

**N.E.W. Manufacturing Alliance
General Membership Meeting Minutes**

December 8, 2008

Copper Leaf Hotel

Present: Mike Nowak, Paul Rauscher, John Davis, Rick Berg, Terry Eiting, Ernie Remondini, Mike Thomas, Ron Buchinger, Tom Verboncourer, John West, Karen Diedrich, Jeanne Geib, Mark Weber, Jim Golembeski, James Denis, Kathy Pykkonen, Sam Perlman, Jill Hennessey, Shannon Niccum, Chris Linn, Tania Kilpatrick, Joe Guell, Gary Delveaux, Kim Berg, Barb Mueller, Ted Penn, Mike Cattelino, Marty Umentum, Nanci Plog, Pat Staszak, Jeff Pallini, Sharon Miller, Louann Mueller, John Schwantes, Maribeth Zeller, Beth Dulak-Smith, Dennis Winters, Dan De Marte, Bill Chaudoir, Bobbi Miller and Ann Franz

1. Welcome and Introductions

Mike Nowak welcomed attendees to the meeting and guests introduced themselves.

**2. Featured Topic: "Attracting and Retaining the Millennial Generation,"
presented by Kathy Pykkonen, UW Oshkosh**

Kathy discussed the benefits and challenges of employing the millennial generation. The millennial generation was born from 1980-2000. This group is three times larger than Generation X and by 2010 they will even outnumber Baby Boomers in the workplace.

She showed a video segment from a "60 Minutes" report called, "The Millennial Are Coming!" The link to view this clip is: <http://www.cbsnews.com/video/watch/?id=3486473n>.

Kathy stressed that recruiting millennial means showing candidates how your company is socially concerned. Companies that use technology are more likely to attract this group.

In order to retain millennial, companies will need to be flexible. Life/work balance is very important to this group. They need constant feedback and desire for advancement. They like to work on projects with a team, but they desire individual recognition for their efforts.

Discussion centered on how much does a company need to change or should millennial job seekers change to serve the needs of the company. Each company will need to find a balance between how much it wants to change its culture to the needs of this group.

Kathy's Power Point presentation is included with the minutes.

3. Updates on task forces

Recruitment:

John Davis reported on September 26 the Alliance had a booth recruiting talent at a job fair in Iron Mountain, Michigan. October 15 the Alliance staffed booth at the Brown County Job Center's Job Fair. There were over 1,200 job seekers.

In an effort to recruit engineers, the task force contacted MI Tech, UW-Stout, UW-Platteville and MSOE about our organization. Career services are now aware of our website on how its students can find internship opportunities as well as post their network profiles.

November 19 the Alliance presented at a professional job seekers meeting. Presentations were given over the past few months to displaced workers from New Page and Kohler.

The manufacturing careers magazine will be inserted in the next issue of *Insight on Manufacturing* magazine. We are hoping that the insert will be an opportunity for us to gain new members. New members since the last meeting: AZCO, Green Bay Packaging, Paper Converting Machine Co., and Little Rapids Corp.

Communications Task Force:

Chris Linn informed the group about the activities the task force have focused on were primarily the development of the 2009 Manufacturing All-Star initiative. Activities include:

- Establishment of a Manufacturing All-Star program – purpose, definition, timetable for implementation, selection criteria, recognition components, and communications plan.
- Development and implementation for member companies to submit nominations
- Selection of 12 All Stars from across the New North region
- Recognition of the All Stars at the New North Summit
- Publication of a 2009 Manufacturing All Star magazine for distribution at the New North Summit, insert in the December issue of *Insight on Manufacturing* and distribution to member companies, high school guidance counselors, and New North technical colleges
- Video profiles produced and made available through a link at the Alliance's website
- Recognition plaque presented to each winner
- News release about the All Stars to local and regional media

The 2009 winners are:

Matt Stoop – Team Industries	Chia Neng Yang – Johnsonville Sausage
Jason Fabry – Paper Converting Machine Co.	Tim Jadin – Georgia Pacific
Sandra Kubitz – Nicolet Plastics	Kimberly Gardner – EMT International
Paul Hauterbrook – Marine Travelift	Eric Cappelle – Coating Excellence International
Jack Ignatowski – Manitowoc Co.	John Krueger – CMD Corp.
Dan Kostrova – Lindquist Machine	Alan Beversdorf – Bassett Mechanical

K-12 Task Force:

Shannon Niccum shared that the Alliance had a booth at the Career Expo on Dec. 2 at Shopko Hall in Green Bay. In attendance were 4,000 tenth graders from schools throughout the region.

The Alliance partnered in a RISE grant. We were awarded \$35,000 to develop three career pathways: CNC machinist, industrial mechanic, and electro mechanical technicians. The Alliance will have \$25,000 for website enhancement/web outs to promote these careers. In February of next year, there will be three half-day facilitated discussions (one for each career) with companies about educational requirements needed for occupations within the career pathway. The facilitator will identify programs already available and courses not available that are needed for the manufacturing workforce.

The Alliance participated in a one-day event at Preble High School on October 22. Alliance employees shared information about their jobs during each of the 8 class periods. Companies that participated were: EMT, NWTC, Coating Excellence, Georgia-Pacific, Lindquist Machine and RR Donnelley. In addition, there were approximately 400 students in attendance. The students seemed genuinely interested and surprised that there are jobs opportunities in manufacturing.

On Sept. 10, the Alliance made a presentation to CESA 6 superintendents.

4. Conclusion

There was discussion on whether the Alliance will publish another version of the manufacturing careers magazine next December. It was suggested that we should poll guidance counselors approximately three months after they receive the issue. The survey will ask if they are using the magazine and what changes they would like to see for a future publication.

Future meetings:

K-12: Jan. 9, 8:30 a.m., Fox Valley Workforce Development Board

Communication: Dec. 17, 8:30 a.m., Fox Valley Workforce Development Board

Recruitment: Jan. 14, 8:30 a.m., Fox Valley Workforce Development Board

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