

N.E.W. Manufacturing Alliance
Steering Committee Meeting
January 22, 2010

Minutes

Attendees: Jeff Pallini, John Davis, Shannon Niccum, Mark Kaiser, Maribeth Zeller, Ron Buchinger, Jim Golembeski, Bobbi Miller and Ann Franz

Topic 1: Review 2009 Goals and Strategies

Results for 2009:

Increase membership to at least 80 companies and/or 25% of manufacturing jobs.

- 13 new manufacturing members
- 1 new Associate member
- 56 overall members
- 23% of manufacturing jobs

A minimum of 25 media references was achieved.

Increase the number of New North technical college students enrolled in manufacturing-related courses.

- 16 – 22 percent increase at the four New North technical colleges

Initiate 5 collaborative efforts between partners of the Alliance.

- Regional Manufacturing & Technology Career Day
- 2010 All Stars
- Manufacturers of Distinction
- Baker Tilly grant opportunities webinar
- New North Summit

Other highlights:

Recruitment – The task force developed additional benefits to membership, which include a membership directory of products/services Alliance members offer and a manufacturing resource list (i.e. links to governmental departments and OSHA websites). The Alliance also funded four new \$1,000 Future All Star scholarships, one at each technical college.

K-12 Outreach & Training – “Manufacturing Your Future,” portable assembly program was created. Over 2,000 students participated in assembly or classroom presentation.

Communications – over 22,000 2009 All-Stars magazine were distributed. Alliance members and the NEW Manufacturing Alliance have been spotlighted in several newspaper/magazine articles including *Insight on Manufacturing*, *New North*, *Green Bay Press Gazette* and the *Post-Crescent*.

Topic 2: Goals for 2010 (alignment with New North goals)

John Davis gave a report regarding a meeting with New North. In early January, John, Jerry Murphy, Dr. Rafn, Kathi Seifert, Jim Golembeski, Bobbi Miller and Ann Franz met to discuss the Alliance’s relationship with New North and determine how the organizations can enhance its working relationship.

New North states in its organizational chart that NEW Manufacturing Alliance is a partner of New North. However, there seems to be some confusion between the members of both organizations on its relationship to each other. Both organizations need to communicate to its membership the strong partnership between the two organizations, clearly outlining that each are separate entities.

Dr. Rafn stated that the general public and educational institutions need a better understanding in what are the skill sets needed by manufacturers for its incumbent workers and job seekers. The Alliance should develop a clear message in what skill sets are needed by someone interested in manufacturing employment. In identifying specific courses, the Alliance

could partner with educational providers in influencing the courses offered and enhance the delivery and cost of these classes. John agreed that building the skill sets in today's workforce is important. Manufacturers require a higher skill set by its employees. The Steering committee agreed this initiative has value for the Alliance to work on in 2010.

Kathi shared the importance for both the Alliance and New North to work on some common goals/strategies, in order to enhance what both groups are doing in the New North. The group agreed that there would be great value in having a manufacturer from the Alliance participate in each of the New North subcommittees, in order for the manufacturers to connect and influence the direction of each organization. She discussed the 6 goals (priority worksheet) of the Business & Educational Alignment committee. The worksheet should be considered when the Alliance develops its 2010 tactics.

The task forces reported on its suggestions for goals for 2010:

Recruitment:

26 new Alliance members (18 manufacturers and 8 Associate members)
New Economy Careers and Job Fair

K-12 Outreach/Training:

8 high school/4 middle school "Manufacturing Your Future" assembly programs
Develop a list of skill sets needed for incumbent workers and job seekers

Communications:

2011 All Stars
25 media references related to membership in the Alliance, new jobs in manufacturing, technology & innovation
Strategies for using social media

The Steering committee approved these goals, along with the following tactics and action steps:

Increase membership to at least 82 companies and/or 25% of manufacturing jobs.

- 18 new manufacturing members
- 8 new Associate member
- 4 media articles specific to benefits of Alliance membership
- Steering committee members each recruit one new member

A minimum of 25 media references reflecting positive manufacturing articles

- Spot-lighting human interest stories

Increase the number of New North high school students enrolled and/or exposed to manufacturing careers.

- Youth apprenticeship
- Hands-on build projects
- High school classes related to manufacturing (i.e. Project Lead the Way classes)
- Career speakers and plant tours
- Manufacturing Your Future presentations
- Junior Achievement

Initiate 5 collaborative efforts between partners of the Alliance.

- 2011 All Stars
- New Economy Careers and Job Fair
- New North Summit

Promote lifelong learning for incumbent workers and job seekers.

- Identify five skill sets/courses needed for incumbent workers.
- Public Relations campaign directed to incumbent workers.

Topic 3: Quarterly General Membership meeting

Jeff suggested inviting the three gubernatorial candidates to present at the March 11 meeting. Each candidate would have 20 minutes to present followed by a short Q & A. The task force will formulate some questions prior to the meeting to

guide the discussion. Jeff will invite the candidates. Due to the potential for having a large attendance at the meeting, the Steering committee suggested moving the location from the FVWDB to another site.

Topic 4: Associate Membership nomination

The Steering committee approved Precision Metrology Inc. Associate membership.

Topic 5: Request for funding

John Davis approved two invoices that were due in December. The invoices were:

\$242 – Pixels (plaques for All Stars)

\$212.50 – Build My Own Website (fix problems with Alliance website)

The Steering committee approved 2010 funding for:

- 2011 All Stars
- 4 ads in Insight on Manufacturing (ads will be modified from past ads)
- 4 Future All Star scholarships

Mark suggested the Alliance try to fund more scholarships. This will be addressed at a future meeting.

Topic 4: Next steps and next meeting

Jim shared that there is a small group meeting exploring the need for starting a business innovation and collaboration consortium. The purpose of this initiative is to promote NEW North's global reputation as the place to manufacture high quality products, implement cutting edge technology and develop a highly skilled workforce by acting locally, together, to generate new streams of revenue and new opportunities for growth. This will be accomplished by:

1. Developing open collaboration opportunities for area businesses;
2. Creating new collaborative problem-solving relationships among businesses and educational institutions;
3. Helping business identify and think about blue sky ideas and connecting them to research initiatives, technology, and people for implementation of those ideas, including consideration of licensing-in technology.
4. Expand upon our current manufacturing strengths in metal, plastic, paper, wood and synthetic materials, as well as our process strengths in food, dairy, and nutraceuticals.
5. Promoting the growth of existing companies;
6. Solve problems as suppliers in a nine-sigma type scenario, as well as to think out of the box and create new uncontested market space through the development of unutilized or underutilized technologies, processes, trade secrets, and technical know-how that currently exist in NEW North.

The exploratory group would like the Alliance to participate in determining if there is a need by manufacturers. Mark stated he would be interested in learning more and sharing the information with the Steering committee.

The next Steering committee meeting will be held on **February 24 at 2:30 p.m.** at Fosber America.