

N.E.W. Manufacturing Alliance
Steering Committee Meeting
February 24, 2010

Minutes

Attendees: Jeff Pallini, John Davis, Shannon Niccum, Mark Kaiser, Maribeth Zeller, John West, Ron Buchinger, Chris Linn, Jim Golembeski, Christine Van Vreede, Bobbi Miller and Ann Franz

Topic 1: Review 2010 Goals and Strategies

The Steering committee reviewed the 2010 Goals & Strategies. Two suggestions on improving the form were made. The form will include the date of the report and total members.

Recruitment – \$1,000 Future All Star scholarships for the fall 2010 semester are scheduled with each technical college. Two new members: Gardan, Inc. and NPS Corp.

K-12 Outreach & Training – “Manufacturing Your Future,” programs were presented at New London high school. Birnamwood and Bay View high schools had presentations in early 2010. Shannon discussed the difficulty of developing a survey tool in identifying the skills needed by incumbent workers. Should we be focused on one occupation (i.e. supervisors or production workers) or overall manufacturing jobs? Another question for the task force to consider is a simple list of skills really get to the heart of what companies are looking for from its employees? Ron has a tool his company uses that he will share with the committee.

Communications – over 13,000 2010 All-Stars magazines were distributed. Alliance members and the NEW Manufacturing Alliance have been spotlighted in several newspaper/magazine articles including *Green Bay Press Gazette*, *Wrightstown* and *Menominee Nation* newspapers. The task force is working on using social media in sharing our message about manufacturing careers. A social media consultant is coming to the next meeting. One idea is having Jack Ignatowski, 2009 All-Star, use Twitter to tweet about his job.

Topic 2: Quarterly General Membership meeting (questions for candidates)

Scott Walker will be giving a video address at the meeting. Tom Barrett’s campaign will be letting the Alliance know if he will attend in the next few days. Over 45 people have responded that they will be attending the meeting, several are potential new members. Jeff will give an introduction about the Alliance and Ann will introduce the candidates. The Steering committee developed questions for the candidates to address:

1. What are the candidates proposed manufacturing-related growth and expansion initiatives?
2. How will the candidate attract manufacturers to Wisconsin and retain Wisconsin manufacturers from moving outside of the state?
3. What will the candidate do to develop Wisconsin’s workforce?
4. Taxation & regulation is a concern in Wisconsin, how will the candidate address the following issues: combined reporting, small business tax burden, and administrative burden of redundancy in state and federal reporting (i.e., FMLA)?
5. How does the candidate view the Clean Energy Jobs Act and other findings by the Wisconsin Global Warming task force report?
6. What will the candidate propose in healthcare reform, including Badger Care Plus?
7. How will the candidate balance Wisconsin’s budget?

8. How will the candidate expand export opportunities for manufacturers?
9. What does the candidate believe is the biggest hurdle for manufacturers in our state and what can be done to solve this problem?

Ann will send each candidate the questions and ask for a one page synopsis of the questions that the audience could take with them from the meeting. Candidates will have up to 20 minutes to respond. Members of the media will be invited to the event. The next General Membership meeting will be held on **June 10 at 2 p.m.** at NWTC.

Topic 3: Associate Membership nomination

Kelley Management Consulting was approved for Associate membership.

Topic 4: Next steps and next meeting

The Green Bay Press-Gazette is working on a story about the Alliance. Jeff Pallini was sent some questions to respond to for the article. The Steering committee reviewed the questions and answers that had been developed for the story. Ron added that the question related to having companies move overseas should mention “true costs.” He said, “When looking at true costs, companies have found that manufacturing in the United States is advantageous due to shipping costs, lead times and inspection.”

The Bay Area Workforce Development Board (BAWDB) has requested that the Alliance establish a separate checking account. The state auditors have questioned the BAWDB about this matter. The Steering committee approved opening a checking account at Nicolet National Bank. There is no fee for opening an account, as long as there is a minimum of \$2,000 and that there is not more than 120 transactions. Ann and the chair will have the signature rights to the check. Ann will review the monthly statement with the chair each month. The charter will be changed to reflect this new policy. The committee discussed the need to form into a 503c. Brad Franks from Schenck will be asked to attend the next Steering committee meeting to address this issue.

The next Steering committee meeting will be held on **April 22 at 2:30 p.m.** at Fosber America.