

**N.E.W. Manufacturing Alliance**  
**Steering Committee Meeting**  
May 20, 2009  
Coating Excellence International

*Minutes*

**Attendees:** John Davis, John West, Ron Buchinger, Maribeth Zeller, Shannon Niccum, Mark Kaiser, Jeff Pallini, Jerry Murphy, Christine Van Vreede, Bobbi Miller, and Ann Franz

**Topic 1: Task force updates**

*Recruitment* – The task force recommended the Steering committee adopt the following new membership levels:

**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 Steering committee agreed to adopt the new levels. The motion was made by Jeff and second by Mark, the vote was unanimous.

The Alliance sponsored the Manufacturing & Technology Career Fair on May 6, 2009 at Fox Valley Technical College. John Davis presented at this event. Fox 11 covered the event with a 30 minute program on May 4 and had four spotlights on its morning program on the day of the event. Over 400 job seekers attended the Career fair. Christine shared how busy her booth was at the fair.

The Steering committee agreed to contact business colleagues about membership.

*K-12 Outreach & Training* – the task force is working on an assembly program that will be given to middle and high school students. Gillett High School is confirmed for an event in fall. Ashwaubenon and Pulaski high schools have also expressed interest. Bay View middle school is also interested.

*Communications* – the Alliance's website is currently being retooled. The pilot should be done by mid June.

**Topic 2: Quarterly General Membership meeting**

Donsia Hill Strong from Godfrey & Kahn has agreed to speak at the next meeting. Ann will contact WMEP about sponsoring the beverages offered after the meeting (note: WMEP has agreed to sponsor the beverages).

The next quarterly General Membership meeting will be held on September 23 at 2 p.m. at NWTC. The topic will be a report out from area high schools on what programs are available to students related to manufacturing (i.e. Project Lead the Way, mini-chopper). Four schools (Preble, Neenah, Brillion and Pulaski) will be contacted to give 15 minute presentations.

Topics for future quarterly meetings include renewable energy, café standards, energy rebates, carbon credits and wind industry.

### **Topic 3: Scholarship funding**

The committee approved a modification to the original scholarship funding voted on at the last meeting. There will be four \$1,000 scholarships awarded to each of the four New North technical colleges. Scholarship winners will receive \$500 the first year of their Associate degree program and \$500 in the second year, as long as they maintain a 2.50 grade point average. Ron made the motion to approve and Mark second, unanimous vote to approve funding.

Each college has a scholarship winner's banquet in the summer, in which the Alliance will be invited to participate. Maribeth said that she would represent the Alliance at the NWTC awards banquet. The Steering committee expressed the desire to give a larger award, in the future as the organization grows.

### **Topic 4: Next steps and next meeting**

John shared the revised strategy/goal chart. In the future, this will be used for the task force report-outs. The Steering committee expressed having additional information given to them in the following areas:

- Unemployment for manufacturing
- GDP – WI/New North
- Export – WI/New North
- Cost of Capital
- Short Term Interest Rate
- Construction starts
- Fuel prices
- Labor prices
- Cost of steel
- Capacity utilization
- Producer Price Index

This information can also be shared with the members as a benefit of membership.

**The next Steering committee meeting will be held on July 23 at 2 p.m. at Coating Excellence International.**