

BE PRO BE PROUD GEORGIA



**BE THE DRIVING FORCE
BEHIND TOMORROW'S
WORKFORCE**

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BEPROBEPROUDGA.ORG

AMERICA'S WORKFORCE NEEDS SOME WORK

Right now, tens of thousands of jobs in the manufacturing, transportation, utility and construction industries are unfilled in states all across the country. And with over 23% of technical professionals at or near retirement age and fewer people encouraging our young people to pursue a career in manufacturing, that number is likely to climb.

OVER 23%

Over 23% of the current technical professionals are at or near retirement age

45 OR OLDER

More than 53% of all skilled employees in the U.S. are 45+ years or older

84% +

More than 84% of manufacturers report a moderate or serious shortage in skilled production works

2 IN 3

2 in 3 parents feel a career requiring a skilled trade is not for their child

2 MILLION

2 million jobs are expected to go unfilled by 2025 due to the growing skills gap

86%

86% of commercial builders said they're having trouble filling hourly or salaried positions

BUT THERE IS AN ANSWER: **YOU**

With the collective efforts of America's manufacturing, transportation and construction industries, we can position technical professions as a viable career option and improve the overall image of our skilled workforce.





THE PATH FILLED WITH PROMISE BEGINS HERE

The solution: change how Georgians perceive the opportunities provided by technical professions.

Be Pro Be Proud Georgia is a focused effort designed to create and generate student, parent and educator interest in technical professions within the manufacturing, transportation, utility and construction industries by presenting them as the high-tech, high-wage career paths they are.

How it works:

- **Grow awareness of the skills gap as a primary threat to growth**
- **Change attitudes and perceptions about skilled professions**
- **Instill pride and promote action in our audiences**

THE FUTURE OF OUR WORKFORCE

Today's youth embraces their individuality. They're not afraid of challenges. And they're not afraid to find their own paths to success. In short, they're just the type to go pro in a technical profession.

With sophisticated technology and state-of-the-art facilities, today's technical professionals are creators and innovators benefitting from training that ushers them into thousands of high-wage careers located across the country.



Be Pro Be Proud is leading the charge in bringing a new generation of pride, progress, and professionals to Georgia's technical workforce.

THE PROFESSIONS

Today's technical professionals find rewarding careers in many different fields. While more can be added at any time, here is a current list of professions featured in the Be Pro Be Proud movement:



AUTOMATION/ROBOTICS



CAD/CAM DRAFTER



CARPENTER/CONSTRUCTION



COMMERCIAL TRUCK DRIVER



COMPUTER PROGRAMMER



CNC OPERATOR



DIESEL TECHNICIAN



ELECTRICIAN



HEALTHCARE



HVACR TECHNICIAN



MACHINIST



PLUMBER



TOOL & DIE MAKER



WELDER



BRING THE HOTTEST TOUR OF THE YEAR TO YOUR STATE

The best way to reach those who will be the technical workforce of the future is to make it a hands-on experience. The Be Pro Workshop delivers digital, virtual and augmented reality simulator experiences to place visitors directly into these professions.

The Be Pro Workshop tour hits cities and tours across Georgia and the U.S. showcasing the power of these apps.

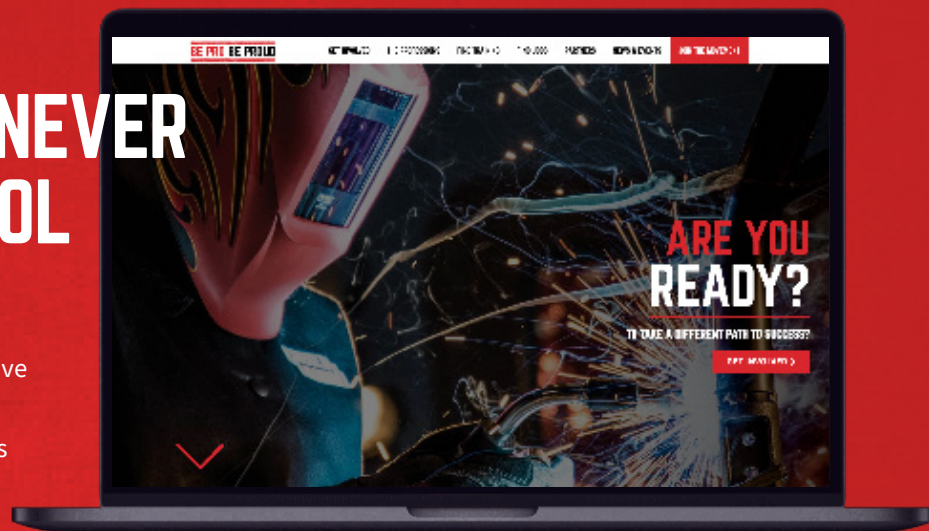
THE BE PRO BE PROUD MOBILE WORKSHOP:

- ⚙️ **Consists of a 40-foot, custom-built expandable trailer** towed by a custom built 4500 Dodge Ram Chassis
- ⚙️ **Offers enhanced sanitation measures**
- ⚙️ **Features five highly-interactive stations that utilize tools currently offered by companies across the technical professions** to train their respective workforces. All are highly interactive virtual reality, augmented reality, or full-emersion experiences that will captivate audiences of all ages
- ⚙️ **Stands as the largest mobile tour supporting the workforce initiative**



CAREERS HAVE NEVER LOOKED THIS COOL

While the Be Pro Workshop tour certainly makes a lasting impression, it is only the beginning. Through the use of an impressive website, thought-provoking videos and compelling graphics, technical professions always take center stage.



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YOU'VE LEARNED ABOUT THE MOVEMENT, NOW IT'S YOUR MOVE

The time is now, and the power to bring a new generation of pride, progress and professionals to Georgia's skilled workforce is in your hands.

Find out more today by contacting:

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