



CELEBRATING 10 YEARS: 2007-2017

HELP US GROW A SKILLED WOODWORKING WORKFORCE

Become a Woodwork Career Alliance Sponsor

Dear Colleague,

It's no secret that woodworking firms all over North America are having trouble finding qualified workers to program, operate, and maintain machinery.

Our industry is not alone.

According to a groundbreaking report by Deloitte and the National Association of Manufacturers, more than 600,000 U.S. manufacturing jobs have gone unfilled due to a lack of skilled workers. The skills crisis is having a debilitating effect on tens of thousands of manufacturers. Without a proactive effort by our industry, the future looks even more challenging.

The Woodworking Career Alliance of North America represents the wood product industry's best chance to counter the rampant skills shortage. Chartered in 2007, the WCA is tasked with the mission of developing skill standards. The most recent edition of the WCA Woodworking Skill Standards includes measurable performance objectives for more than 240 machinery and woodworking operations. The standards are recognized throughout the U.S. and Canada.

Complementing the Skill Standards is the WCA's credential Passport program. The more than 1,400 professionals and students who currently hold Passports establish and develop their career potential by earning "stamps" that demonstrate their proficiency of specific woodworking operations covered by the skill standards. The accumulation of Passport stamps validates a woodworker's abilities and value to the company that employs him or her.

In short, the WCA Skill Standards and Passport program provide a pathway to a woodworker's professional development and enhanced earnings potential.

Another important objective of the WCA is its ongoing effort to promote woodworking careers to our youth. More than 160 high school and postsecondary schools throughout the U.S and Canada now subscribe to the WCA. Four states – California, Michigan, North Carolina and Wisconsin – recognize the WCA credential in their state-funded woodworking education programs.

We Need Your Support

As a 501c-3 non-profit, the WCA operates through member subscriptions and the financial support of industry stakeholders, including trade associations, industry suppliers and woodworking companies. While we are immensely grateful for these partnerships, additional support is necessary to continue to build a larger base of EDUcator™ and INDUstry™ members, and as a result, more WCA credentialed woodworkers.

There is no better time to support the WCA and its work force development initiatives by purchasing an annual sponsorship package during our 10th anniversary year. By becoming a WCA sponsor, you show your customers, vendors and employees your commitment to helping resolve one of the wood industry's most longstanding and vexing challenges: recruiting and retaining quality employees. In addition, your sponsorship message reaches our audience of more than 2,500 woodworkers, educators and other recipients of our quarterly Pathways eNewsletter.

Read on to learn more about the perks of WCA 10th Anniversary Sponsorship packages or contact Rich Christianson for more details at richsonmediapro@gmail.com or 773-822-6750.

We welcome and appreciate your participation and support.

Thank you in advance for your thoughtful consideration.

Scott Nelson

President

Woodwork Career Alliance of North America

WoodworkCareer.org

WOODWORK CAREER ALLIANCE SPONSORSHIP OPPORTUNITIES



BRONZE \$250

- 120 x 120-pixel banner in one issue of Pathways eNewsletter

SILVER \$750

- 120 x 120-pixel banner in four consecutive issues of Pathways eNewsletter
- Linked logo included on WoodworkCareer.org for one year
- One-year license to use the WCA INDUstry™ logo on the sponsor's website & promotions

GOLD \$1,000

- 120 x 120-pixel banner in four consecutive issues of Pathways eNewsletter
- Linked logo included on WoodworkCareer.org for one year
- One-year license to use the WCA INDUstry™ logo on the sponsor's website & promotions
- Sponsor-submitted 500-word Company Profile posted on WoodworkCareer.org and featured in the Pathways eNewsletter

PLATINUM \$1,500

- 120 x 120-pixel Banner in four consecutive issues of Pathways
- Linked logo included on WoodworkCareer.org for one year
- One-year INDUstry™ Subscription ([Click here to learn more.](#))
- One-year license to use the WCA INDUstry™ logo on the sponsor's website & promotions
- Sponsor-submitted 500-word Company Profile posted on WoodworkCareer.org and featured in the Pathways eNewsletter
- Sponsor-submitted HTML file sent to the WCA list of EDUcator™ and INDUstry™ partners and Passport holders (Additional e-blasts \$400 each.)

HOW TO BECOME A PATHWAYS' SPONSOR

Pathways is sent quarterly to more than 2,500 woodworking executives, educators and Passport holders. For more details or to purchase a WCA 10th Anniversary Sponsorship package, contact Rich Christianson at richsonmediapro@gmail.com or phone 773-822-6750.