



SILVER CRESCENT

• FOUNDATION •

*Promoting manufacturing vitality and
career opportunities in South Carolina*

Program of Work for 2009

Executive Summary

The Silver Crescent Foundation is committed to promoting manufacturing vitality and career opportunities in South Carolina. Through a number of programs and initiatives, the Foundation seeks to raise awareness of the importance of manufacturing, engineering and technology in creating jobs, raising our standard of living, and making South Carolina a better place to live.

During the 2009 year the foundation made significant progress in raising its visibility and the general awareness of its mission among business and the general population of South Carolina. The Foundation launched a series of Manufacturing Field Trips designed to introduce teachers and counselors to the career opportunities in manufacturing. This year also gave birth to the Silver Crescent Circle which provides opportunity for businesses and individuals to support the Foundation's mission.

Key messages we espouse as a Foundation is the value of education and specifically technical education. With the support of many individuals the Foundation established a needs-based scholarship fund to help more young men and women attain technical education in pursuit of a manufacturing career.

Recognizing achievements of the state's strong manufacturing base continued in 2009 with a new collaboration with the South Carolina Chamber of Commerce to present a unified Salute to Manufacturing and the Silver Crescent Manufacturer of the Year Awards.

The Silver Crescent Foundation moved forward with a number of efforts designed to increase its pro-manufacturing and career exploration messages throughout the state. With support from the U.S. Department of Education and a number of local partner institutions, The Foundation continued its Camp Success program allowing approximately 100 middle school students to experience firsthand the excitement and creativity that careers in science, engineering and technology may provide.

The Student Design Challenge once again allowed some 700 students from elementary, middle and high school to discover the world of manufacturing in their local communities and share their vision for what manufacturing means to our state.

This report provides information about the Foundation's new and existing programs as well as highlights some of the organizational operations and partnership development. In 2009 the Foundation remains to be a prudent and lean organization contributing 72 percent of its total expenses to programs.

Program Highlights

Camp Success

Established in 2006, Camp Success is a week-long academic day camp for middle school students designed to create interest in engineering and manufacturing careers. In 2009, the Foundation formed partnerships with several educational institutions to host four sessions of Camp Success across the state (Aiken, Florence, Greenville and Greenwood). Each partner institution adapted the Foundation's Camp Success model to provide a unique program focus and tap into local industry resources.

The goals of Camp Success are:

- To generate adolescents' interest in engineering and technology that are central to the modern manufacturing sector;

- To increase campers' motivation to succeed in school by providing an exciting, hands-on learning experience that has real world applications;

- To increase awareness among young people that their desires to solve problems and make the world a better place can be fulfilled by a variety of careers that support the manufacturing sector in South Carolina;

- To increase awareness among campers' parents/guardians of the diversity of career opportunities in manufacturing, demonstrate the range of educational preparation required, including two-year technical degrees, advanced technical training, four-year college degrees, and graduate degrees, and show the projected high demand for a well-trained and productive workforce; and

- To expose the campers' parents/guardians to ways they can direct their interested middle school age children to prepare themselves for further education and careers that will support the workforce needs of South Carolina's modern manufacturing sector.

Highlights of the 2009 Camp Success season:

At the Ruth Patrick Science Education Center at USC-Aiken and at Aiken Technical College's campus, campers explored the evolution of manufacturing by focusing on several components: an historical overview linking manufacturing to community growth, expanding the knowledge of automation and electronics, envisioning the future of manufacturing and renewing an interest in manufacturing careers. Campers toured Bridgestone-Firestone Tire production facility and Savannah River Nuclear Solutions facility.

The focus was on automotive engineering at Piedmont Technical College in Greenwood, with site visits to the BMW assembly plant and to Hendrix Motorsports Headquarters in Concord, NC.

Campers at Florence-Darlington Technical College spent the week at the college's Southeastern Institute of Manufacturing and Technology exploring the ways automation and robotics are influencing manufacturing.

Campers at Greenville Technical College were introduced to Mechatronics while touring the lab at the college's Brashier campus and shown robotics at work at the BMW Manufacturing facility.

Some 91 middle school students attended Camp Success in 2009. More than \$50,000 in financial support from the Foundation was provided to the host institutions, including grants made by possible by the U.S. Department of Education and sponsorships provided by BASF Corporation and Piedmont Natural Gas.

