

**N.E.W. Manufacturing Alliance
Recruitment Task Force Minutes**

February 11, 2009

NWTC

3 p.m.

Members present: Ernie Remondini, John Davis, Joe Guell, Terry Eiting, Fred Monique, Bobbi Miller and Ann Franz

Topic 1: Goals for 2009

The 2009 Goals for the Recruitment task force are:

- 25 new members
- 100% retention
- Sponsorship of Manufacturing & Technology Career Fair

The task force discussed that in the current economic climate, retention of members may be a problem. If a company does not renew its membership, Ernie or John will contact the member and encourage them to continue as well as discuss solutions in how they can remain a member.

Topic 2: Harris List Recruitment of New Members

Each task force member will contact 5 businesses about joining the Alliance by the next meeting. Those that did not attend the meeting should review the attached spreadsheet for companies to contact.

Another tool for Alliance recruitment is to have a letter with testimonials from member companies on the benefits of being a member, along with contact information on whom a potential company could contact for a reference. The Fond du Lac Chamber's Retirement Survey spotlights the significant number of manufacturing workers retiring in the near future. This survey reinforces the need for manufacturers to get involved in the Alliance, in order to have a pipeline of skilled workers when the baby boomers retire.

Topic 3: Associate Membership

The task force discussed the pros and cons of Associate membership. Several companies have requested membership in the Alliance, including Optima, employment services and transportation companies. There was concern that by adding members that are not manufacturers, the Alliance would lose its focus. The manufacturers at the meetings might be given an unwanted "sales pitch." The benefits of Associate membership would be more people participating in task forces and additional financial resources to the organization. Bobbi shared that she is an Associate member of SHRM and she pays a higher dues fee.

After the discussion, it was determined to research Associate memberships that other organizations use and its criteria and fee structure. If Associate membership is enacted, there should be a limited number, so the percentage of manufacturers to Associate members is at least 75 percent higher.

Topic 4: Manufacturing & Technology Job Fair

The Manufacturing & Technology Career Fair will be held on May 6, 2009 at Fox Valley Technical College. The job fair will be held from 2:30 p.m. to 5:30 p.m.

Before the job fair, at 11:30 a.m., there will be a presentation on the future of manufacturing and careers that will be in demand. After the presentation, there will be three breakout sessions on a variety of topics including, career speakers, career planning, interviewing skills, and how to use networking in obtaining your next job. The Alliance was asked to present at the 11:30 a.m. session.

Topic 4: Manufacturing & Technology Job Fair

Next meeting: April 8 at 8:30 a.m. at the Fox Valley Workforce Development Board office.