

**N.E.W. Manufacturing Alliance**  
**Recruitment Task Force Minutes**  
January 14, 2009  
Great Northern Corp.  
8:30 a.m.

Members present: John Davis, Joe Guell, Jami Harrington, and Ann Franz

**Topic 1: Recruitment of new members (i.e., Insight magazine) and retention of current Alliance members**

Pioneer Metal Finishing representative and Jami Harrington from the City of Green Bay have inquired about Alliance membership from seeing the All-Stars magazine in Insight. Since the last Recruitment task force meeting last October, we have added the following companies to our membership: Fosber, Little Rapids, Green Bay Packaging and Paper Converting Machine Company. Three of those companies joined specifically due to wanting to have their company name listed in the magazine.

It was decided to continue advertising in *Insight on Manufacturing* magazine. The partnership with Insight has been very valuable; along with its readership is the target market we are trying to reach.

In order to enhance how we target what companies to contact about membership, Ann will look at our current membership and determine what is the Alliance's average number of employees. We will then use the Harris list to develop a better prospect list using this information. The committee will target 20-30 companies from this list. On Monday, Jan. 24 the task force will meet and identify business colleagues they have from this list. The Steering committee will be asked at its next meeting to review the list and make contacts with business colleagues from the list.

Joe shared that he spoke to Bemis and they had interest in learning more about the Alliance. Bobbi will be sent the contact name. Jami shared that she would give out literature about the Alliance to businesses she works with her job. Both Joe and Jami took membership recruitment brochures.

There was discussion on how to retain members in the current economic climate. Many members have their membership due in January. Invoices were mailed on Jan. 14, along with a letter outlining accomplishments of the Alliance over the past year. A copy of the All-Star magazine was included. A protocol was discussed on what to do if someone does not send their renewal. If there is not payment within a month, a letter signed by the Steering committee will be sent, along with a second invoice. This letter will reinforce the value of membership.

**Topic 2: Recruiting 4 year college graduates – job fairs and outreach events**

Due to the slowdown in hiring, it was determined the Alliance will not have a booth in the upcoming MI Tech job fair. UW-Stout, MI Tech and UW-Platteville are interested in discussing fall Alumni events it is having in the New North, in which the Alliance could participate/sponsor.

**Topic 3: Manufacturing & Technology Job Fair**

The fourth annual Manufacturing & Technology Job Fair will be held in either April or May 2009. Due to the concern that there will be fewer job openings, the job fair will include career exploration.

**Topic 4: Next steps**

Next meeting: January 19 at 1:30 p.m. via conference call.