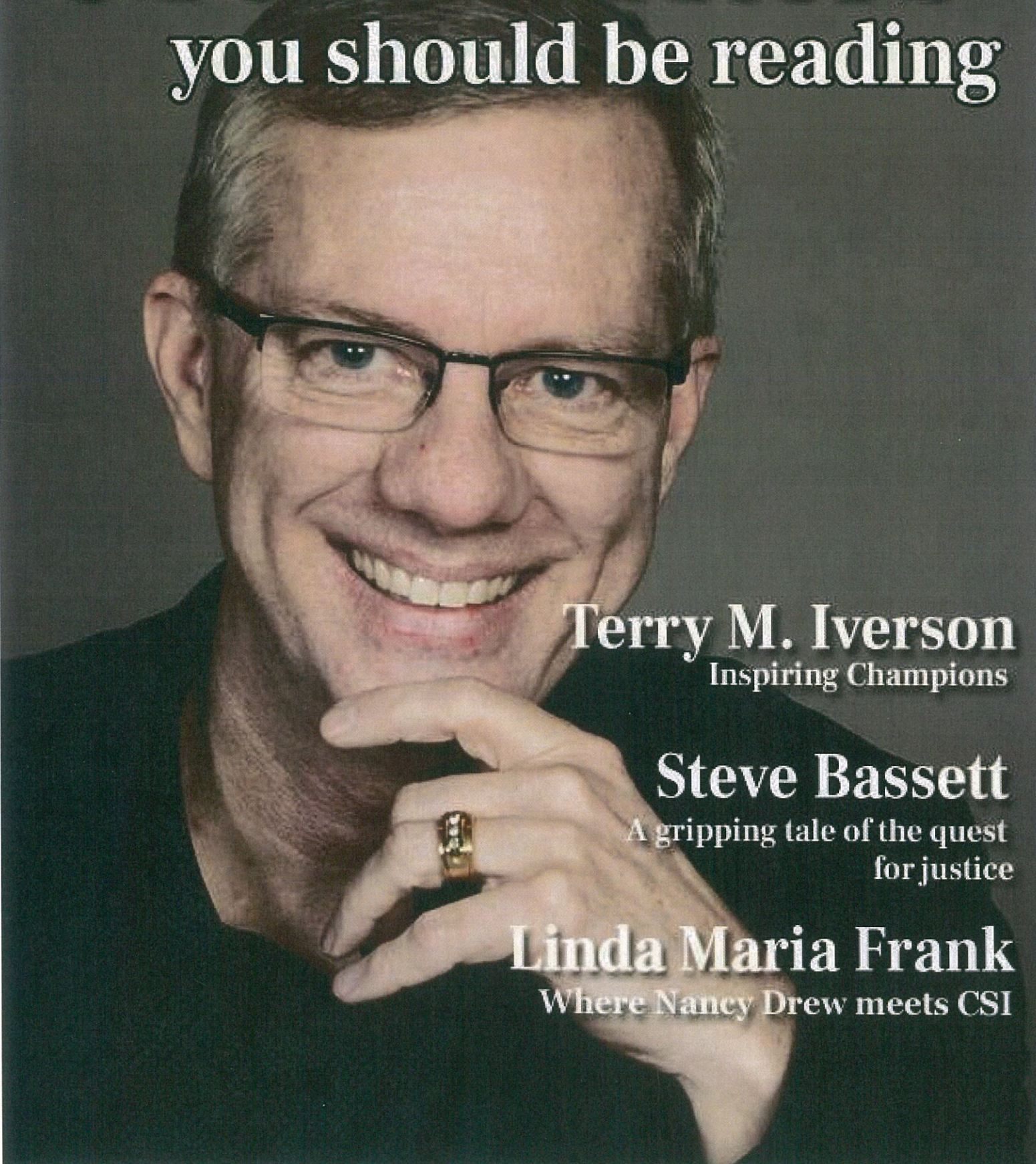


Great Writers

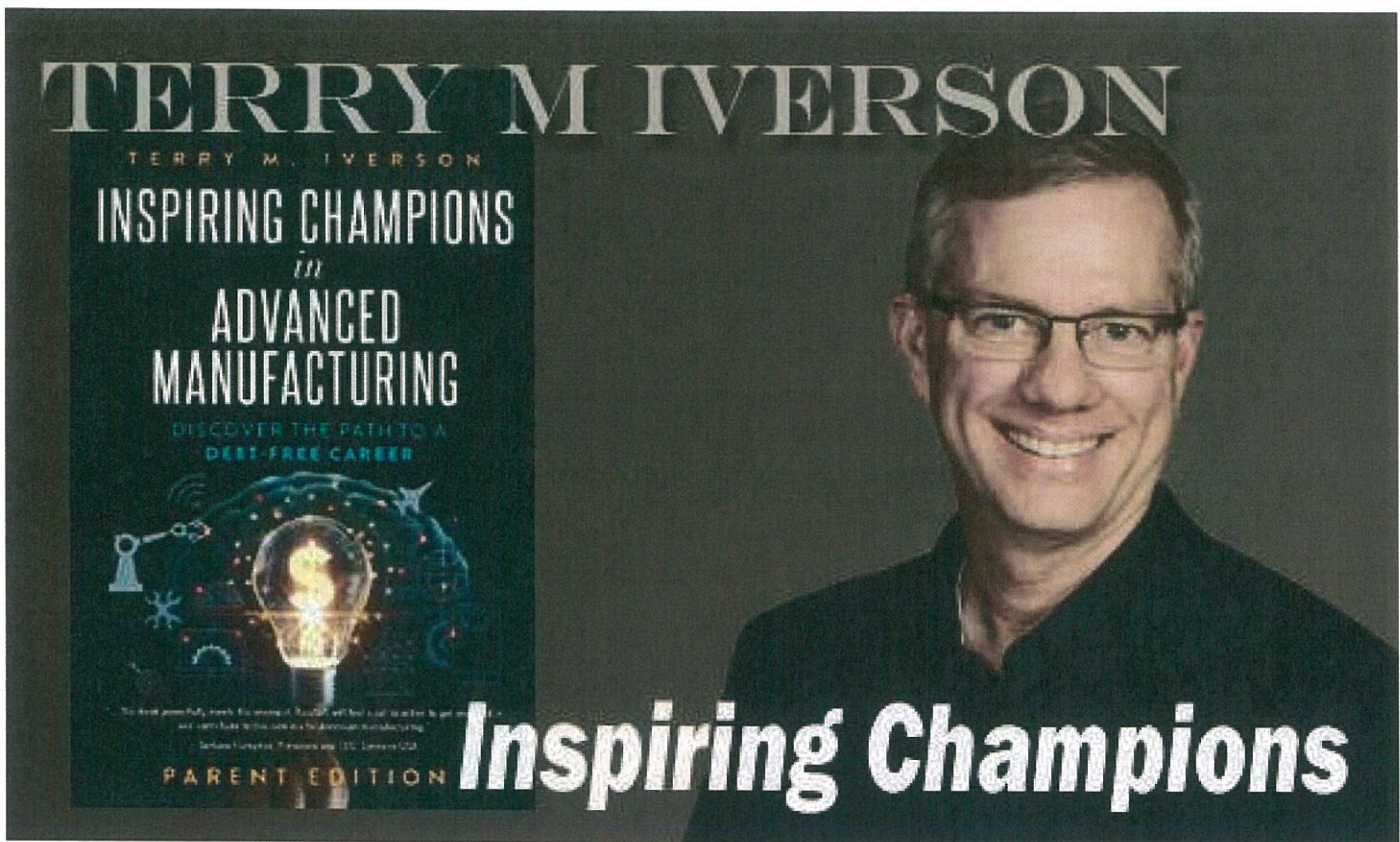
you should be reading



Terry M. Iverson
Inspiring Champions

Steve Bassett
A gripping tale of the quest
for justice

Linda Maria Frank
Where Nancy Drew meets CSI



As a former business owner serving the manufacturing community, Terry Iverson believes there is nothing more important than the young people of this country. The manufacturing industry relies on the next generation of skilled workers, managers, and entrepreneurs to lead this country into a prosperous future.

He has written two books to be used as resources for everyone involved. Whether you are a student, parent, grandparent, teacher, administrator, guidance counselor, or industry member there is information for you to read to understand what is possible for our young people in this country with manufacturing careers.

So tell us about your book.

Well, I wrote my second book inspiring champions in advanced manufacturing and it's a two sided book. There's one side for parents while the other side, 180 degrees is for students. And it's designed for each person reading to meet in the middle where I have questions for them to ask each other about whether that young person should go into manufacturing careers and does the parent have the opportunity to

fund a college education or maybe that's not right for them.

Who did you write your book for specifically? Who's your target audience here?

My target audience are the parents and the grandparents. Because they have a jaded view on manufacturing. Everyone thinks that manufacturing has gone to China and we do a tremendous amount of manufacturing in our country.

And so what we need is we need more workers, more skilled workers. And this best kept secret, that there's no manufacturing supposedly in this country, is not true, and we need the young people to embrace it and go into those good paying careers.

Could you say there's any type of central message or perhaps underlying theme that you would say runs throughout your book?

