



## Kelly Services® Bronze Sponsor of National Manufacturing Day

September 18, 2014

### Hosting Live Webinar October 2, 2014 "Attracting, Engaging and Retaining Today's Critical Manufacturing Talent"

TROY, MI -- (Marketwired) -- 09/18/14 -- Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB), a leader in providing workforce solutions, is a proud bronze sponsor of National Manufacturing Day Friday October 3<sup>rd</sup>. In support of Manufacturing Day Kelly Services will host a complimentary webinar titled, "[Attracting, Engaging and Retaining Today's Critical Manufacturing Talent](#)" on Thursday, October 2<sup>nd</sup> from 2 p.m. to 3 p.m. ET.

The webinar will be hosted by Kelly Services® manufacturing talent experts Gabrielle Caputo, director of Commercial Center of Excellence and Joseph Lampinen, director of Engineering Center of Excellence. Mike Koper, solutions architect for manufacturing and supply chain, Kelly Services Outsourcing and Consulting Group will also participate.

Gabrielle Caputo, director Commercial Center of Excellence for Kelly Services stated, "Given the talent shortage affecting today's manufacturing industry, organizations have to be strategic and targeted when attracting viable talent and more aware of today's talent preferences in order to engage and retain them. Manufacturing Day allows Kelly® a great opportunity to provide organizations key insights to attract talent critical to their operations."

Manufacturing Day was created to educate the general public on the importance of manufacturing in the United States and raise awareness as to the career opportunities that exist in the manufacturing industry while overcoming, the negative perception of the industry that has been affecting manufacturers' ability to attract workers with highly sought after skills.

Please register at [www.kellyocg.com/Webcasts/#VBndePldWSp](http://www.kellyocg.com/Webcasts/#VBndePldWSp) to attend the webinar. Participants attending the webinar will have an opportunity to win an iPad Air. Click on "[Official Rules](#)" for more information.

If you would like to learn more about the manufacturing career opportunities Kelly Services has to offer, check out our [Kelly Career Network](#) -- keyword search "manufacturing."

### Co-Producers for Manufacturing Day

The Manufacturing Day 2014 steering committee comprises representatives from four co-producer institutions -- Fabricators & Manufacturers Association, International (FMA), National Institute of Standards & Technology (NIST) Hollings Manufacturing Extension Partnership (MEP), Manufacturing Institute (MI), National Association of Manufacturers (NAM) -- along with guest producer Industrial Strength Marketing (ISM), official media partner Science Channel, and movie partner *American Made Movie*. These seven organizations collaborate to encourage event creation, support event hosts, and drive event turnout. Learn more on the [mfgday.com](http://mfgday.com) About Us page: [www.mfgday.com/about-us](http://www.mfgday.com/about-us)

### About Kelly Services

Kelly Services, Inc. is a leader in providing workforce solutions. Kelly offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire, and direct-hire basis. Serving clients around the globe, Kelly provides employment to more than 540,000 employees annually. Revenue in 2013 was \$5.4 billion. Visit [www.kellyservices.com](http://www.kellyservices.com) and connect with us on [Facebook](#), [LinkedIn](#), & [Twitter](#).

Employing manufacturing talent since 1965, our engineering and production specialties have grown to be recognized as leading providers of talent to the manufacturing industry. Today, Kelly provides engineers and manufacturing talent to the automotive, chemical, consumer goods, electronics, energy, medical device and pharmaceutical sectors.

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