



# 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 1,600 professionals and students who currently hold Passports establish and develop their career potential by earning points that demonstrate their proficiency of specific woodworking operations covered by the skill standards. The accumulation of Passport points 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 100 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 501(c)(3) non-profit, the WCA operates largely through the financial and in-kind support of trade associations, industry suppliers, woodworking companies, educational institutions and other industry stakeholders. While we are immensely grateful for these partnerships, additional support is necessary to build a larger base of EDUCator™, MANufacturing™ and INDustry™ partners, Passport holders and Accredited Skill Evaluators.

Now is the time to make a meaningful impact on the recruitment and development of a skilled woodworking workforce. By purchasing an INDustry Supporter Sponsorship package, you will help defray the program cost for the school of your choice. If you do not have a particular school in mind, your donations will be used to help schools and/or students that have expressed a financial need. 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.

Read on to learn more about the perks of the different WCA Sponsorship packages or contact me or Rich Christianson for more details at [richsonmediapro@gmail.com](mailto:richsonmediapro@gmail.com) or 773-822-6750.

We welcome and encourage your participation and support.

Thank you in advance for your thoughtful consideration.



**Scott Nelson**

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[WoodworkCareer.org](http://WoodworkCareer.org)



## SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFITS	INDUSTRY™ SUPPORTER \$250	BRONZE LEVEL \$500	SILVER LEVEL \$750	GOLD LEVEL \$1,000
➤ Your annual subscription helps defray the cost of <a href="#">student credentialing &amp; WCA Passports</a>	✓	✓	✓	✓
➤ Sponsor's name listed & linked on <a href="#">INDUSTRY™ Supporter page</a> for one year	✓	✓	✓	✓
➤ License to use <a href="#">WCA logo</a> on sponsor's website & promotions for one year		✓	✓	✓
➤ 120 x 120 banner in all four issues of the <a href="#">Pathways eNewsletter</a> for one year			✓	✓
➤ Sponsor's linked logo displayed on <a href="#">WCA website</a> for one year				✓

[Sign up online to become a WCA INDUSTRY Supporter](#) or contact Rich Christianson at <mailto:mrichsonmediapro@gmail.com>; phone 773-822-6750.