



FOR IMMEDIATE RELEASE

John Ratzenberger—Multi, Emmy-Nominated Actor and Skilled-Trades Advocate—This Year’s MCOY Keynote Speaker

GRAND RAPIDS, MI, October 1, 2019—The American Subcontractors Association of Michigan (ASAM) is celebrating the tenth-annual Michigan Contractor of the Year Awards (MCOY) on Thursday, October 17 at Frederick Meijer Gardens. Within the construction industry, MCOY is Michigan’s premier event—recognizing general contractors and construction managers with a track record of best practices, professionalism and collaboration within the trade-contracting community.

This year’s MCOY keynote speaker is John Ratzenberger—a multi-Emmy nominated actor, screenwriter, director, producer, accomplished entrepreneur and philanthropist. In the history of television, only a few series have achieved the worldwide success of *Cheers*, on which John portrayed Cliff Clavin (a postal worker and bar know-it-all) for the show’s entire 11-year run. To a younger generation, Ratzenberger is the only actor to voice a character in every Pixar movie, including ‘Hamm the Piggy Bank’ in the *Toy Story* franchise.

John is Hollywood’s most outspoken advocate for manufacturing and skilled labor, working tirelessly to shine a light on the fact that approximately 41 percent of the current construction workforce will retire in the next ten years, according to the National Center for Construction Education & Research. To combat this issue, Ratzenberger works with U.S. legislators on both sides of the aisle to bring back trades training in schools and to rebuild apprentice programs. In October 2017, John was also appointed to the President’s Task Force on Apprenticeship Expansion.

“I’m very honored to be speaking at this year’s tenth anniversary MCOY Awards,” said Ratzenberger. “There are few people whose company I enjoy more than those who actually make things...and that’s you, American Subcontractors Association of Michigan.”

ASAM is proud to have John Ratzenberger here in Grand Rapids on October 17 as MCOY’s keynote speaker, helping to celebrate this important ten-year anniversary and to uplift the entire Michigan construction industry.

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About American Subcontractors Association of Michigan

The American Subcontractors Association of Michigan (ASAM) is dedicated to providing services and benefits that help subcontractors, suppliers, and service providers become more successful. ASAM is the local chapter of the American Subcontractors Association (ASA), an organization that is recognized as the united voice dedicated to improving the business environment in the construction industry. Through member meetings and networking, ASAM provides educational opportunities and valuable information for subcontractors throughout Michigan. For more information, visit asamichigan.net.

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