



women in  
manufacturing

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**For Immediate Release**

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## **Women in Manufacturing™ and Plante Moran Launch Survey to Gain Insight into the Future Growth of Manufacturing**

CLEVELAND, OH—July 21, 2014—Women in Manufacturing™ (WiM) and Plante Moran, in partnership with Intellitrends, are pleased to announce the launch of a survey that will offer critical insight into retaining and advancing women in the manufacturing sector.

The survey will determine the perceptions women have about manufacturing, how today's female career aspirations are aligned with the opportunities available in manufacturing, whether organizations are integrating programs and strategies to advance and retain women, and more.

"We are thrilled to partner with Plante Moran and Intellitrends on this important study which we believe will strengthen the case that women are good for manufacturing and manufacturing is good for women," said Allison Grealis, WiM president. "Careers in manufacturing offer women flexibility, competitive salaries, challenging assignments, and the unique ability to engineer and 'make' the things each of us relies on daily. Our study is intended to provide insights and advice on how companies can more successfully attract, retain and advance women and deliver advice to women on how to launch and navigate careers in this industry."

"Research on women in manufacturing is critically important as today's manufacturing companies are faced with a severe talent shortage," said Gordon Krater, Plante Moran managing partner. "As a professional services firm, our clients are the center of all we do and their satisfaction is our primary concern. We feel this research will support our clients and the industry by successfully understanding the drivers that influence women choosing manufacturing as a career and staying in it."

Data will be collected in July and August from three groups—young females ranging in age from 17-24, WiM members and a larger audience of professionals in manufacturing companies. Women who fall into one of these categories and are interested in participating should contact Kristin Moore at 216-901-8800 or [kmoore@pma.org](mailto:kmoore@pma.org).

The results will be reviewed during the WiM Board of Directors meeting in August and officially unveiled during the WiM SUMMIT 2014, September 29-October 1 in Schaumburg, IL.

*Women in Manufacturing™ is a more than 400-member-strong national organization dedicated to the attraction, retention and advancement of women who are pursuing or have chosen a career in the manufacturing industry. This group encourages the engagement of women who want to share perspectives, gain cutting-edge manufacturing information, improve leadership and communication skills, participate in sponsoring programs and network with industry peers.*

*Plante Moran is the nation's 13th largest certified public accounting and business advisory firm, providing clients with financial, human capital, operations improvement, strategic planning, technology selection and implementation, and family wealth management services. Plante Moran has a staff of more than 2,000 professionals in 21 offices throughout Michigan, Ohio, Illinois, Monterrey, Mexico, Mumbai, India and Shanghai, China.*