Camp Success provides an important extended learning opportunity for students and ties in with the South Carolina Education Economic Development Act (EEDA) and the Personal Pathways to Success™ program. By increasing interest in engineering and technology among middle school students, Camp Success can be a vital tool in instilling leadership, problem solving and workforce skills that will prepare them for professional careers that use 21st-century technology to make the world and South Carolina a better place.

Salute to Manufacturing

The 14th annual Salute to Manufacturing awards luncheon was held in Florence in September with 425 business, education and community leaders in attendance. Dr. Thomas Kurfess, BMW's Endowed Chair of Manufacturing served as the event's keynote speaker. Florence-Darlington Technical College President, Dr. Charles Gould opened the event which was held at Florence-Darlington's Southeastern Institute of Manufacturing and Technology.

The awards program included the presentation of the **Silver Crescent Award for Manufacturing Excellence** to three South Carolina manufacturing companies in a small (up to 100 employees), medium (101-499 employees), and large (500 or more employees) category. Nominations were received from across the state and an independent panel of judges selected the three best firms who exhibited excellence in manufacturing, a positive economic impact on its local community and the state, a commitment to workforce development, and strong corporate citizenship and involvement in their local community. The 2009 Silver Crescent Award winners were:

Small Manufacturer Silver Crescent Award winner - Packaging Corporation of America (PCA), located in Honea Path is a world-class manufacturer of containerboard and corrugated packaging for the food industry and has been in continuous service for 40 years.

Medium Manufacturer Silver Crescent Award winner – Sandvik / Valenite, located in Westminster, produces cemented carbide cutting tools for metal cutting.

Large Manufacturer Silver Crescent Award winner – Alcoa Mt Holly, located in Goose Creek, SC produces aluminum ingot for the automotive, construction and industrial markets and was the first aluminum smelter in North America to receive ISO 9000 certification.

The Silver Crescent Foundation presented the Salute to Manufacturing in partnership with the South Carolina Chamber of Commerce and with major support from the South Carolina Manufacturing Extension Partnership and Santee Cooper, the state-owned electric utility. Nicole Boone, news anchor for WBTW TV, served as the event's Mistress of Ceremonies.

During the event, Gary Foster, chairman of the Silver Crescent Foundation and president of Automation Engineering Corporation, honored Tony Smith, founder of the Silver Crescent Foundation, with the Tony Masters Smith Silver Crescent Scholarship Fund.

South Carolina Design Challenge

Working closely with the South Carolina Department of Education and the Regional Career Specialists, the Foundation once again held its popular South Carolina Design Challenge. This student-centered competition gives young people in grades 1-12 an opportunity to learn more about the role of manufacturing and engineering in South Carolina. Student winners in first, second and third place categories received scholarship prizes and their schools with first place entries were also presented with monetary awards.

Competitors create graphic designs portraying a dynamic, positive image of manufacturing in the state and in local communities. In doing so, young people become aware of the importance of local industries in addition to exploring career opportunities within manufacturing, technology and engineering.

High school students create a T-shirt design depicting manufacturing throughout the entire state of South Carolina. Middle school students design artwork for a tote bag representing manufacturing activity in a specific community or region. Elementary school students' designs, also portraying manufacturing in their own community or region, are compiled to illustrate a 12-month calendar. Scholarships are awarded for the top three designs in each category -- \$400 for first place, \$200 for second place, and \$100 for third place. Additionally, the education department from each school that produces the first-place winner in each category is awarded \$300.

2009 highlights include:

- Introduced the concept of careers in manufacturing and engineering to public and private school students

- Coordinated the participation of more than 700 students statewide who participated in the South Carolina Design Challenge competition

- Recognized 9 winning students and their teachers at the school awards ceremonies

- Produced 600 calendars, tote bags and t-shirts imprinted with 1st place designs in each category

- Awarded cash scholarships to nine students and three teachers totaling \$3,000.00

- Recognized student and teacher winners statewide through the Silver Crescent Foundation web site and press releases

- Recognized the participation of 159 finalists at the local level through certificate awards and press releases

Winners of the **2009 Student Design Challenge** were recognized and presented awards by the Silver Crescent Foundation and their Regional Career Specialist. Harris Womble, a fourth grader from Hickory Tavern Elementary School in Gray Court, was the elementary school recipient. Sarah Kesler, a seventh grader from Powdersville Middle School in Greenville, took top honors for the middle school category. And Megan Cox, a senior at Berkeley High School in Moncks Corner, won for the best design by a high school student.

