

N.E.W. Manufacturing Alliance
Recruitment Task Force Meeting Minutes
April 21, 2010
Fox Valley Workforce Development Board
3 p.m.

Agenda

Members present: Terry Eiting, Joe Guell, Brian Rasmussen, Rick Berg, Ann Franz, and Bobbi Miller

Topic 1: New member recruitment

Four new members have joined the Alliance: Gardan, A to Z Machine Co., Oshkosh Corporation and NPS. In addition, Precision Metrology and Kelly Management have become associate members.

Both CA Lawton and Pioneer Metal Finishing have been contacted about membership. Ann invited task force members who have personal connections with these companies to make contact and endorse membership.

Task force members discussed how membership is structured for Alliance members that have subsidiary facilities that use a different name and felt that this issue should be taken to the Steering Committee for discussion.

Topic 2: Online directory discussion with Brian Rasmussen

Brian said that the proposed directory would be a way to promote business within Northeast Wisconsin. Alliance members would have a profile in the directory and members would be able to update their own data as needed. In addition, Brian said that the directory might contain 'how to' information to allow companies to learn from one another. The directory would use page turner technology and have a cover page that could be pictured on the Alliance website for easy access to the directory. The directory would be promoted in the quarterly *Insight on Manufacturing* publication.

Members discussed the directory concept and how it would differ from Chamber directories or WisCareers. Brian said the key difference would be the depth of information included because this directory would have quite a bit of information on the products and services offered by each company. Another suggestion was to include regional manufacturing of the year award winners from throughout the region.

While members felt that this concept could be useful to manufacturers in identifying outsourcing potential, etc. they felt the idea should be taken to the Steering Committee for additional comment.

Brian suggested that next steps on this project would be to identify a list of questions/statements to help define what the directory would look like (for example, "in

an ideal world we'd be able to . . . “). Then, we would need to determine what things would be included in the directory. Once those items have been identified, Brian would be able to calculate the pricing for creating the directory (in addition, things like video or webouts are possible but will increase the cost).

Topic 3: NEW Economy Careers & Job Fair

Ann will send a reminder to Alliance members to allow them to forward current openings information to her. She'll create a list of vacancies and share that information with job seekers the day of the fair.

Topic 4: Next steps

Brian said he could have additional information about the directory concept at the next meeting.

Dave Townsend from WMEP might be interested in having a mini “Manufacturing Matters” event in Northeast Wisconsin and this could be a potential partnership opportunity for the Alliance.

Thursday, May 13, 2010 at 1pm at Linquist Machine.