

N.E.W. Manufacturing Alliance
General Membership Meeting Minutes
March 11, 2010
Fox Valley Technical College

Attendees Present: Jeff Pallini, Paul Rauscher, Chris Linn, John West, Dave Lisle, Rick Recktenwald, Jami Harrington, John Rogers, Jack Ignatowski, Joe Guell, Jeff Vande Hei, Amy Seehafer, Brian Diermeier, Don McDonald, Randy Smith, Don McDonald, Jim Koronkiewicz, Ron Buchinger, Karen Diedrich, Jeanne Geib, Shannon Niccum, Mike Thomas, Brad Nycz, Tom Verboncouer, Fred Monique, Tania Kilpatrick, Cheryl Fritz, Beth Dulak-Smith, Larry Harkness, Mark Kaiser, Jack Grant, Carol Shipley, Robert Kraus, Dave Reiter, Dale Skovera, Ann Franz and Bobbi Miller

1. **Welcome and introductions:** Jeff Pallini welcomed everyone to the General Membership meeting and attendees introduced themselves. Mr. Pallini then gave a quick overview about the NEW Manufacturing Alliance
2. **Gubernatorial Candidates Presentation:**

Mark Neumann:

Ann Franz introduced Mark Neumann.

Mr. Neumann said one thing the next governor of Wisconsin will need is the ability to look at problems and the ability to solve those problems. He said based on his own experience in running a small business, it was critical that he be able to understand the profitability of his business and he solved the gap in understanding profitability by using technology that was new at that time.

Mr. Neumann feels that there is one fundamental premise that government must recognize; if we can control government spending, taxes can be cut and as a result, employees will spend that money or save it (and, either helps promote a strong economy). When he was in the US House of Representatives, Mark saw a great period of economic growth and businesses actually were questioning if we would have enough labor to fill employers' needs; Mark believes with work, we can return to this scenario.

Mark said that jobs and job creation is critical and we must understand the best models for job creation and then be creative in initiating similar programs in Wisconsin. Too many rules, regulations, and lengthy permitting processes stifle business expansion and we need to find ways to eliminate things that stifle expansion or kill projects.

In order to be globally competitive, we must reduce government spending, have the best educated kids in the world and get government regulations out of the way. As problems are being identified, the vision must be created to enable Wisconsin to get more jobs than any other state in the US and be able to attract business.

Mark would like to see a large statewide Economic Development (ED) team in Wisconsin that focuses on business expansion (and also promoting the quality of life in WI). He would have this team visit the five best states and set objectives and timeframes to outpace those five states. This team would have an unlimited budget, but would be expected to get back \$10 of growth for every dollar spent within the program.

The audience asked questions as follows:

Structural deficit: Mark said he would limit the growth rate of spending . . . he's done this at a national level and this can be done in WI. For detailed information, see www.markforgov.com.

Education: As a former educator, Mark has unique experience in this realm. He said there are models to deliver a better education for less money and we need to move in this direction.

Spending: In order to control spending, we must identify the problem, set the vision and create strategies to get to the vision.

Regulatory/permitting process: People in business need to step forward and help change the criteria to foster growth. Mark said that it's important to understand that if you push back other stakeholders on issues such as environment, 25/25 or cap & trade, they immediately think you're anti-environment. It's critical that you get goals on environmental issues that are based on what's economically feasible without driving business away.

Mass transit: It must be market driven and economically feasible. Mark doubts that NE Wisconsin residents are willing to pay for high speed rail that connects Milwaukee and Madison.

In conclusion, Mark is optimistic about the future and thinks changes in technology will continue to provide great opportunities to make new things that we've not even dreamed of yet.

Scott Walker Video:

Mr. Walker said he is committed to Northeast Wisconsin. He said there are three core economic sectors that really are key in Wisconsin and he's committed to manufacturing, tourism and agriculture. He said it's important to continue to get government out of the way and we must stop spending more money than we have. Mr. Walker said we must recognize that people create jobs not government and spending should reflect that.

Scott would create policies to create 250,000 new jobs in five years and 10,000 new businesses. In Milwaukee County, he has cut debt without increasing taxes and kept the service delivery high; he feels this model will work in the rest of the state. To see more information about these policies, visit www.scottwalker.org or www.250000jobs.org.

Some other goals Mr. Walker plans to implement are:

- Ease regulatory burdens
- Ease litigation burden (tort reform)
- Work on health care issues by understanding that cost of health care is the real issue
- Provide true disclosure for costs of health care services
- Provide world class education system in WI (for this we'll need to increase standards)
- Provide strong infrastructure for power but also provide alternative fuels (however, not mandated alternative fuels)

In conclusion, he believes in Wisconsin and the people of Wisconsin but believes that government is failing us.

Tom Barrett Video:

Mr. Barrett wants to focus on jobs. He said that people are frustrated and mad and they want an economy that will start moving again. In order to move the economy forward, he feels we must take best practices from regional groups and take those ideas statewide. Also to get the economy moving, he recommends:

- Top to bottom review state economic development agencies to see what programs are / are not working
- Look at the tax code; if things are not working, eliminate those items; if they do work, expand that idea

He also recommended that the fiscal condition of Wisconsin needs to be balanced.

2. Updates on Task Forces

Recruitment

Bobbi Miller said that the Recruitment Task Force is investigating the potential of creating a resource directory in conjunction with Insight Publications. This directory might help members know the services offered by other members and strengthen relationships among members. Insight would be willing to mail this directory to their distribution list (approximately 5,000) and this would create another way to highlight the Alliance. If anyone has comments or suggestions regarding this concept, please contact Ann or Bobbi.

The Alliance will sponsor the May 6 New Economy Careers & Job Fair at NWTC. Please watch for a registration form from Ann during the week of March 15.

Four \$1,000 scholarships will be awarded to high school graduates. Scholarship winners will be pursuing a manufacturing program at each of the regional technical colleges (one scholarship at each school).

K-12:

Shannon Niccum reported that there have been four assembly programs this year. The assembly programs are held middle or high school level and help students understand manufacturing careers and create excitement.

This task force is also looking at what are some of the critical core skills that are needed for manufacturing careers. This task force is still working to define this project and more information about this effort will be shared in the future.

Communications:

Chris Linn said that one of the goals of the Alliance is to get the word out about the joy of working in manufacturing and we've had some recent articles that have highlighted the world of manufacturing. In addition, the All Star magazine is available in both print and online.

Jack Ignatowski, a former All Star winner has volunteered to be active in using social media to become engaged with students who are interested in manufacturing careers (this could include students who attend an Alliance assembly program and then want to learn more). At the next task force meeting, we'll have a social media expert to help us understand the next steps of doing this.

If anyone has suggestions for the 2011 All Star publication (content or concept), please contact a member of the Communications Task Force.

Website/compilation video:

Ann Franz demonstrated the enhanced Alliance website (www.newmfgalliance.org) that was made possible by a grant. She also showed attendees the compilation video from the 2010 All Star winners.

3. Conclusion & Next Steps

Ann asked attendees for suggestions for topics for the next quarterly General Membership meeting to be held June 10 at NWTC. One suggestion was for 8th District candidates to be present. If anyone has additional suggestions, contact Ann or Bobbi.

4. Networking Reception

Attendees had an opportunity to attend a networking reception sponsored by Precision Metrology.