Silver Crescent Circle

In 2009, the Silver Crescent Foundation invited industry leaders and community stakeholders, to invest in the future of our children and our economy by joining the **Silver Crescent Circle** to support statewide efforts to grow South Carolina's next generation of manufacturing leaders. Participation in the **Silver Crescent Circle** helps to fund operations that support ongoing outreach and education programs designed to fill the workforce pipeline of the future and keep South Carolina competitive.

In South Carolina, we must accurately portray opportunities to young people, allow them to experience for themselves the creative process that manufacturing supports, and provide them with the technical training that will allow them to become viable members of the workforce.

To create value we must strengthen the knowledge and skill base of our workforce. The process must begin at the secondary school level, so that workers enter the workforce prepared with needed skills. To remain competitive in the global economy, South Carolina must begin to invest in its "Human Capital."

The Silver Crescent Circle has established specific goals and objectives to encourage career exploration and increase workforce readiness:

- Create a pipeline, beginning in 6th grade and continuing through high school, that builds a framework for success in the workforce.

- Challenge preconceptions and outdated ideas that young people have about engineering and technology and cultivate the desire to explore new technologies.

- Encourage a global perspective and social commitment.

- Inspire the desire to participate in the world outside of the classroom and to be leaders.

- Provide hands-on experience with problem-solving through exploration in engineering, math and science.

- Enhance students' self-confidence in their academic abilities and increase their motivation to succeed in school.

- Create a connection between today's business leaders and the future workforce that will be vital in maintaining South Carolina's competitive edge.

Tony Masters Smith Silver Crescent Scholars Fund

In 2009 the Silver Crescent Foundation Board and staff launched an initiative to establish a scholarship fund to assist young people to pursue an education in manufacturing technology. The initiative is founded on the belief that manufacturing is more important today than ever before; the future prosperity of manufacturing may well depend in large measure upon our ability to attract bright young people into manufacturing and engineering careers.

The Scholars Fund was named in honor of Tony Smith the Founder of the Silver Crescent Foundation. For 40 years, Mr. Smith has been working to enhance the state of manufacturing... in his home state of South Carolina as well as throughout North America. From his roots in continuing education at Greenville Technical College, to creating and managing the Automated Manufacturing Exposition that promoted technology transfer, Tony's early career was devoted to helping companies perform at higher levels of productivity and providing the manufacturing workforce with the technical training needed to succeed.

Discovering Manufacturing

In 2009, the Foundation organized two Manufacturing Field trips for career education teachers and counselors. We began the year with a wonderful Manufacturing Field Trip that exposed 45 Greenville educators and career counselors to the modern world of manufacturing. Thanks to our friends at Michelin, GE and Automation Engineering, our guests heard firsthand what these companies are looking for in terms of employees, skill sets, and educational attainment and then each provided guided tours and answered a myriad of questions about what it is like to work in today's manufacturing environment.

Later in the year the Foundation organized a trip for 24 career counselors from Spartanburg-area schools as part of the Discover Manufacturing initiative. The Foundation put together a day-long agenda that exposed the teachers to three different local manufacturing plants including plant tours and briefings from plant management personnel as well as employees of the companies. Plant management and employees shared with the counselors the diversified jobs available as well as the skills and attributes required in a modern manufacturing facility that is technology driven.

Discover Manufacturing, is a multi-disciplinary education and outreach program designed to bring manufacturers and education leaders together to explore the career opportunities that exist in today's modern manufacturing environment. In addition, it emphasizes the benefits manufacturing provides, stresses the urgency of future workforce needs and exposes young people to the creativity and innovation required for these jobs.

The Discover Manufacturing program is based on facts that show manufacturing in America is facing a shortage of bright and skilled workers; a workforce shortage which can negatively impact its competitiveness and the economic strength of local industry. Many Americans don't understand that manufacturing is still an important economic engine for our country, creating wealth and enhancing quality of life. Even worse, educators and parents are not promoting careers in manufacturing to young people. As

the aging US workforce retires and fewer young people pursue studies in science, technology, engineering and manufacturing, the impending shortage of an educated and skilled workforce will have negative results for American manufacturing.

