MADE IN SWFL

ONE SHOWCASE. FIVE SERIES.

The products, people, and pathways of Southwest Florida manufacturing.

CAREER PATHWAYS | PRODUCT SHOWCASE | WOMEN IN MANUFACTURING | VETERANS & STUDENTS | GROWTH TOOLS

SRMA · SOUTHWEST REGIONAL MANUFACTURERS ASSOCIATION



THE PREMISE

NOBODY LOOKS INSIDE THE METAL BUILDINGS.

From the road, our industrial parks look plain. Inside are precision machines, skilled people, and products that ship across the country and around the world. Made in SWFL opens the doors — and connects what's inside to the students, schools, and partners who keep it running.



THE SHOWCASE

FIVE SERIES. ONE ECOSYSTEM.

1

CAREER PATHWAYS

Hands-on robotics, automation, and manufacturing for students in grades K–12 across Southwest Florida.

2

PRODUCT SHOWCASE

Inside SWFL plants and the products they make — real facilities, real people, no stock footage.

3

WOMEN IN MANUFACTURING

The women building our industry, with mentorship and scholarships.

4

VETERANS & STUDENTS

Military experience and young talent on the plant floor.

5

GROWTH TOOLS FOR MANUFACTURERS

Help with lean, automation, hiring, and funding.

SERIES 1 · FEATURED

CAREER PATHWAYS: BUILD SKILLS. BUILD YOUR FUTURE.



Most young people discover manufacturing after they've chosen a direction. Career Pathways reaches them early, with ready-to-teach lessons where every course leads to the next.

START AT ANY GRADE. EVERY COURSE LEADS TO THE NEXT.

K–2	3–5	6–8	9–10	11–12
Little Makers	Junior Engineers	Robotics Explorer	Production Tech Foundations	CPT Credential & Robotics

Ends in the **MSSC CPT credential** and college credit toward **FSW and FGCU** — a practical path to the middle class.

SERIES 2

PRODUCT SHOWCASE: ONE VIDEO, MANY MANUFACTURERS.

A professionally produced 3–4 minute collage of real SWFL facilities and the people inside them, with a profile for every featured manufacturer on srma.net/made-in-swfl.

01

ONE PRODUCT

The single item that explains what your business does.

02

A PIECE OF PROCESS

A machine mid-run or a step on the line — filmed without stopping production.

03

A SHORT INTRO

A quick on-camera introduction from someone on your team.

SHARED ON YouTube · LinkedIn · Instagram · Facebook · srma.net

PRODUCT SHOWCASE · PROCESS

HOW IT COMES TOGETHER.

1

PLANNING CALL

We learn your product, your floor, and your schedule.

2

FILMING

Within three weeks, scheduled around your production.

3

EDITING

Your footage is cut into the regional collage.

4

RELEASE

Statewide release, with your profile on the showcase page.

SERIES 3 · 4 · 5

THE PEOPLE AND THE TOOLS.

3

WOMEN IN MANUFACTURING

Profiles of the women building and leading SWFL manufacturing — same crew and visual identity as the showcase — backed by mentorship and scholarships for the next generation.

4

VETERANS & STUDENTS

Military experience and young talent on the plant floor — how service translates into manufacturing careers, and how students take their first step in.

5

GROWTH TOOLS FOR MANUFACTURERS

Practical help for SWFL manufacturers with lean, automation, hiring, and funding — so the plants in the film can keep growing here.

THE ECOSYSTEM

EVERY LINK IN THE CHAIN.

STUDENTS & FAMILIES
K–12 Career Pathways: robotics, automation and making.

SCHOOLS & EDUCATORS
Ready-to-teach lessons where every course leads to the next.

FSW & FGCU
MSSC CPT, college credit, degrees and registered apprenticeships.

VETERANS & STUDENTS
Military experience and young talent on the plant floor.

WOMEN IN MFG.
The women building our industry, with mentorship and scholarships.

MANUFACTURERS
Product Showcase: inside SWFL plants and what they make.

GROWTH TOOLS
Help with lean, automation, hiring and funding.

COMMUNITY & SPONSORS
Partners who fund the pathway and keep talent at home.

GROW HERE
Careers with good pay and room to advance

LEARN HERE
K–12 to credential to degree, close to home

PLAY HERE
Beaches, parks, family and community

STAY HERE
Local talent for local manufacturers

WHY NOW

A LABOR MARKET THAT WON'T WAIT.

RETIREMENTS ARE ACCELERATING

Experienced workers are leaving faster than new ones are arriving.

FACES, NOT JOB POSTINGS

The showcase puts real people and real careers in front of the region.

NO FOUR-YEAR DEGREE REQUIRED

Many featured roles start with a credential, not a diploma.

START EARLY, STAY LOCAL

Career Pathways builds the pipeline from K–12 to credential to career — with viewers routed to tours, certifications and apprenticeships through SRMA.

FOR BUSINESS PARTNERS

SPONSOR THE SHOWCASE.

TIER	PRICE	IN THE VIDEO	ON THE WEBPAGE
COMMUNITY	$150	Name in the supporters frame	Supporters section
FEATURED	$250	Logo in the closing credits	Sponsors grid
PRESENTING	$500	“Presented by” opening card	Top banner placement
CHAMPION	$750	Covers the entire series all year	Listed on the page all year

SRMA Business Partners at **Gold Champion and above** support SRMA educational initiatives, including Career Pathways.

BECOME A SHOWCASE PARTNER

STRENGTHEN EVERY LINK.

MANUFACTURERS

GET YOUR FACILITY IN THE FILM

Send your company name and one product you'd want on screen. SRMA sets up a call around your schedule.

SCHOOLS & EDUCATORS

BRING CAREER PATHWAYS TO YOUR SCHOOL

Hands-on K–12 lessons that lead to the MSSC CPT credential and college credit.

PARTNERS & SPONSORS

SPONSOR A SERIES

Fund the pathway, put your name on the showcase, and help keep talent at home.

Start at srma.net/made-in-swfl

phil@srma.net · 813-944-9444

MADE IN SWFL

LET'S SHOW WHAT SOUTHWEST FLORIDA MAKES.

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SRMA SOUTHWEST REGIONAL MANUFACTURERS ASSOCIATION OF FLORIDA