

Dream It. Do It launches its first program at Southwest High School!

Mark Escobedo, Director of TWANG Operations, led off our first Dream It. Do It. program by inviting students from Southwest High School to tour his plant and then create their own special versions of TWANG popcorn salt.

Did you know that we have a plant in San Antonio that makes flavored salts and sugars – lemon/lime, pickle, mango, Chili lime, and over forty more spice blends and glass rimmers! The TWANG plant manufactures 55 million individual packets and over 6 million shakers for national distribution – and kids of all ages, everywhere, love this product!

On June 4, 14 Southwest High School students had the chance to create their own special flavors of TWANG as part of the Dream It. Do It. program. Five teachers joined them in concocting new combinations, under the supervision of TWANG experts. They had to measure out the flavors and record their formulas, so TWANG can replicate them. When the students return next Fall, Mark's team will have chosen the three best flavors. The students will go to the plant, watch the product being made and packaged, under their own designer label. Thank you, Mark!

Mark Escobedo, Director of Operations at TWANG, and Mike McIver, Vice President of Manufacturing at Pressure Systems International, launched the Dream It. Do It program at Southwest High School by making presentations about manufacturing to 7 periods of classes - 397 students. Then Mark met with 27 SW High School students on May 13 to show them a video about TWANG's operation and to introduce them to his Quality Manager, Alex Wong, and Customer Service Representative, Michelle Garibay-Carey. Everyone enjoyed the TWANG samples...enough to sign up for the grand tour on May 26! We got the royal treatment – a full tour of the upgraded TWANG plant. The students were quiet at first...until they realized that the automated equipment they were watching turns out 55 MILLION salt packets every year! Then they asked LOTS of questions!

The Dream It. Do It program is a team effort. Many thanks to Mark Escobedo, TWANG; Mike McIver, Pressure Systems International; Judy Newman, Career Technology Education Coordinator at SW High School; John Spana, Geometry Teacher – and DREAM IT. DO IT. faculty sponsor; Jose Escobar, substitute teacher; Monica de Luna, Judy's assistant and our amazing bus driver! Thanks also to Alex Wong, Twang's Quality Manager; Humberto Barrera, Twang's Material Handler, and Carlos Alvarado, Twang's Production Manger, as well as a Southwest High School Alumni; who organized and led the salt flavoring experiment.

These are the people who made it happen!

The Dream It. Do It. program links high school students with manufacturers, so they learn what manufacturing is all about and discover the challenging career opportunities it offers.

You can be part of this program, too!.....We need Manufacturers to...

- Participate as hosts for student tours and activities.
- Host our Dream It. Do It exhibit at Career Days at schools.
- Talk with students at presentations.
- Create interesting demonstrations for our exhibits at Career Days

If you want to participate, call or email Judy Ingalls

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