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CATAWBA LEADERS LEARN IN GERMANY

IEI Sends Three to Bring Advanced Manufacturing Ideas Home

RALEIGH—Three Catawba County community leaders returned from the *Global Leaders: Germany 2014* study trip with new insights and ideas for enhancing Catawba County's modern manufacturing sector. The program, organized by the [Center for International Understanding](#), allowed individuals from across North Carolina to learn firsthand about Germany's successful economic development model, specifically as it relates to advanced manufacturing, workforce development and education. The Institute for Emerging Issues sponsored the participation of the Catawba County leaders. To view the complete itinerary, visit [here](#).

"I truly believe that the community, region and state that can best create the workforce that meets the ever evolving needs of the business community will be the one that thrives in today's competitive marketplace," said Michael McNally, Director of Existing Industry Services at the Catawba County Economic Development Corporation. "We need to constantly look at how other communities work to meet these needs and learn from their triumphs and setbacks."

Catawba County team members included:

- Crystal Glenn, Executive Director of the Workforce Development Innovation Center at Catawba Valley Community College;
- Tracy Hall, Director of Education Matters at Catawba Valley Community College; and
- Michael McNally, Director of Existing Industry Services at the Catawba County Economic Development Corporation.

IEI sponsored the participation of these leaders as an extension of IEI's work following the 2013 Emerging Issues Forum, @Manufacturing Works.

Background on IEI:

Established in 2002, the Institute for Emerging Issues (IEI) connects people and resources from all sectors and areas of North Carolina in an effort to ensure our state's future economic competitiveness. Every February, IEI's Emerging Issues Forum attracts leaders in business, education and public policy to discuss a key challenge facing our state. By supporting collaboration among individuals from a variety of perspectives and backgrounds, IEI builds an enduring capacity for progress. For more information on IEI's work, visit <http://www.emergingissues.org>.

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