

**N.E.W. Manufacturing Alliance**  
General Membership Meeting Minutes  
June 17, 2009

Fox Valley Technical College, D.J. Bordini Center, Room 103

Attendees Present: John Davis, Mike Nowak, John West, Paul Rauscher, David Townsend, Kim Berg, Joe Guell, Tara Zuelke, Jack Ignatowski, Jerry Murphy, Ted Kemen, John Rogers, Tim Kellner, John Clancy, Jeanne Geib, Karen Diedrich, Mike Thomas, Scott Meek, Dave Skidmore, Rick Rectenwald, Ron Young, Maribeth Zeller, Chris Linn, Jim Golembeski, Patty Milka, Donsia Strong Hill, Ann Franz and Bobbi Miller

1. Welcome and introductions: John Davis welcomed attendees and attendees introduced themselves. In addition to the quarterly meeting, John invited all attendees to stay after the meeting for a networking reception sponsored by WMEP.

Mr. Davis thanked Jerry Murphy for his assistance in finding guest speakers for this meeting to speak to the topic of “Federal Stimulus Package Overview: How your company can benefit.” Jerry Murphy then introduced John Clancy and Donsia Strong Hill from Godfrey & Kahn, S.C.

2. Featured Speaker: Donsia Strong Hill and John Clancy from Godfrey & Kahn, S.C. / Presentation: “Federal Stimulus Package Overview: How your company can benefit”

Mr. Clancy noted that he works in the environmental area but will cover the stimulus package in general. He stated he would provide an overview of green business opportunities to allow manufacturers to benefit from incentives and programs. John began his presentation with a brief summary of the climate change challenge and said CO2 levels are the major driver for the need for incentives to reduce carbon emissions. He noted that the two biggest items that cause CO2 are electricity and transportation use.

Because of the current economy, job creation will be a big factor in getting grants awarded right now and John recommended that manufacturers keep this in mind when applying for any grants. While the current economy has created additional funds for grants, John noted that there have been a number of state and national incentives that have been in place and businesses should also consider those in addition to the stimulus grants when funding new projects. Some of those programs/incentives include: state renewable portfolio standard, utility buy-back rates, Focus on Energy funding for energy audits, energy efficiency projects, and small renewables, and green tier contracts.

John also reviewed the work that has been done in conjunction with the Governor’s Task Force on Global Warming and said that this has been instrumental in developing policies for energy efficiency and renewable energy, etc. which are meant to impact businesses like manufacturers. He said it would most likely be fall before the bill will be introduced. Donsia encouraged manufacturers to let legislators know what you need as a manufacturer to consider projects that are energy efficient and renewable.

In addition to state programs that were in existence prior to the stimulus package, John said there have always been and probably always will be federal grants available for large projects. He noted

that these incentives are typically tax credits so in order to benefit, a company will need to have taxable income.

In the stimulus package there are two basic parts: spending and tax relief. Currently, a lot of activity is occurring in spending the stimulus dollars; however, the tax relief has a number of programs that employers will benefit from and they should be aware of what is out there. John noted that recovery zones have been created by areas of need and some bonds might be available. Also, increases in bonding can be available for a lot of different projects and this will create opportunities for manufacturers. As has been noted in the press releases covering the stimulus package, a fair amount of energy grants are available through the stimulus package. John notes that one of the biggest things in the stimulus package for some companies might be the 30% investment tax credit available on competitive basis (up to 23 billion) for applied energy projects. It's important to note that not all elements of the stimulus package are known at this time and manufacturers will continue to need to pay attention for areas of interest as more details become known.

Not part of the stimulus package, but worthy of note is the American Clean Energy & Security Act of 2009 that is a bill in draft form and is now getting ready to go to the senate. John said that this is a carbon cap-and-trade and if companies emit more than allowed, the company must purchase allowances from other firms. Also, companies using less than allowed, would have the ability to sell extra credits to other firms. Paul Rauscher asked John to comment on the ultimate cost to the employer for such a program and John said this is not known at this time but it is something that employers should be paying close attention to.

John and Donsia concluded their presentation by inviting attendees to stay abreast of changes at [www.gklaw.com](http://www.gklaw.com) to learn more about upcoming stimulus package details. Jerry Murphy said that for any manufacturer considering an expansion needs to think seriously about the long term impact of energy decisions as a strategic decision.

### 3. Updates on task forces

**Steering Committee:** John Davis invited everyone to review an updated grid to guide Alliance activities. The Steering Committee has worked to identify tactics and also assign measurements to track our progress. John also asked members to review the NEW Manufacturing Alliance's Membership Levels summary . . . we now have three levels of membership: Manufacturer Membership, Associate Membership, and Affiliate Membership.

**Recruitment:** Four \$1,000 scholarships have been awarded to area technical schools; \$500 will be awarded the first year and \$500 the second. It was noted that it would be nice to invite all four scholarship winners to the New North Summit on December 8.

**K-12:** Maribeth Zeller gave an update on scheduled career exploration programs for next year. So far, Gillette Middle/High, Bayview Middle, Polaski, and Ashwaubenon have all confirmed dates. At this time the K-12 task force is working on "jazzing up" the session.

**Communications:** Chris Linn said the All-Star publication has been a resounding success and about 15,000 copies have been distributed throughout the region. Recently, the Manufacturing of the

Future video received state funding and will be moving forward; we look forward to partnering with Alex Zacarias and Insight Publications on the 2010 All Star publication. Chris invited anyone with suggestions on improving the 2010 publication to be in touch with the Communications task force. Chris noted that partial funding for the 2010 publication has been requested through a grant.

The website is in the process of being updated and two career pathways have been created to make the site more interactive. Because the site will be more user friendly in the future, we will have additional capability of having a website that allows us to change content without having to pay for programmer fees.

4. Conclusion: John Davis thanked everyone for coming to the meeting and continued interest in the NEW Manufacturing Alliance. John thanked David Townsend from WMEP for hosting the networking reception and gave David a few moments to discuss the services provided by WMEP.

**Next quarterly General Membership meeting:** Wednesday, September 23 at 2 p.m. at NWTC in room CB 213 C/D.