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“What’s So Cool About Manufacturing?” Announces 2023 Central Susquehanna Awards

CENTRAL PA – April 20, 2023 – The Innovative Manufacturers' Center (IMC), Central Susquehanna Intermediate Unit, BLaST Intermediate Unit, Advance Central PA and The Foundation of the Columbia Montour Chamber of Commerce are proud to announce the award recipients for the "What's So Cool About Manufacturing?" (WSCM) Central Susquehanna student video contest awards. The ceremony was held April 19th at the Pine Barn Inn in Danville, PA.

The WSCM contest partners students from schools in several Central PA counties with local manufacturers. Each student team scripted, shot, edited and promoted a short video that documents their experience highlighting what is “cool” about manufacturing. Two videos in the region will be moving on to represent Central Susquehanna at the annual statewide competition being held in Harrisburg next month.

The video with the most votes, during three days of online voting in March, received the “Viewers’ Choice Award.” A panel of judges reviewed the videos for awards in three other categories including Outstanding Overall Program, Outstanding Team Spirit and Outstanding Brand Placement.



2023 Central Susquehanna What's So Cool About Manufacturing Award, made by Jeshua Rivera, a SUN Area Technical School student.

"We had a really great contest this year with students and their manufacturing partners working together to highlight what’s so cool about manufacturing in Central PA. In our third year of this contest, we had a record number of schools and manufacturers participate and this year’s Viewers’ Choice award had over 17,000 votes,” said Lauri Moon, Manager of Outreach & Special Projects with IMC and Co-manager of the Central Susquehanna contest. "The students, teachers and manufacturers put in so much hard work, and it definitely showed in their final videos."



The 2023 What's So Cool About Manufacturing Contest Managers: Jeff Emanuel, Alexa Hann, Colleen Epler-Ruths, and Lauri Moon. Not Pictured: Lexie Diaz.

“One of the goals of the program is to increase awareness of local manufacturing career opportunities. With a record breaking 50,000 votes during the contest, I think we met our goal,” said Erica Mulberger, Advance Central PA Executive Director.

This year's awards and their winners are:

Outstanding Overall Program

Selinsgrove Area Middle School
Gilson Snow, Inc.



Viewers' Choice Award

Central Columbia Middle School
SEKISUI KYDEX



Outstanding Team Spirit

Mount Carmel Area Middle School
Great Dane



Outstanding Brand Placement

Warrior Run Middle School
Fabtex, Inc.



Congratulations to the Selinsgrove Area Middle School/Gilson Snow and Central Columbia Middle School/SEKISUI KYDEX teams who are moving on to the statewide competition in Harrisburg next month.

Partnering with the [Innovative Manufacturers' Center](#) on this regional contest are [Central Susquehanna Intermediate Unit](#), [BLaST Intermediate Unit](#), [Advance Central PA](#) and [The Foundation of the Columbia Montour Chamber of Commerce](#). Funding for this program is made possible by these organizations and, in part, by EITC, PASmart, Manufacturing PA Initiative funding, and with federal dollars. For more information, visit: <https://advancecentralpa.org/about-us/public-notices/>.

To check out this year's Central Susquehanna What's So Cool About Manufacturing? videos, visit <https://www.whatssocool.org/contests/central-susquehanna/>.

Visit WhatsSoCool.org for more information and follow on Facebook.com/WSCMCenSusq.