Governing Board

The Governing Board for the Foundation reflects the diverse community of South Carolina which it serves and includes leaders from several S.C. manufacturing companies, financial institutions, educators, state government and utilities. The Board remains active and involved in the Foundation initiatives. The Board added one new member in 2009, Ms. Shirley Johnson. Ms. Johnson is Manager of Corporate Compliance and Privacy for SCANA Corporation, an \$11 billion, Fortune 500 energy-based holding company located in Columbia South Carolina.

Silver Crescent Foundation Board of Directors

Gary Foster, Chair, President, Automation Engineering Corporation Greenville, SC

MG (Ret.) George Goldsmith, Military Advisor, Connect and Join Columbia, SC

Robert Kiggans, Chief Operating Officer, South Carolina Research Authority North Charleston, SC

George W. Lockwood, Secretary/Treasurer, President, CPM Federal Credit Union Charleston, SC

Oscar E. Prioleau, Honorary Lifetime member, President, Prioleau Steel (Ret.) Columbia, S.C.

Michael Rose, Vice Chair, Plant Manager, Bridgestone Firestone (Ret.) Graniteville, SC

Shirley Johnson, Manager Corporate Compliance and Privacy, SCANA Corporation, Columbia, S.C.

Partnerships

The Silver Crescent Foundation continues to place a high value on developing partnerships with other organizations that share a commitment to manufacturing's vitality and educating the workforce of the future. Given South Carolina's small size and limited financial resources, the Foundation's staff and board understand the important role collaboration brings to achieving its mission and supporting its programs.

During 2009, both the state and federal Departments of Education provided important funding, support and access for Silver Crescent Foundation programs, particularly the South Carolina Design Challenge and Camp Success. The network of Regional Career

Specialists in the Department of Education's Office of Career and Technology Education provide valuable assistance in the statewide implementation of the Design Challenge

The South Carolina Technical College System has long been a partner of the Foundation as have other four-year public colleges. In 2009 the Foundation partnered with Piedmont Technical College, Florence-Darlington Technical College, and Greenville Technical College along with the University of South Carolina at Aiken and Aiken Technical College to host sessions of Camp Success.

The Silver Crescent Foundation continued to work with South Carolina Manufacturing Extension Partnership (SCMEP) on the annual Salute to Manufacturing. And the newly forged partnership with the state chamber has not only resulted in the merging of the annual Manufacturer of the Year awards recognition, but has also bridged greater support of the Foundation's activities that foster workforce preparedness.

Throughout 2009, Silver Crescent Foundation personnel worked closely with the Association for Manufacturing Excellence (AME). The Foundation assisted AME with management and operations support for the annual Learning Resource Center. Silver Crescent Foundation Founder Tony Smith also provided valuable committee leadership to the national organization as well as its southeastern regional Board of Directors. Mr. Smith's longtime association with AME has been an important partnership that has added valuable exposure to issues affecting the manufacturing world.

Santee Cooper, a state owned utility organization provided unprecedented support for the Salute to Manufacturing event by providing personnel and production support to produce video presentations for the Silver Crescent Award. SCBiz, the premier business magazine in S.C. provided media support the Salute to Manufacturing event and the Silver Crescent Award.

Conclusion

In 2009, the Silver Crescent Foundation continued its primary mission and purpose to promote the need for programs that encourage young people to explore careers in manufacturing and engineering and to complete their education. The Foundation's initiatives serve as a conduit between the successful businesses of today and leaders of tomorrow. The Foundation continued its roles as an important advocate for manufacturing and these initiatives supported workforce development and recognized companies that demonstrated the ability to positively impact employees, local communities and the state while achieving excellence within their industry.

The Silver Crescent Foundation collaborated with other nonprofit organizations, business leaders, institutions of higher learning and public school systems to help the next generation of young people understand the fundamental connections between engineering innovation, technology vitality and our high standard of living. It remains the hope of the Foundation that as young people come to understand ways engineering innovation better people's lives, and as they grasp the connection between manufacturing vitality and a higher standard of living for us all, their interest in these areas will continue to grow.

Staff

Karen Owens, President

Tony Smith, Chief Operating Officer

Sharon Halsey, Operations and Administrative Manager