

N.E.W. Manufacturing Alliance
Steering Committee Meeting
October 21, 2009

Minutes

Attendees: John Davis, John West, Shannon Niccum, Jeff Pallini, Chris Linn, Mark Kaiser, 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 ó MEGTEC Systems, Fox Valley Wood Products, Olson Fabricating and Master Gallery Cheese are new Alliance members, since the last Steering committee meeting. The task force is working on adding additional benefits to membership. Under consideration are developing a membership directory of products/services Alliance members offer and a manufacturing resource list (i.e. links to governmental departments and OSHA websites).

Steering committee members are encouraged to attend the Manufacturers of Distinction awards on November 5 at 6 p.m. at the KI Center. The Alliance is a sponsor and has a complimentary table for eight included in the sponsorship. This is an opportunity to network with manufacturers and share the benefits of membership in the Alliance. Companies nominated for the event that are not members are Bay Tek Games, Door Peninsula Winery, Great Lakes Custom Tool, MCL Industries, Pioneer Metal Finishing, WI Aluminum Foundry and WS Packaging. Alliance members that are nominees are Lindquist Machine and Hudson Sharpe. Bill Bassett, representing the Alliance, served as a judge for the Fox Cities Manufacturers of Distinction awards.

Baker Tilly is partnering with New North and the Alliance on co-sponsoring webinars related to grant/tax incentives for manufacturers. The next webinar will be held on November 10 at noon. It will feature information about Focus on Energy and a \$55 million low interest loan through the Clean Energy business loan program.

John Davis encouraged Steering committee members to review the recruitment list and contact business colleagues they know about membership. Mark stated that he will contact Bay Tek Games and MCL Industries, along with Pioneer Metal Finishing.

K-12 Outreach & Training ó "Manufacturing Your Future," assembly program was presented at Gillett Middle/High School on Oct. 8. Over 200 students participated in the assembly program, ranging in grades seventh through tenth. Shannon shared that he really enjoyed presenting at the event and it looked like the students enjoyed the fast paced, interactive program. October 28 the program will be presented at Bay View Middle School and November 24 at Pulaski High School.

Bobbi shared that Moraine Park Technical College did not award the "Future All-Star" scholarship, due to not having a good candidate. They will be reviewing some new applicants in November.

Communications ó the 2010 All-Stars magazine is being designed. The draft publication will be available the week of November 9-13. The committee will make changes at the next meeting on Nov. 16. The magazine will go to print on Nov. 18.

Alliance members and the NEW Manufacturing Alliance have been spotlighted in several newspaper/magazine articles including *Insight on Manufacturing*, *Green Bay Press Gazette*, *New North* magazine, and the *Post-Crescent*. Lindquist Machine was featured in an article in the *Green Bay Press Gazette* on Oct. 21. A link to the article is on the Alliance's website under the "Information Exchange" tab. Chris shared that his company was featured on a television news spot about its pressure vessel. WBAY had interviewed Mike Nowak about the Alliance and the Nicolet Bank's Business Pulse survey. Unfortunately, it was bumped for another story.

Topic 2: Quarterly General Membership meeting

The speaker for the next quarterly General Membership meeting on December 8 will be Mike Klonsinski, Executive Director, WMEP. He will be presenting, "Next Generational Manufacturing Study 2009: What It Means for Wisconsin Manufacturers." The date for the New North Summit is the same day as the Alliance's meeting. The Summit lunch concludes at 1:15 p.m. and our meeting starts at 1:30 p.m. New North will promote the Alliance's General Membership meeting to the New North Summit attendees. At 3:30 p.m., New North is hosting a social networking reception.

The spring quarterly General Membership meeting will be March 11 starting at 2 p.m. at the Fox Valley Workforce Development Board.

Topic 4: Next steps and next meeting

The next Steering committee meeting will be held on **January 13 at 3 p.m.** at Coating Excellence International. The goals for 2010 will be identified at that meeting.