufacturers with common concerns and challenges. The rallying point for a growing mass movement, MFG DAY empowers manufacturers to come together and address their collective challenges so they can help their communities and future generations thrive. For more information on national efforts, visit www.mfgday.com

Get Involved in Manufacturing Day – San Diego on October 3!

Why should your business get involved and how?

Join manufacturers and educational institutions around the country in hosting an MFG DAY open house and/or tour. Hosting an open house and/or tour provides a flexible way for manufacturers with an opportunity to tell their company's story, dispel outdated myths about manufacturing, inspire a new generation of manufacturers, and connect with their communities.

Technical colleges and other educational institutions can organize their own MFG DAY events or collaborate with other hosts to get students to local MFG DAY events.

Step 1: Create an account at www.mfgday.com!

You'll be taken through the steps to create your MFG DAY open house and/or tour and gain access to a host of resources that give tips and tools for making your MFG DAY a success. Your company decides how many people, what time frame, and what the open house and/or tour entails.

Step 2: Connect with San Diego Regional Economic Development Corporation (EDC). EDC wants to know about your manufacturing business, keep you in loop of the region's MFG DAYS activities, help promote your open house and/or tour, and network with fellow manufacturers. Contact Emily Moore at San Diego Regional EDC at em@sandiegobusiness.org or 619-615-2969 to get involved or for more information!

Who should attend MFG Day activities?

One of the goals of Manufacturing Day is to give manufacturers a chance to show visitors what present-day manufacturing looks like. After you register your open house and/or tour on www.mfgday.com, you have access to a MFG DAY Toolkit which offers some suggestions for reaching out to the following audiences:

- *Friends & Family* — invite the children, spouses, and other relations of company employees, as well as close friends
- *Current and Prospective Customers and Suppliers* — make business connections
- *Students* — inspire the next generation of skilled workers

How to promote your open house or tour?

We encourage you to promote your open house and/or tour through social media, in your newsletters, email campaigns, and contact associations, schools, clients, etc... Also, make sure you engage your company's marketing guru and utilize the resources on the www.mfgday.com website.

Who's participating in 2014 MFG DAY?

Manufacturers, service providers, economic development organizations, education institutions, and many more are participating in MFG Day. Please let us know if you will host an open house/tour or sponsor, so we can add you to our participation list.

San Diego MFG Day Sponsors:



MFG Day Partners:

3D Robotics**	redIT
BIOCOM	San Diego City College CACT
Business Leadership Alliance	San Diego Military Advisory Council
CareFusion**	San Diego North EDC**
California Manufacturing Technology Consulting	San Diego Regional EDC**
CONNECT	San Diego Sport Innovators
Consulate of Canada	Sector 9
D&K Engineering**	South County EDC
East County EDC	The Eastridge Group of Staffing Companies
Kyocera America**	The Maritime Alliance
Malama Composites**	Tijuana EDC**
Manpower	UC San Diego IR/PS
McCain**	University of San Diego
National University	Veridiam**
Quality Controlled Manufacturing**	ViaSat**

** Offering tours/events in San Diego, Imperial, or Baja region. Check www.mfgday.com for tour info

Important MFG DAY Events

San Diego Manufacturing Day Kick-Off Event

8:30 – 10:30 a.m.

San Diego Central Library, 9th floor, 330 Park Blvd, San Diego, CA 92101

RSVP - <http://sandiegomfgday2014.eventbrite.com>

San Diego Regional EDC is hosting a kick-off breakfast and discussion to celebrate National Manufacturing Day here in San Diego. The event will feature business leaders from various sectors of the manufacturing industry speaking about benefits and challenges of manufacturing here in San Diego County and northern Baja. This is both a venue to engage elected officials and a great networking opportunity that you will not want to miss!

Looking to promote your company? Please contact Emily Moore, San Diego Regional EDC, em@sandiegobusiness.org, 619-615-2969, to discuss sponsorship opportunities.

\$25.00 per person before September 12 and \$35.00 per person after September 12

San Diego North EDC Manufacturing Day Vendor Fair Luncheon

11:30 a.m. – 1:30 p.m.

Veterans Association of North County, 1617 Mission Ave., Oceanside

More details to come...