



March 1, 2010

Dear Polk County Manufacturers,

Is your business taking part in the recovery, or are you still feeling the pain of the economic downturn? The leadership of the Polk Manufacturing Association (PMA) is working to find ways that we can collaborate and encourage each other to effectively face and overcome the many challenges facing us. We know that manufacturing is a key contributor to the local and national economy, and we also know that we need to work together to ensure our common success.

The PMA leadership is continuing to provide an action-oriented agenda for 2010. We have seen progress over the past 4 years but we would like to see continued growth in 2010. During 2009 we decided to join forces with the Manufacturers Association of Florida (MAF), adding additional linkages at the state and national level. This provides some new choices for your annual membership, which are outlined on the attached renewal sheet. Please note that the membership fees have been reduced for this year in respect of the financial pressure created by the recession.

For 2010 we have mapped out the following priorities:

1. Launch a consortium-based apprenticeship program, making high quality maintenance training available to PMA members at a reduced cost by working together with PSC Corporate College. The first Maintenance skills classes start in March 2010.
2. Continue to add programming options with quarterly meetings, plant tours, and focus groups.
3. Expand the membership of PMA through a focused outreach campaign within the manufacturing community, vendors and suppliers, and government and economic agencies.
4. Continue to offer high quality technical training classes at competitive costs and convenient times and locations for PMA members.
5. Partner with MACF, MAF, and NAM to influence public policy regarding manufacturing issues.

We need your participation to create a strong association. Please help by joining together with us.

A handwritten signature in black ink, appearing to read "Steve Kullberg". The signature is fluid and cursive, with the first name "Steve" and last name "Kullberg" clearly distinguishable.

Steve Kullberg  
PMA Co-Chairperson  
Florida's Natural Growers