

**N.E.W. Manufacturing Alliance**  
**Recruitment Task Force Minutes**  
May 13, 2009  
Lindquist Machine  
3 p.m.

Members present: John Davis, Terry Eiting, Fred Monique, Bobbi Miller, and Ann Franz

**Topic 1: Associate Membership**

The task force reviewed the sub committee's recommendations on Associate and Affiliate memberships:

**Manufacturer Membership** – open to New North manufacturers of any size. Dues are based on current number of New North employees, ranging from \$500 - \$1,000.

**Associate Membership** – Available to non-manufacturing organizations and institutions that rely on a successful manufacturing sector, including service providers, suppliers, financial organizations, insurers, transporters, law firms, construction, third-party logistics, and distributors. Associate members can only comprise 50 percent of the overall membership (Manufacturers plus Associate). The annual membership fee is \$1,500. *All Associate members must be approved by Steering committee.*

**Affiliate Membership** – Available to non-profit organizations interested in promoting manufacturing in the New North, including academics, government, chambers of commerce, workforce development boards, and economic development. There are an unlimited number of Affiliate memberships available. There are no dues required for this membership. *All Affiliate members must be approved by Steering committee.*

**Benefits of Associated and Affiliate Membership:**

- Networking with manufacturers
- Speaking Opportunities at Quarterly General Membership meetings
- Your company's website linked on Alliance website
- Booth space at Quarterly General Membership meetings
- Joint grant applications
- Employees can be nominated/featured in All-Star publication (employee must work in a manufacturing-related career)
- Work in partnership with manufacturers in improving manufacturing in the New North region

**Benefits Reserved only to Manufacturer members:**

- Access to Network Profiles
- Ability to serve on Steering Committee
- Voting Privileges
- Chair a task force

The task force approved the sub committee's recommendations. The recruitment brochure will need to be updated with the changes in membership levels; as well as modifications the Steering committee made to the vision statement and goals.

**Topic 2: Outreach events – i.e. Manufacturing & Technology Career Fair**

John Davis spoke at the May 6, "Manufacturing & Technology Career Day." There were approximately 180 in attendance for the seminars and 400 attending the career fair.

Fred Monique informed the task force about the Green Bay Chamber's "Manufacturers of Distinction" awards. He suggested that this event is an opportunity for the Alliance to reach out to other manufacturers. The Fox Cities chamber also hosts this event. Bobbi is going to contact Jim with the chamber to learn more about their event and possible sponsorship opportunities. The Steering committee wants the Alliance to have 5 collaborative events this year; this event could assist us in meeting that goal.

**Topic 3: Follow-up on new member recruitment calls**

Ann is visiting DeLeers Millwork (Ernie first contacted) and Kohler Co. Fred had interest from FEECO and Fincantieri. Winsert is not interested, due to layoffs. Terry shared that Metal Storm has expressed interest as well at R & A. Terry also reported that Foth is not interested, however Fox Converting is interested in learning more.

#### **Topic 4: Next steps**

Ann shared information that Joe gave her about a special promotion Gannett papers will have in its June publication. After discussion, due to the few number of job openings by Alliance members, the task force decided not to advertise in this promotion.

**Next task force meeting: Thursday, July 9 at 3 p.m. at Great Northern Corp.**