Well, I think the basic message is in the subtitle, and that is - discover the path to a debt free career. So many parents are wondering - can they afford to send their child to college? So many young people are

wondering - do I have to get a student loan to go to college? And there's a lot of manufacturing companies that are willing to pay for an education to get a good worker who has a good work ethic that'll show up to work every day and is excited about what manufacturing offers.

If you had to choose, what would you say is the single most important idea you're sharing in your book that's really going to add value to the reader's life?

It's a solution that people don't know about, that the payback for a manufacturing career, when you're given the high cost of education, a young person can be out in the working world, and at the end of 12 years the financial model that I put forth, A two-year degree going into manufacturing in vocational type skill is 90,000 cash positive, where a five year college degree, you might end up being in 12 years, negative 130,000 cash negative. So there's about a quarter million dollar difference between the two.

If you were asked to compare your book with any book out there we might already be familiar with, which book would it be and why?

You know, one of the books that really spoke to me was Stephen Covey, about the seven successful habits of highly effective people. And what I tried to do is write a book that gave a step-by-step connotation and inspirational stories of why a young person should consider to go into manufacturing career and why a parent also should consider that maybe this is right for children or all of their children, depending on what their skill level and what their capabilities and interests are.

So, tell us more about the information you're providing for parents here.

What I try to do is I try to elevate successful stories of young people that have gone into manufacturing careers. And, give an example of somebody that may be similar to their child or similar to the person reading the book so that they can understand why somebody is successful in manufacturing and why they should maybe consider it.

A lot of people in this country, a lot of young people, learn differently than our schools teach. And a lot of them like to work with their hands. And a lot of times in the educational system, you know, it's mostly trying to learn from something either from a book or from a blackboard and there's not enough activity to keep their interest.

What about the information you're providing for young people?

For young people, I make several analogies, one of which there's a big following in the gaming world. And a lot of young people don't know anything about manufacturing being computerized. So, there's a lot of a parallel with gamers that find gaming fascinating.

In reality, when you get into programming, CNC machines, computerized manufacturing equipment, that there's a lot of commonality between gaming, potentially, and entering into the computerized world of manufacturing.

What was your inspiration to write this book?

My inspiration for writing this book was based on my family just about to celebrate 100 years of manufacturing.

And I just completed my 44th year in manufacturing, soon to be 45, and I feel obligated to give back to the industry and to young people in this country. So this is my way of giving back, and I hope to allow young people to discover something that they may not otherwise know.

How much research went into creating this book?

Fortunately, as far as research is concerned, I knew a lot of people in the industry in manufacturing because my career has spanned four decades now, soon to be five decades. And so I knew a lot about manufacturing. I knew a lot of people and, a lot of my family members in manufacturing, but when it came to data and in salary histories and benefits and a lot of the things I had to go to.

The Manufacturing Institute website and the Department of Labor to give the data that, either parents and/or the students would need to have to evaluate.

So what makes your book relevant today?

What's relevant today about my book is that there's hundreds of thousands, actually millions of jobs that are going to be available now or available in the near future in the manufacturing sector. We can't fill. So what's relevant is instead of a person applying for a job and being one of 300 applicants in other industries or other job titles, many times people are applying for several jobs and they're in a very small pool of applicants.

So when it comes to work ethic and when it comes to soft skills, you know, if they have, you know, what it takes, a lot of manufacturers will actually help them get the actual skills they need. They're just looking for someone that wants to work hard and is passionate about making things.

So have you had any feedback yet from readers?

I've gotten feedback from readers. A lot of people fascinated with the two cover, the two front cover, where you flip it over for each, reader. I've got a lot of feedback that the people in the industry that have read the book are fascinated with a lot of the information, some of which, after being in the industry for decades, they didn't even know, but I've also heard from readers and families that didn't know a lot about manufacturing.

And they've actually reconsidered some of their perceptions that they weren't aware were invalid or not in today's world.

So what's been your most rewarding experience since publishing your book?

My most rewarding experience has been just to see people whose lives are changed. I had one mom walk up to me in tears after I spoke with the same subject matter, and she was upset, and I didn't know why. When I asked her, she said, these are tears of joy

because you've told me that I have not failed my child and that there's a whole industry and a whole career set that I never knew about that he can pursue and have a very comfortable wage and a very good life to raise a family, and to pay for the rest of his career.

Now, did your environment, or upbringing perhaps, play any major role in your writing?

I think my upbringing definitely had a major role because I believe that I, growing up, I had a lot of mentoring because I was a child of a single parent. And so I felt that I had a lot of mentoring that I relied on to bring me up and elevate me to where I could be successful.

