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Upskilling to Success

Midwest Rubber Company has operated in Sanilac County since 1946, developing and producing single-source rubber and plastic components for the automotive and medical industries. Through decades of innovation and diversification, the company has remained competitive even during slower economic periods, demonstrating how an employer-driven focus on continuous improvement can support long-term profitability.

A key priority for Midwest Rubber Company in 2025 was upskilling its workforce, with an emphasis on cross-training employees and promoting from within. This strategy is designed to strengthen internal talent, improve operational efficiency, and support employee career growth.

Through the Going PRO Talent Fund, GST Michigan Works! assisted the company in securing funding to support training for 11 current employees. The training focused on workplace safety, problem-solving, supervisory skills, and accounting fundamentals.

Midwest Rubber Company partnered with Baker College to deliver the training in-house, ensuring employees received relevant, accessible, and high-quality instruction tailored to their workplace needs.

The impact of the training has been significant across the organization. Employees gained valuable skills in areas such as 8D problem-solving, task delegation, effective communication, hazard identification, and bookkeeping for career advancement. These skills have strengthened daily operations, improved cross-departmental communication, and contributed to a more positive and collaborative workplace culture.

HR Manager Kelly Bearer shared, “The training helps us with profitability, but also safety. We were able to learn a lot through this course, and all the employees didn’t just learn, but also enjoyed each course with the professional trainers.”