

**N.E.W. Manufacturing Alliance
Recruitment Task Force Minutes**

October 19, 2009
Lindquist Machine
3 p.m.

Minutes

Members present: Ernie Remondini, Jami Harrington, Fred Monique, Davies Wakefield and Ann Franz

Topic 1: Manufacturers of Distinction

The November 5 event will be an opportunity to recruit new Alliance members. Seven of the nine nominees are not members. The companies 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. The Alliance will have a Power Point slide running during the social hour of the event.

One of the benefits of sponsorship was a complimentary table for eight people. Recruitment and Steering committee members are encouraged to attend the event at no cost. Ann will invite the Steering committee. Recruitment members should contact Ann if they can attend. Jami said that she plans on attending and had already bought her ticket for the event.

Topic 2: Membership Directory

It was determined that we should add to the "Alliance Members" websites, a brief description of the product/service of each member. The location for each member will also be included.

In finding other opportunities for member benefits, Ann reviewed other manufacturing association throughout the country. The Indiana Manufacturers Association's website had resource links to various governmental sites. Some of the sites were state and federal departments (Dept. of Labor and Commerce), OSHA links, Labor (Family and Medical Leave and Federal Minimum Wage), ISO 9000 and Trade links. The task force would like to add something similar to the Alliance's website as a membership benefit.

Another member benefit we should promote is the partnership we have with Baker Tilly. In September, Baker Tilly presented a webinar on grant funds available through ARRA, which was co-sponsored with the Alliance and New North. In November, the Alliance and New North will be co-sponsoring a Baker Tilly webinar on state grant funds available to manufacturers. Focus on Energy will also present at this webinar.

Topic 3: Associate membership/new member recruitment calls

New members include: MEGTEC Systems in De Pere, Olson Fabrication in Algoma, United Plastics Fabricating in Neenah and Master Gallery Foods in Plymouth. Ann updated the recruitment spreadsheet, adding manufacturers that employ the most people in the New North. Companies that were added were: Appleton, Menasha Corp., Rockline, WS Packaging, J.F. Ahern, and Eggers. Steering committee members will be encouraged at their next meeting to take 3-5 businesses they know as colleagues and recruitment them.

There was discussion on the importance of getting the Alliance's name out to the community, which will assist in recruiting new members. New North magazine spotlighted the Alliance in its September issue. Fred suggested we contact Gannett. WFRV has a "WI Works" profile on Wednesday mornings that we could be a good fit. Ann will look at contacting Mark Weber from NWTC about presenting at the college's business advisory committee.

Topic 4: Next steps

Next meeting: At the meeting a date for the next meeting was set. Ernie has a conflict on that date, a doodle survey will go out to determine the next meeting date in November.