

## REED CITY GROUP — Going PRO Talent Fund

As a leader in industrial mold manufacturing, Reed City Group has long recognized that innovation doesn't stop with products—it starts with people. In 2024, the company took a strategic leap by leveraging a Going PRO Talent Fund award, securing \$53,280 in state-supported training investments. The result: a more skilled, empowered and future ready workforce.

Closing in on almost 200 full-time permanent employees at its Reed City facility in Osceola County, Reed City Group focused on building talent from within—particularly in hard-to-fill skilled trades. The company trained a total of 17 current employees, including 13 apprentices participating in USDOL-Registered Apprenticeship programs.

The company implemented a multi-pronged training strategy, partnering with industry-respected providers such as Penn Foster, Frontline Training Solutions, and Yushin. All this training created measurable impact.

- \$53,280 in training costs were covered by the Going PRO Talent Fund, matched by a substantial employer contribution.



- Employees earned industry-recognized certifications and valuable college credits through Penn Foster.
- The training supported a geographically disadvantaged community, advancing the company's commitment to diversity, equity, and inclusion (DEI).

Additionally, the company's average employee wage stands well above the regional median of \$19.26, reinforcing its reputation as a high-value employer in Michigan's manufacturing

sector. The Going PRO Talent Fund has enabled RCG to scale its internal training in a way that's meaningful not only for great business outcomes but equally important the quality of life of its employees.

With a sharpened focus on developing high-demand skills and a strong partnership with Michigan Works! West Central, Reed City Group is a model for how Michigan manufacturers can build competitive advantage through workforce development.