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FOR IMMEDIATE RELEASE

### **Optimization Offers Apprenticeship Program for Skilled Trades**

*New program seeks to keep wealth of skilled trades expertise in Rochester*

ROCHESTER, NY - Optimization has announced its first apprenticeship program for its Skilled Trades division. The program is designed as an opportunity for the highly skilled veterans of Optimization's team to pass their knowledge on to the next generation of journeymen. Optimization will begin to offer apprenticeships to future Rochester Electricians, Millwrights and Pipefitters this summer, with more disciplines to follow in the future.

Optimization designed the program as part of an ongoing effort to grow and expand. Optimization determined that while its greatest selling point was the expertise of its employees, it needed to ensure that the next generation of workers had the same depth and breadth, both for the good of the company and its employees, and for the Rochester region as a whole.

"This is an exciting new step for Optimization, said Bill Pollock, president and CEO of Optimization. "We employ many talented and experienced journeymen, but we need to tap this expertise to train the next generation. There is a shortage of qualified programs in this area and we are proud to help overcome this and contribute to the Rochester economy in this way."

Optimization Technology, Inc., a global design, engineering and construction company headquartered in Rochester, New York, provides solutions and services for industrial and manufacturing applications. Optimization has several locations in the U.S., including Rochester, Houston, Syracuse and Boston, as well as Canadian operations based in Windsor, Ontario.

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