

America Faces a Shortage of 10 Million Skilled Workers by 2020. We Need to Meet the Challenge!

10 By 20 Pledge for America “We can believe in ourselves again!”

10 million skilled jobs filled by 2020 – a goal to mobilize every American from all backgrounds to succeed. Every generation has faced a mighty challenge – world war, economic disaster, landing on the moon. And every generation has met the challenge. So can we!

The “10 By 20 Pledge for America” seeks 1 million signers committed to ensuring that America fills 10 million skilled jobs by 2020. CFA, John Ratzenberger, and a host of organizations across America are sponsoring a non-partisan, non-political website to support *community action, employer-employee partnerships, and expanded vocational training for three generations of Americans.*

The “10 for 20 Pledge for America” campaign kicks off on Labor Day 2011. Invite your friends and colleagues to take the Pledge at www.CenterForAmerica.org!

CFA Media Program Starts in August

“Wake up America” – the skilled worker shortage threatens the lifeblood of American manufacturing and communities. A key goal is restoring dignity and pride in America’s skilled workers.

Well-known leaders, celebrities and heartland organizations will share compelling stories and empowering ideas to inspire community action and support multi-generational career and technical programs to produce practical results. Multi-media outreach – electronic, print, website, TV and radio – will reach millions of Americans with “10 By 20 Pledge for America” messages.

Someone taught me...so I will teach it forward

The American success story is built on teaching each other how to achieve. But, by mobilizing in our communities to support training options for people of all ages, we can meet the challenge to fill America’s skilled jobs!

Every community can create the right combination of programs tailored to local needs and goals without waiting for government to do it for them.

Companies, unions, community and faith-based groups are signing up to be part of the national kick-off on Labor Day 2011. By signing the Pledge, Americans will show their support for young people and workers in transition eager to qualify for skilled American jobs that need to be filled. We can believe in ourselves again!

Goals - 10 Million Trained by 2020

- To focus sustained media attention on the need to build our skilled workforce to keep American manufacturing strong and competitive.
- To encourage and motivate state and local leaders to expand creative training partnerships with businesses and unions.
- To stimulate greater respect and dignity for skilled workers to encourage people to enter careers in skilled trades.

Sponsorship Opportunities

- Become a sponsor or funder today – please contact: **Karen Kaplowitz**, Vice President, 888-890-4240 or kkaplowitz@newellis.com.

Center for America

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10 By 20 Pledge for America!

CFA Team Highlights



John Ratzenberger is an actor, entrepreneur, leading advocate of skilled workers and founder of the Industrial Tsunami Campaign resulting from his experience in hosting 97 episodes of “Made in America” for the Travel Channel. He regularly appears on national television and radio talk shows and his op-eds have been published by *Investor’s Business Daily*, *Atlanta Business Journal*, *AOL News*, *Washington Times* and many others.



Craig Haffner is an Emmy award winning television Writer/Producer. He is a Presidential Appointee to the National Endowment for the Humanities. Craig founded Greystone Films & Television which produced more than 600 of hours of factual programming and feature films for The History Channel, A&E Network, NBC, CBS, TNN, Lifetime, and PBS.



Steve Nowlan, CFA President, has been engaged by more than 100 Fortune 500 companies and foundations to develop and implement stakeholder relations programs. He served as Chief Operating Officer of the Prudential corporate law department, then the seventh largest U.S. corporate law department. He recently produced the “Future of Free Enterprise” CFA Summit.



Karen Kaplowitz, Esq., Vice President, CFA, has more than 25 years of experience as a trial lawyer and was recognized in *The Best Lawyers in America* for ten years. She served as President of the Association of Business Trial Lawyers and as Chair of the ABA’s Tort and Insurance Practice Section’s Employer-Employee Relations Committee.



Todd Young, Chief Operating Officer, CFA, directs CFA’s media campaigns which each year reaches more than 50 million Americans. Todd has served in various legal, policy and communications roles for major companies and public interest organizations. His work appears regularly in national publications, on talk radio, and on television news programs.



Dick Rush, Vice Chairman, CFA, was formerly President and CEO of The State Chamber of Oklahoma for 23 years. Currently he serves as executive coordinator of the Council of State Chambers, the professional association of state Chamber presidents. Dick served in wide range of civic initiatives involving community-business-government partnerships in Oklahoma and around the U.S.

