

**N.E.W. Manufacturing Alliance
Steering Committee Meeting**

April 30, 2010
Fosber America

Minutes

Attendees: Jeff Pallini, Paul Rauscher, Maribeth Zeller, John West, Jerry Murphy, Jim Golembeski, Christine Van Vreede, Mary Vanden Busch, Bobbi Miller and Ann Franz

Topic 1: 2010 Goals and Strategies

Current paid membership is at 59 (56 manufacturers/3 Associate members). New members since last meeting: Oshkosh Corp. and A to Z Machine. Bobbi inquired since Oshkosh Corp. was now a member, does that mean Pierce Manufacturing is automatically a member? It was decided that if a company wants to have its subsidiaries listed individually on the website and other marketing materials; the company will need to purchase a \$500 membership for each additional subsidiary.

There have been several positive articles about member companies in the newspapers/magazines. There was discussion on the benefit of working with Insight Publications on a business directory. It was decided at this time there was more interest in a blog of information than a directory. The Communications taskforce is working with Lisa Cruz from Red Shoes Media to determine the best methods to use social media.

The current balance in the Alliance's checkbook is \$48,704.69.

Topic 2: Presentation from Schenck regarding the Alliance becoming a 501 3c

Mary Vanden Busch from Schenck gave an overview of becoming a nonprofit. She researched the Alliance and believes that the best fit would be a 501 (c) (6) for business leagues. The advantages would be the opportunity to lobby and dues are deductible business expenses. The designation does not allow for donations to be tax-deductible. Mary recommends if a company wants to donate something to a school, it does so directly. She explained the process for becoming a nonprofit. There are fees involved, including \$850 for the user fee for EO Determination Letter Request and attorney fees.

Jeff expressed his concern with becoming a 501 (c) (6). He is a member of several other committees that have gone through this process. He said that there is a lot of work involved and the meetings must become more formal. Jim shared that the concern his auditor had with the BAWDB holding the money for the Alliance has been elevated by the Alliance having its own checking account. He stressed that the Alliance does not need to feel it needs to form a nonprofit immediately.

Jerry said that he will inquire about the Alliance being under the umbrella of New North. In order to do this, the Alliance's mission needs to be the same as New North. Last year, the Steering committee reviewed the goals of New North and found it to be in line with the Alliances. This topic will be an agenda item for the next Steering committee meeting.

Topic 3: Quarterly General Membership meeting

There was discussion on what should be the featured topic for the next General Membership meeting on June 10, 2010. Jeff suggested having Janeen Eisenman from Wisconsin Occupational Safety & Health Consultation Program come and present on OSHA. Janeen has been working with Fosber and has been extremely helpful. OSHA has hired seven additional field inspectors and is more assertive with enforcement. Jeff was amazed at how many citations can be found with simple documentation issues.

Jerry suggested having Scott Solberg from WisCareers present at a future meeting. WisCareers is an online careers-based tool for K-12 students to learn about careers, along with information about local companies. The University of Wisconsin-Madison manages the program. Scott would like to inform the business community on how to input data into the site. The committee agreed that it would be beneficial to hear a presentation from Scott, but that it shouldn't be the feature speaker for the General Membership meeting.

Ann will contact Janeen and Scott about speaking at the next meeting. In order to be consistent on the dates the full membership meets, the Alliance will meet the second Thursday of each quarter. The one exception will be in December, due to the New North Summit. The fall General Membership meeting will be held on September 9, 2010.

Topic 4: Next steps and next meeting

The next Steering committee meeting date will be determined by a Doodle poll.