

FOR IMMEDIATE RELEASE

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DONNELLY'S KIRSCHT TO SPEAK AT RED GROUP CONFERENCE

ALEXANDRIA, Minn. –Ron Kirscht, president of Donnelly Custom Manufacturing Company, will be a featured speaker at Minnesota's Regional Economic Development (RED) Group Conference on August 29, 2007 in Minneapolis. The conference addresses strategies for building the workforce of the future and the implications of these strategies for rural Minnesota.

At 11:15 a.m., Kirscht will give an employer's perspective on the principles for guiding workforce development strategy. His individual presentation is followed by a panel discussion at 1 p.m. where he will be joined by four other regional business leaders adding more perspective to workforce development issues and field questions from attendees.

"Continual workforce development is important to how we do business at Donnelly," said Kirscht. "It is vital to short-run manufacturers like ourselves due to the level of complexity we face. Historically, many people have shied away from short-run manufacturing, but we embrace it because there is a need and we can meet it, and workforce development is integral to our success."

Kirscht's commitment to manufacturing workforce development is exemplified by the processes put in place at Donnelly. To meet the varied challenges short-run manufacturing presents, Donnelly has a commitment to ongoing training and development. Donnelly is also at the forefront of implementing Lean Manufacturing and Training Within Industry. Training Within Industry involves continual learning centering around training individuals to succeed and drive improvement and change.

The RED Group is a Minnesota-based organization focused on region-wide economic development grounded in creating not just jobs but wealth as well. For over four years, RED Group has worked to create a favorable climate for economic growth throughout rural Minnesota by identifying the distinctive competencies and comparative advantages of each region and focusing on enhancing those strengths.

To schedule an interview with Kirscht about workforce development or to attend his presentation, please contact Christy Domanoski at 414-274-3002 or cdomanoski@insidesh.com.

Based in Alexandria, Minn., Donnelly's 230 employees are dedicated to setting the standards in the custom injection-molding marketplace for "How Short Run Is Done." The company's focus is on providing its OEM customers with value added engineering and highly customized manufacturing and customer support services. A strong customer service orientation ensures outstanding customer satisfaction. Visit www.donnmfg.com to learn more.

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