

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

July 9, 2009

Great Northern Corp.

3 p.m.

Members present: John Davis, Joe Guell, Jami Harrington, David Townsend, Bobbi Miller, and Ann Franz

Topic 1: Associate Membership

Members discussed a potential 'list' of companies that might be interested in the new \$1,500 Associate Membership level. Firms included Schneck, engineering firms, Godfrey & Kahn, M&I, Faith Technologies, JF Ahern, Keller, Fastenal, and others. John mentioned that we might want to consider asking additional questions on the application form to determine how many total employees are in a firm that's applied for membership and also ask how many of those employees work for (or at) manufacturers in the New North. John feels that it's important to get the right associate members to join the Alliance and he suggested that this issue be discussed more at the next Steering Committee meeting.

Members also discussed letting current Alliance members know about the new Associate membership and ask that they forward this membership opportunity to businesses that they currently partner with. Because it would benefit new members to be included in the 2010 All Star publication, a 'push' will be made to contact potential members and encourage them to join by the end of September. Ann will start a list of companies to be contacted by members of the task force.

Optima has asked in lieu of paying the \$1,500 membership fee that they provide a complimentary assessment tool (valued at \$1,500) to all Alliance members and also send a mailer to companies they work with endorsing Alliance membership.

Topic 2: Manufacturers of Distinction

Bobbi still needs to contact Jim Schlies to see if the Alliance might be a sponsor for the Fox Cities -Chamber Manufacturer of the Year awards. **Update: Bobbi called Jim on 7-10-09 and the update is that in the past, Virchow Krause has been the sole sponsor for the award and has paid a sponsorship fee of \$6,000. Because Virchow Krause was recently sold to Baker Tilly, Jim needs to confirm if they want to continue to sponsor the event either in full or part. Jim hopes to speak to them during the week of July 13 and Jim will contact Bobbi with an update after that meeting.**

This fall, WMEP will have a regional Manufacturing Matters event at the KI Center (possibly October, 2009) and David thought it would be a good fit for the Alliance to have a presence at that event. David will provide more details as they become known.

Topic 3: Follow-up on new member recruitment calls

This would be a great time to focus on recruitment as we can encourage potential members to join now and submit nominations for the 2010 All Star publication.

A new member has joined, Fincantieri Marine Group. Jami said she has a retention meeting scheduled with LaForce and will take along an Alliance brochure. David asked what type of goals he should have for WMEP to support the Alliance efforts and after some discussion, it was determined that 10 new companies by the time the All Star publication is complete would be a good goal.

Topic 4: Next meeting: August 13<sup>th</sup> at 3pm at Great Northern Corp.