So mentoring is very important to me. So I write a lot about and speak a lot about mentoring and how important it is. I think we have a mentoring and parenting epidemic in our country, and I think we all, of all generations, need to be more willing to offer mentoring and be more accepting of being mentored.

How would you describe your writing style?

My writing style is trying to listen to all different storylines and let those stories be told. Not only my storyline, but others that I know so that people can find a fit or find a parallel with somebody that they read in the book so that they can identify and see themselves in that story or in the person that they're reading about.

Most authors have a very specific reason for writing a particular book. What was your reason for writing this book?

My reason is, back to the fact that I wanna give back to the industry that's been good to me and my family over the last century, basically. When you take into account my grandfather, and my dad as well as me, and I feel that there's a need. There's a huge need in our industry, in the entire manufacturing sector. There's a huge need for a skilled workforce and we're having a great deal of trouble finding it. Manufacturing has kept this secret and really has not become an advocate for their jobs that they offer.

And we've gone through some tough times with a lot of work going over to China. But through the efforts of Harry Mosier and the reshoring movement, a lot of manufacturing has come back and with the epidemic with COVID, a lot of people realize that we need to make more in this country.

Well, if we make more in this country and we're getting back to being manufacturing greatness in the U S well, we need more workers and they need to be skilled.

So what part of your book would you say you personally like best?

I think the part of my book that I like personally best is the banter back and forth between the parent and the student. That's one thing that I felt is really impactful where too many times our parents in our country especially if they've been fortunate to save enough money, we kind of cop out and we don't really ask our children or really, you know, challenge our children, what they're passionate about or what they really get excited about.

And instead, if we have enough money for their college, we say, go to college and figure it out. I've been very fortunate to save enough money to send you and that's fine. that's all well and good, except we're delaying, potentially delaying for upwards of five six seven years your child's success if that's not the answer for them

So other than selling your book, of course, is there anything else you hope to accomplish with it?

I do hope to accomplish a new day where young people can awaken, understand, have this epiphany that there's a whole career set that very few people know about. I do camps also, where I introduce manufacturing and inspire middle schoolers by having high school students mentor them, showing them the manufacturing process.

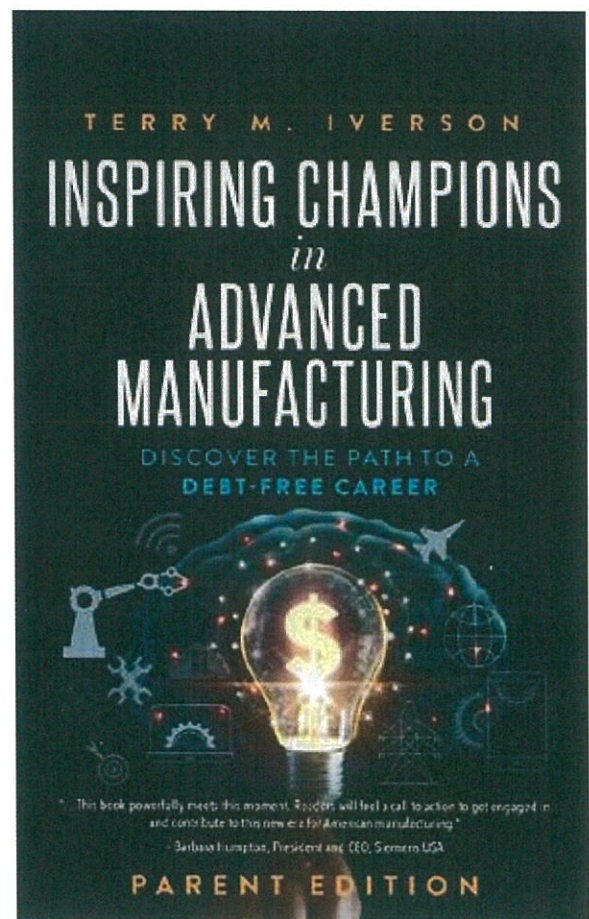
I do a lot of speaking around the country, and the book, you know, is part of that. But I do hope to change the culture in our country on the perception of what manufacturing is.

In your opinion, who should buy your book?

I think a lot of young people could use the book, but I don't think they're the ones that need to buy the book.

I think parents need to buy the book. Grandparents that are trying to help their children and grandchildren. I think educators and counselors possibly should find the relevance what the industry has to offer. And I also think that some industry members should buy the book so that they can use it as a tool to possibly recruit families or young people to join their industry.

Too many people try to provide their own data and their own information. When they can just pick up the phone or dial into a website and get something that should be very impactful. At least I think it is.



Terry M Iverson
ChampionNow.org