

# CENTRAL WISCONSIN MANUFACTURING ALLIANCE



Together We Can Do More.

## Our Mission

CWIMA unites manufacturers, educators, and communities to grow talent, advance technology, and strengthen Wisconsin's manufacturing future. Since the 2010s, we've built lasting partnerships that inspire students, support employers, and keep our region competitive.

## What We Do



**Build Connections** – Link manufacturers, schools, and communities for shared growth.



**Inspire Talent** – Create hands-on opportunities for students to explore rewarding careers.



**Advance Technology** – Encourage adoption of robotics, automation, and smart manufacturing.



**Invest in the Future** – Provide scholarships, internships, and real-world experiences for students.

## Looking Ahead

By 2035, CWIMA aims to engage 40% of Central Wisconsin manufacturers and drive innovation through partnerships, programs, and workforce development.



CWIMA is uniting  
our region to inspire  
the next generation  
and **strengthen  
manufacturing for  
tomorrow.**

*Jim Waldron*

President



[cwimamfg.com](http://cwimamfg.com)

## Major Initiatives



### Heavy Metal Tour for Trades of Tomorrow

Introduces thousands of eighth-graders to local manufacturers and technical colleges each year.



### Student Competitions

Welding and machine tool contests showcase skills, with recognition for top high school performers.



### Scholarships & Internships

Direct pathways for students to education and hands-on experience with local employers.



### Advanced Manufacturing Summit & Expo

Industry leaders explore robotics, AI, and emerging technologies.



### School Partnerships

Equipment, expertise, and mentoring to strengthen technical education programs.



### Networking & Community

Monthly meetings, an annual golf outing, and other events connect members and create opportunities.

## Membership Benefits

- Network with industry peers & leaders.
- Access training, workshops, and resources.
- Advocate with a stronger, unified voice.
- Save through exclusive member discounts.

## Membership Dues

- 0-50 employees **\$500**
- 51-199 employees **\$750**
- 200-299 employees **\$1,000**
- 300+ employees **\$1,250**

## Your Seat at the Table Awaits.



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## MAKING A MEASURABLE DIFFERENCE

# 60,000+

+ Students introduced to manufacturing careers through the Heavy Metal Tour®

# \$30,000

+ In scholarships awarded to students in 2025 alone

# 100+

+ High school competitors annually in welding and machine tool contests

# 200+

+ Student internships coordinated with local manufacturers

# 40%

+ Regional manufacturer participation goal by 2035