



# **DICKTEN MASCH PLASTICS**

ADVANCING TECHNICAL SOLUTIONS

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### **Dickten Masch Plastics CEO Named Chairman of Waukesha County Chamber of Commerce Manufacturing Alliance**

*Dyer will help group promote manufacturing industry and career opportunities*

**NASHOTAH, Wis. (June 3, 2010)** – Steve Dyer, president and CEO of Dickten Masch Plastics, was recently named chairman of the Waukesha County Chamber of Commerce’s new Manufacturing Alliance.

Founded earlier this year, the Alliance serves as a forum for manufacturing leaders to share and distribute information and provide connections to the exceptional resources in Waukesha County.

“The Alliance is an excellent way of joining forces with other manufacturers in Waukesha County, identifying common issues and concerns and collaborating on ways to carry our industry into the next generation,” said Dyer. “Through our joint partnership, we hope to change the public perception of manufacturing and show it as a thriving part of American economy driven by technology and innovation.”

Manufacturing currently accounts for 21% of the workforce in Waukesha County, a drop from previous years. To help preserve the future of this core component of the region’s economy, the Chamber of Commerce recognized the need to involve key manufacturing leaders like Dyer and bring them together for the benefit of advancing mutual goals.

Chamber president Suzanne Kelley said “we are excited about the potential of the Alliance for addressing the unique needs of our manufacturing community. Steve brings strong leadership skills and a passion for manufacturing to his role as the new Alliance chairman.”

In his role as chairman, Dyer will promote the organization’s agenda of advancing manufacturing in the greater Waukesha County area. The primary goals of the Alliance are to raise awareness of manufacturing as a viable and prosperous career path and to highlight the necessity of a strong manufacturing base in ensuring economic vitality and job opportunities for future generations.

One of the focuses of the Alliance will be education – with an emphasis on technical education and promoting manufacturing’s multitude of career opportunities. Recruiting and retaining skilled employees has been growing more difficult for manufacturers. An education sub-committee of the Alliance will strive to develop tactics to interact with key influencers such as school administrators and guidance counselors. They will work to define the educational skills—both technical and non-technical—that today’s manufacturer’s require and to showcase modern factories as bright, automated, futuristic hubs of innovation and technology.

Other manufacturers who are part of the Manufacturing Alliance Steering Committee include: Generac Power Systems, MetalTek International, Ellison Technologies, GE Healthcare, and Dueco Inc /UELC. First Business Bank also is a partner in this new Chamber program.

For more information, please visit: [http://www.waukesha.org/advocate.asp?ID=Advocate-Manufacturing\\_Alliance](http://www.waukesha.org/advocate.asp?ID=Advocate-Manufacturing_Alliance)

**About Dickten Masch Plastics:** *Dickten Masch Plastics is a custom thermoplastics and thermoset molder with technical expertise and advanced processing capabilities that produce unique advantages for customers in a range of industries. The company's commitment is to help customers throughout the value stream by providing engineering and design support, world-class materials analysis, high-quality tooling, rapid prototyping, experienced project management and an array of value-added secondary operations. As part of the Patmian Group of companies, Dickten Masch Plastics has access to the resources it needs to grow in a way that is most advantageous to customers. To learn more, visit Dickten Masch online at <http://www.dicktenplastics.com/>.*

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