

ILLINOIS RESHORING INITIATIVE

2011 Launch Strategy

*“Bringing Manufacturing Jobs Back
to Illinois”*

January 18 Meeting Agenda

Purpose: Obtain your commitment to achieving large company participation.

- 1:00 Overview of the Illinois Reshoring Initiative RH
- 1:05 Brief Introduction of participants RH
- 1:20 Reshoring overview & 2011 Program overview HM
- 1:40 March 16 Illinois Reshoring Conference details HM
- 1:50 Presentation of actual Illinois reshoring success
Ryne DeBoer, Moray Corp
- 2:15 Open Discussion of the Program RH
- 2:30 Action Steps by participants to obtain large company participation RH
- 3:00 End

ILLINOIS RESHORING INITIATIVE

2011 Launch Strategy

- Overview – Why Reshore?
 - Illinois Manufacturing base is slipping
 - 300,000 jobs lost since 2000
863,000 in 2000 vs. 564,000 in 2010
 - High Trade Deficit – IL share is \$24 billion
 - Reshoring can improve US company's overall profitability

Manufacturing Means Jobs

- 15,822 Manufacturing Companies in IL
- 564,000 Employees
- 12.4% Share of Illinois' Economy
- 91% Share of Illinois' Exports
- Each manufacturing job creates from 1 to 3 additional jobs
- Balancing Illinois' share of the U.S. trade deficit would create about 380,000 IL jobs

Illinois Reshoring Initiative

2011 Program

Goal: Bring manufacturing jobs back to Illinois

Major Challenge: Getting commitment from large manufacturers to re-think sourcing and reshore a portion of work

Strategy:

Use the resources of the national Reshoring Initiative to support the Illinois Reshore Initiative

Build collaborative partnerships to leverage reach and build groundswell of support

2011 Illinois Reshoring Initiative

Marketing Tactics

1. **IRI Conference** - March 16 at Harper College.

Purpose: Launch the IRI. Obtain Customer buy-in

2. **Supply Chain Managers Program** – May

Purpose: Survey SC issues, Explain IRI, train how to:

- evaluate TCO
- identify best work to reshore

3. **Illinois Suppliers Seminar** – July

Purpose: Respond to SC survey, help become more competitive

4. **NTMA/ PMA Contract Manufacturing Purchasing Fair** –

Sept. 7, 8 at O'Hare Intercontinental Hotel

Purpose: Provide opportunity for Customers to meet and use Illinois suppliers

5. Measure \$ Value of reshored work, # jobs retained or created – Sept. – Dec.

6. Publicize Results – Dec. 2011 (ongoing in 2012)

Illinois Reshoring Conference

- Hosted by Harper College – March 16
- Purpose: Launch Illinois Reshoring Initiative
- Target Audience: C-Management / Supply Chain VPs for Tier 1 OEM
 - Obtain buy-in from customers
 - Create media awareness
 - Explain benefits of reshoring and TCO software
 - Present 2011 IRI program and IRI Conferences and events

Illinois Reshoring Conference

“Rethinking the Total Cost of Offshoring”

March 16, 2011 – 7:45 am – 11:30 am

Wojick Center, Harper College, Palatine, IL

Conference Admission: \$65.00 (since changed to \$149)

TMA and other Allied Marketing Associations/Chambers: 25% discount, split between attendee and association.

Agenda

- 7:45 – 8:15 Registration and Continental Breakfast
- 8:15 Opening Remarks – Rand Haas, Medusa Consulting Group
- 8:20 Welcome by Harper College President
- 8:30 Why Reshoring is a sound business strategy – Peter Perez,* ITA
- 8:45 Introduction to the Illinois Reshoring Initiative – Harry Moser
- 9:45 Break
- 10:00 Reshoring Panel Discussion – Moderator, Bruce Braker, TMA
(3-4 companies from Crain’s Chicago Business story)
- 11:15 Closing Remarks – Program Outline – Rand Haas
- 11:30 End of program –

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Promoting the Illinois Reshoring Initiative

- Challenge: Attract attention and commitment from big manufacturers and OEMs
- Need personal contact, trusted source to build awareness and commitment
- Build network of marketing allies to support Illinois Reshoring Initiative
- Jan 18 Marketing allies commit to getting OEMs to 3/16 mtg.

Marketing Allies

Supporting Organizations

- AME
- IMEC
- GOA
- Swiss Machine Tool Society
- TMA
- Illinois workNet Center of Northern Cook County

Potential Support

- AFS
- PMA
- CMRC
- SME
- FMA
- AIM
- ISM
- NAM
- Chicagoland Chamber
- CMAP
- MEGA
- DCEO
- Rockford AEDC
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