



**CATALYST CONNECTION™**  
Your Strategic Partner for Manufacturing Growth

**FOR IMMEDIATE RELEASE**

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## **Middle School Students Discover *What's So Cool About Manufacturing***

BEAVER, March 28, 2019 -- Catalyst Connection, which has been helping regional manufacturers grow their businesses for over 30 years, celebrated the *What's So Cool About Manufacturing Video Contest* at its annual recognition ceremony Thursday night. The program also included speakers discussing the future of manufacturing related to Industry 4.0 and getting students out of the classroom and into the manufacturing field. The event, held at the Community College of Beaver County's campus, attracted 300 people, including manufacturers, industry leaders, students, teachers and parents. The video contest is sponsored by the Chevron Corporation and Benedum Foundation.

"We are working to accelerate the pace of advanced manufacturing technology adoption, and build a world class advanced manufacturing workforce," said Petra Mitchell, Catalyst president and CEO. "Today's middle school students will be tomorrow's workforce in manufacturing. The latest technological advances, often identified as Industry 4.0, are creating a bright future and helping to position southwestern Pennsylvania as one of the top innovation regions in the world."

Regional partner, Beaver County Chamber of Commerce was instrumental in helping to pair 11 manufacturing companies with 9 middle schools for the videos. Student teams were encouraged to interview employees and go behind the scenes to learn about the manufacturing industry. The participants represented parts of Allegheny, Beaver, and Butler Counties. Each team submitted its video to Catalyst Connection. The contest yielded more than 69,000 votes over a five-day period. All of the videos can still be viewed at <https://www.whatssocool.org/previous-contests/pittsburgh-north/>

**Companies who participated in the contest included:** Acutran (Beaver), Adams Manufacturing (Butler), Butler Technologies (Butler), Keystone Ridge Designs (Butler), Nova Chemicals Corporation (Allegheny), Haemonetics Corporation (Allegheny), Mason Color Works (Ohio), McDanel Advanced Ceramics (Beaver), PittMoss LLC (Beaver), Q-Cast (Beaver), Veka (Beaver)

**School Districts who participated in the contest included:** Ambridge (Beaver), Beaver Falls (Beaver), Blackhawk (Beaver), Butler Area (Butler), Central Valley (Beaver), Hopewell (Beaver), New Brighton (Beaver), Rochester (Beaver), South Side (Beaver)

**Award winners included:**

**Best Manufacturing Message**

1<sup>st</sup> Place – Butler Area with Keystone Ridge Designs

2<sup>nd</sup> Place – Ambridge with Nova Chemicals Corporation

**Outstanding Creativity**

- 1<sup>st</sup> Place – Blackhawk with Acutran
- 2<sup>nd</sup> Place – New Brighton with Adams Manufacturing

**Viewer's Choice**

- 1<sup>st</sup> Place – Hopewell with Veka
- 2<sup>nd</sup> Place – Butler with Keystone Ridge Designs

**Exceptional Videography**

- 1<sup>st</sup> Place – Central Valley with Haemonetics
- 2<sup>nd</sup> Place – Butler Area with Butler Technologies

**Rookie School Award**

- Winner – Beaver Falls with McDanel Ceramics

**Statewide Video Contest:** Butler Area with Keystone Ridge Designs and Central Valley with Haemonetics are going onto compete at the Statewide Video Contest. This contest consists of winning teams from across multiple Pennsylvania contests and is held on April 30<sup>th</sup>, 2019 at The Forum in Harrisburg.

In 2018, Catalyst Connection worked with 215 companies and reached hundreds of firms with its numerous programs and services. Catalyst clients have reported more than \$254 million in revenue from improvement initiatives with more than 1,240 permanent jobs created or retained.

**ABOUT CATALYST CONNECTION**

Catalyst Connection is an economic development organization dedicated to helping small manufacturers improve their competitive performance. Advisors, consultants and instructors offer training, consulting and administer financial programs that can provide funding for equipment, machinery or capital improvements. A nonprofit 501 (c)3 firm, the organization has supported southwestern Pennsylvania manufacturers for 30 years. For more information, call 1-888-887-7472 or go to [www.catalystconnection.org](http://www.catalystconnection.org).

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