

**N.E.W. Manufacturing Alliance**  
**Steering Committee Meeting**  
August 3, 2009  
Coating Excellence International

*Minutes*

**Attendees:** John Davis, John West, Maribeth Zeller, Shannon Niccum, Paul Rauscher, Christine Van Vreede, Bobbi Miller, and Ann Franz

**Topic 1: Task force updates**

The committee reviewed the “dashboard” sheet regarding the goals and progress for the organization. Highlights include:

*Recruitment* – Kohler Co. and Fincantieri Marine Group (Bay Shipbuilding, Marinette Marine and ACE Marine) are new Alliance members, since the last Steering committee meeting. Schenck has applied for Associate membership. This is the first Associate level membership the Alliance has received. Due to a computer programming issue with the new Alliance website, their application is not available to be viewed. The issue should be resolved within the week.

The Steering committee had a request from another potential Associate level member, Optima Associates, Inc. Steven Hirt requested the membership fee be waived, due to the company providing Alliance members access to Optima’s online assessment tool. The fee for using the tool is \$1,500. Mr. Hirt stated that his company would send an Alliance membership recruitment letter to all of its clients. After discussion, the Steering committee decided not to allow a complimentary membership to Optima. Although the offer of the company was generous, the committee believes that offering a free membership to one company will put the organization in a difficult position for future requests from other companies. Optima will be told the decision of the Steering committee. If the company decides to join, it has the opportunity to present at a future General Membership meeting.

*K-12 Outreach & Training* – the task force continues working on an assembly program that will be given to middle and high school students.

*Communications* – the 2010 All-Stars nominations have been sent to Alliance members. The deadline date is August 31, 2009 for nominations with judging being done in September. Insight Publications and Alex Zacarias have agreed to work on the project.

The Alliance’s new website is active. Steering committee members are encouraged to look at the site, especially the career exploration portion of the website. John Davis is featured in two Webouts. The initial response has been very good, especially since it has just been launched. A manufacturing alliance in the La Crosse area contacted Ann about how impressed they are with the site. They are seeking advice on how to modify their website to something similar to the Alliance. Educators in the New North have also been very complimentary about the new career pathway feature of the site.

*Steering committee* – all four NEW Manufacturing Alliance’s “Future All-Stars” scholarships have been awarded. A letter of thanks from one of the recipients was read. One winner is going into the Mechanical Design program at Lakeshore Technical College and another winner is attending the CNC program at Northeast Wisconsin Technical College.

**Topic 2: Quarterly General Membership meeting**

The speakers for the next quarterly General Membership meeting on September 23 at 2 p.m. at NWTC have been confirmed. 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). The four speakers are from Preble, Neenah, Brillion and Pulaski high schools.

The next quarterly General Membership meeting will be on the same date as the New North Summit, which is December 8, 2009. Potential topics for the meeting include Lean or something related to the New North’s feature speaker at the summit.

**Topic 3: Scholarship funding**

The current balance for the Alliance is \$41,000. The committee approved \$1,000 sponsorship of the “Manufacturers of Distinction” award, which Advance a division of the Green Bay Chamber produces. Bobbi shared that the Appleton Chamber is still determining if they need sponsorship. In past years, there was only one sponsor of the event. There is question if this company will once again be sponsoring the event. Jim Schlies of the Chamber stated he would be interested in having an Alliance member on the judging panel. The committee also approved \$700 for the purchase of a prize wheel with travel case for the K-12 Outreach task force to use for its’ assembly events and career fairs.

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

The next Steering committee meeting will be held on **October 21 at 3 p.m.** at Coating Excellence International.