

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

April 8, 2009

FVWDB

8:30 AM

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

**Topic 1: Report out on new members and task force member recruitment calls**

New members since the last meeting are Metals Engineering, Tidi Products, and Absolute Supply.

Ernie said he will follow up with Pioneer Metal and has also made several other calls but will check back with those manufacturers in the near future. John will follow up with both Miller Electric and Plexus.

Ann reported that JL French did not renew for 2009 due to the economy. Members discussed this issue and thought it would be unfortunate to lose a member that had been instrumental in establishing the Alliance due to current conditions. It was recommended that this issue be discussed at the next Steering Committee meeting and the recommendation of this committee is to review non-renewal of membership on a case by case basis.

**Topic 2: Manufacturing & Technology Career Fair**

Bobbi and Ann provided an update for the May 6 Manufacturing & Technology Career Day to be held at FVTC. The event has evolved from the traditional job fair activity into a career day where attendees can both research careers in manufacturing/technology and also speak to employers about current and future opportunities.

In addition to the events being planned by the committee, Fox 11 is planning a half hour spot highlighting manufacturing and is also having the fair highlighted on Good Day Wisconsin on May 6.

While the committee anticipates that the fair will lose money this year, we feel it is important to continue to highlight manufacturing careers (for both now and in the future).

**Topic 3: Associate Membership**

Ann gave a report out on some research she has done on how other entities position associate members and said her findings are all over the board (for example, some organizations charge more for associate memberships and others charge less).

Ernie clarified that the driving force for associate membership should be to promote manufacturing rather than to increase revenue. Ernie volunteered to be part of a subcommittee to draft how to structure associate membership; this subcommittee would consider:

1. What is an associate member?
2. Total number of associate members (or percentage of manufacturing members).
3. Avenues to preserve leadership of manufacturing companies in the Alliance.
4. Dues for associate members.

Initially some of the ideas of the task force would be to have associate members be suppliers to manufacturers but no temporary agencies. Create an application process where applications are

reviewed on a case by case basis. Determine a way to demonstrate how an associate member applicant will be supportive of Alliance efforts.

#### Topic 5: Miscellaneous

A UWGB HR professor has students who would be willing to do surveys for the Alliance on topics that would be of interest to the students (such as a wage/salary study). Additional ideas would be to have survey of ISO certified companies and creation of a 5 point customer survey to support ISO documentation. Ann will create an email blast to members to see if they are interested in partnering with UWGB for a survey.

Ann said that NWTC has a grant opportunity through Department of Education to partner on projects and sponsor students for a two week Mexico trip (one week would be to learn more about the language and culture and the second week learning more about business and industry). Participating employers will have an employee accompany the student on the trip to Mexico.

#### Topic 4: Next steps

May 13 3pm at Lindquist Machine, 610 Baeten Road, Green Bay