

SEEING IS BELIEVING:

Lincoln Electric's Tour Program Builds Manufacturing Workforce

To address today's workforce challenges, Cleveland-based Lincoln Electric has developed an extensive tour program that gives thousands of people a firsthand look at today's high-technology manufacturing environments every year.

"It used to be that if we had an open position it was like American Idol – there was a line around the block," said Geoff Lipnevicius, Senior Manager, Organizational Effectiveness at Lincoln Electric. "But today too many people don't see manufacturing as a strong career option."

The program started small with one engineering class and has grown steadily, Lipnevicius said. The company now provides tours for 4,000 - 6,000 people annually, including about 1,000 school-age guests. Tour groups can be as young as elementary school students and extend to parents and grandparents -- key influencers as students consider career options.

Tours also include educators, such as a recent event for guidance counselors and other educators. "Most had never been in a manufacturing plant," he said. "It was a great opportunity to show them today's modern manufacturing environment."

The program has generated positive results – and helped change lives. "Before I attended the tour, I thought working in a factory was going to be boring, dark and gloomy," said Malichi Billingsley, who joined Lincoln in July 2018 after a tour (pictured above). "I thought there would be assembly lines I would have to stand at all day long."

"The tour gave me the chance to see over 100 possible areas I could work at," he added. "It was a life-changing process because it was something no other job had ever given me. I would recommend that all companies give tours."

The sustained program has built momentum over time, with more requests for tours and engaged community partners. The company is also proactively reaching out to invite people on tours. For instance, Lincoln has reached out to area community college programs within 50 miles of Cleveland and also offers a co-op program.

The plant visit offers a hands-on experience, including virtual welding using the VRTEX® 360, a simulator developed by Lincoln which provides a gaming-like experience typically used in training. "Kids love learning from tech, and the virtual welder lets them put on a helmet and goggles and compete to get the optimal weld," Lipnevicius said.

Guests can also give actual welding a try by making different shapes, such as holiday ornaments. A local Boy Scout troop has a merit badge in welding and Girl Scouts as young as eight years old use the simulation and try out welding, he said. The tours also focus on a wide range of career options in manufacturing, such as IT, finance, accounting and others.

While it's an effective recruitment tool, the company isn't looking for a specific ROI in opening its doors. "By raising awareness of manufacturing, other companies can benefit as well. We're all fishing in the same over-fished pond, so we need to help re-stock it," he said. "We think it's the right thing to do."

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SEEING IS BELIEVING:
**Bright Futures in Manufacturing
 are on the Horizon. Are You Ready
 to Take Advantage?**

Over the next decade the number of manufacturing jobs needed in the U.S. will grow to 4.6 million. At the same time, an increasing number of those jobs will require new areas of specialty with robotics automation, machine learning and artificial intelligence on the rise.

For students and young professionals who are already immersed in technology, the opportunities that await them in the manufacturing sector are growing – and so are the salaries.

But in this case, sometimes it's better to show – than tell them – just how much the manufacturing landscape has changed.

At Cleveland-based Lincoln Electric, you can come and see what today's modern manufacturing careers are all about through it's extensive recruitment program.

Learn firsthand what you need to know to help your students take advantage of the many emerging possibilities available in today's high-tech manufacturing environment.

Contact us today to learn how you can chart a pathway to a sustainable and financially rewarding career in manufacturing.

Geoff Lipnevicius | Lincoln Electric | Geoff_Lipnevicius@lincolnelectric.com

TODAY'S MANUFACTURING
 CAREER PERKS

Starting Salaries Upwards of
\$60K/Year

Multiple
Benefits

Opportunities for
Advancement



"The tour opened my eyes. I never realized just how much opportunity there was in manufacturing in terms of the number of high-tech, high-paying jobs that were available. It gave me the chance to see over 100 possible areas I could work in."

Malichi Billingsley
 2018 Lincoln Electric Tour Participant

LINCOLN ELECTRIC
 CAREER DEVELOPMENT
 OPPORTUNITIES

- Plant Tours
- Career Fairs/Nights
- College Visits
- Job Shadowing
- Apprenticeships
- Job Training
- Continuing Education

