



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.

This may not make you feel better, but you can rest assured 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 1,300 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 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 EDUCators, 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. I urge you to support the WCA and its initiatives by purchasing a 10<sup>th</sup> Anniversary Sponsorship package. 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 WCA 10<sup>th</sup> Anniversary Sponsorship packages or contact 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**

**President**

**Woodwork Career Alliance of North America**

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

# WOODWORK CAREER ALLIANCE 10<sup>TH</sup> ANNIVERSARY SPONSORSHIPS



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## PLATINUM \$3,500

- 120 x 120 Banner in four consecutive issues of Pathways
- Linked logo included on [WoodworkCareer.org](http://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](http://WoodworkCareer.org) and featured in the Pathways Newsletter

## GOLD \$2,500

- 120 x 120 Banner in four consecutive issues of Pathways
- Linked logo included on [WoodworkCareer.org](http://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

## SILVER \$1,350

- 120 x 120 Banner in two consecutive issues of Pathways
- Linked logo included on [WoodworkCareer.org](http://WoodworkCareer.org) for 6 months

## BRONZE \$750

- 120 x 120 Banner in one issue of Pathways
- Linked logo included on [WoodworkCareer.org](http://WoodworkCareer.org) for 3 months

### **ABOUT PATHWAYS**

Pathways is the quarterly e-newsletter of the Woodwork Career Alliance and is sent to more than 3,000 woodworking executives, educators and industry suppliers. In addition, each issue of Pathways is archived on the WCA's website and promoted to WCA's LinkedIn group of more than 1,000 members, and in the Architectural Woodwork Institute's e-briefs newsletter.

### **BECOME A WCA SPONSOR**

For more details or to purchase a WCA 10<sup>th</sup> Anniversary Sponsorship package, contact Rich Christianson at [richsonmediapro@gmail.com](mailto:richsonmediapro@gmail.com) or phone 773-822-6750.