

October celebrates Manufacturing and Women in Business

Fall is by far my favorite time of year in the Berkshires! The air is crisp, leaves are falling, bonfires glow, and there are lots of outdoor activities to enjoy...not to mention the yummy apple cider donuts that our farm stands boast. It's also the season which we celebrate a myriad of workforce activities in the Berkshires including Women in Business and Manufacturing month.

October celebrates women's small business month

October is National Women's Small Business Month and is a time to recognize and applaud the talented, dedicated and driven women whose entrepreneurial spirit helps drive our economy forward. According to the US Census in 2019, women own 38% of businesses in the U.S. which support nearly 9 million jobs and generate annual revenues of \$1.6 trillion. In Berkshire County, women own 31% of businesses. Healthcare and social services (64.6%), educational services (56.9%), other services (personal care/pet) (52%), administrative support (47.1%), and retail (41.8%) are the top woman-owned industries.

Join us in honoring women business owners and the numerous female executives and managers throughout the Berkshires this month by making a commitment to #BuyWomenOwned or write a review or give a recommendation to a friend which is the best form of compliment for a business owner. Let's help them succeed well into the future! #BerkshireWomenInBusiness

Employer Spotlight: **Spectrum Plastics** – located at 17 Downing Three in Pittsfield, specializes in advanced manufacturing of medical bioabsorbable polymers and other commercial polymer applications. **Vicky Layden**, Human Resources Generalist at Spectrum Plastics nominated 4 exceptional women in manufacturing at Spectrum Plastics: **Amber Ubertini** is the Quality Assurance Engineer, the lead in ensuring all products are made to the highest quality; using state-of-the-art industrial coordinate measuring machines that are simplified, highly flexible and provide precise and fast quality measurements on the shop floor. **Nicole Sebastino** is Junior Quality Assurance Engineer, assisting Ms. Ubertini. **Cherie Pasquarelli**, Quality Document Control Specialist and **Kelly Thibodeau**, Manufacturing Supervisor play important roles in every process carried out in the manufacturing of each product at Spectrum.



Left to right - Amber Ubertini, Nicole Sebastino, Kelly Thibodeau & Cherie Pasquarelli

Manufacturing #MadeInTheBerkshires #BerkshireManufacturing

Did you know that there are 152 manufacturing establishments in Berkshire County that employ 4,548 people? Manufacturing in the Berkshires is one of the strongest economic clusters driving our local economy representing 7.4% of the workforce. Manufacturing hasn't gone away, but it has changed. Once dominated by a handful of large industries, the economic landscape of the region is now comprised of smaller, diverse manufactures that specialize in areas including paper, plastics, medical devices, and aeronautics.

For every \$1.00 spent in manufacturing, another \$1.89 is added to the economy, and every manufacturing job creates another 3.8 jobs in the Berkshires! Today's manufacturing is driven by technology – things like advanced computer hardware, enterprise-wide system software, electronics and robotic automation, and the average skilled technician can make between \$45-\$55K annually while a technical professional can make more than \$65K.

The first Friday of October celebrated Manufacturing Day which is part of a month-long series of state-wide events taking place in October that are designed to raise the profile of manufacturing in Massachusetts. This year, MFG Day also includes a strong emphasis on engaging digital and virtual events throughout the county. With manufacturing careers at the heart of some of the most impactful work being done in response to the pandemic, we

are excited to shine a spotlight on manufacturing careers. Participating companies include Lenco, Spectrum, Neenah, Boyd Technologies, General Dynamics, and many others.

We want young people, their parents, job seekers of all ages and the community as a whole to see that manufacturing is actually an exceptionally strong part of the economy here in Berkshire County, with exciting, well-paying careers for skilled workers. Visit the BerkshireWorkforceBoard social media page for highlights of manufacturing month.

Did you know that there are education and training options available to help train people in advanced manufacturing? The Berkshire Workforce Board can help you access a variety of certificate and degree programs through Berkshire Community College, McCann Tech, Pittsfield Public Schools, and the Berkshire Innovation Center. MassHire Berkshire Career Center can also provide On-the-Job Training Opportunities and/or Apprenticeships for qualified job seekers. These educational opportunities can lead to careers that are creative, highly skilled and well-paying. Visit www.MassHireBerkshire.com for more information. Advanced manufacturing is alive and well in Berkshire County and will play a key role in our economy for years to come.