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FOR MORE INFORMATION:

Dana Magliola
(919) 946-5445
dana.magliola@ncsu.edu

INSTITUTE FOR EMERGING ISSUES TO HOST NATIONAL PANEL ONLINE

North Carolina think-and-do tank brings influencers together to discuss the appeal of manufacturing to younger audience: [Making It Cool: Gen Z Meets Manufacturing](#)

RALEIGH, N.C., November 8, 2012 – The Institute for Emerging Issues at North Carolina State University will host a virtual panel discussion on the topic of manufacturing and its importance to “Generation Z”. The event, [Making It Cool: Gen Z Meets Manufacturing](#), is scheduled as a part of Global Entrepreneurship Week for Monday, November 12th at 3:45 PM. The panel discussion will be broadcast live online and available for viewing via the IEI website and YouTube.

The featured panelists for the event include:

- **Chris Anderson** (Berkeley, CA): Editor-in-chief of *Wired* Magazine and 2013 IEI Emerging Issues Forum keynote speaker
- **Adam Friedman** (New York, NY): Author and Director of New York's Pratt Center for Community Development
- **Aly Khalifa** (Raleigh, NC): Serial entrepreneur, designer, engineer and 2012 Eisenhower Fellow
- **Joe LaRussa** (Dearborn, MI): Society of Manufacturing Engineer's Membership Director and Young Manufacturing Leadership Award winner
- **A.J. Sweatt** (Atlanta, GA): Industrial marketing strategist/consultant, entrepreneur and author

“This panel will be the first of its kind for IEI, and we're excited about the possibilities. A virtual event is allowing us to bring together some of the most important voices on the future of manufacturing, unhindered by geography,” said IEI Director and event moderator Anita Brown-Graham. “Through this collaboration of both panelists and viewers, we hope to better articulate ways in which modern manufacturing is not only relevant, but also appealing to a younger audience.”

Questions on the topic are being solicited and collected prior to the event through the IEI website and via a dedicated Twitter hashtag, #mfg4z. During the event, discussion and questions may be submitted using this dedicated hashtag for selection by the event moderator. Following the event, the recording will be available for viewing online via the IEI Website, YouTube and through a Storify catalog.

About IEI

IEI is a think-and-do tank, housed at NC State University, focused on tackling big issues that affect North Carolina's future growth and prosperity. From energy, to fiscal modernization, to improving our systems of higher education, IEI takes the lead in convening state leaders in business, higher education and government to address these issues early to prepare for future challenges and opportunities. To learn more about IEI, please visit www.emergingissues.org.

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