

N.E.W. Manufacturing Alliance
General Membership Meeting Minutes
September 9, 2010
Fox Valley Technical College

Attendees Present: Jeff Pallini, Chris Linn, John West, Joe Guell, Brian Diermeier, Karen Diedrich, Jeanne Geib, Mike Thomas, Mark Kaiser, Jack Grant, James Koronkiewicz, Jeff Van Zeeland, Jerry Eyer, Jerry Murphy, Jim Golembeski, John Davis, John Knickerbocker, Mary Hayes, Mike Troyer, Paula Pecore, Rick Berg, Ted Kemen, Chris East, Scott Solberg, William Tallon, Doug Jarmusz, Todd Quick, Colleen Merrill, Peter Emenecker, Cecil Streeter, Pamela Krumrei, Ann Franz and Bobbi Miller

1. **Welcome and introductions:** Jeff Pallini welcomed everyone to the General Membership meeting and attendees introduced themselves. Mr. Pallini noted that lunch was provided by the NEW Manufacturing Alliance and beverages compliments of Precision Metrology.
2. **“UW Oshkosh Reaching Out to the Manufacturing Community” presented by Dean William Tallon from the Business College and Doug Jarmusz from the Business Success Center**

- **Overview of Business College** – Dean Tallon said that he has a special affinity for manufacturing given his background in Operations Management. In addition, he said that the business programs offered by UWO give employers the ability to get employees who have benefited from learning at the only accredited business school in Northeast Wisconsin. Currently, UWO has about 2,300 business students (500 are enrolled in an MBA program). As a condition of graduation, each undergraduate business major student must have completed an internship.

One of his goals for UWO Business College to be innovative and continue to add value to students and employers in a rapidly changing market. He said that one of the challenges for the college is that they are working on a product (students) who will enter the job market four years from now. He noted that most UWO students prefer to stay in the area, so it's critical that UWO connects with employers and gets their input to positively impact the education provided to students.

Currently, UWO is on the verge of adding a new building and the College of Business is expected to move next July. He invited Alliance members to view that building in the future.

- **Resources and partnerships available to manufacturers (i.e. internships, graduate students available for research projects)** – Doug Jarmusz explained the services provided by UWO's Business Success Center (BSC). He said the goal is to further the university by engaging students and business. Mr. Jarmusz explained that there are a wide variety of projects that can be completed by the BSC and the 501c3 status of the BSC provides a low cost/high value option for employers.

When an employer approaches the BSC about a project, a consultant will go to the business and learn more about the scope of the project. Then, prior to starting the project, the BSC will provide a proposal that clearly explains the scope and cost of the project. He said that there are a number of benefits for both employers and students and many students actually receive job offers from the employers at the end of the internship opportunity. If anyone would like to contact Doug, his information is: Doug Jarmusz, BSC, 549 High Avenue or his phone number is 920-424-2366.

- **Development of a northeast Wisconsin manufacturing vitality index** – UWO is currently working to create a quarterly index for a number of industries. One index could be specific to manufacturing and Alliance members were asked to provide input regarding the one thing that manufacturing would like to know. Members discussed that it would be wonderful to have a pulse on, “how strong and vital is the health of manufacturing to this region” as that element would be beneficial in helping the Alliance increase the image of manufacturing. Both UWO representatives and Alliance members felt that partnering on this initiative would be mutually beneficial.

**3. “WisCareers – Connecting Students with Business”
presented by Scott Solberg and Christopher East from UW Madison**

Scott Solberg gave attendees a handout and explained that The Center On Education & Work (CEW) is not government funded and has a number of products that sustain the organization. While the conceptual framework of the CEW looks somewhat complicated, the premise is to engage education with the realities of work. Scott said that research is demonstrating that ILP (individual learning plans) have a huge impact on students because it shows students what they must do today to prepare for tomorrow.

In addition, early results from Project Lead The Way schools shows that students benefit immensely by having a rigorous education that integrates real world projects. Scott said that part of the challenge of the CEW is to translate research into products that are meaningful and this is what has been missing from education in the past.

As part of a new career exploration initiative in the state, WisCareers can assist students in researching careers as early as elementary school and create an on-line presence in the system that follows them throughout their education and into adulthood. To compliment WisCareers, WC-Connection allows employers to enter their company specific data so students know the types of jobs offered, if job shadows are available, etc. In essence, WC-Connection is the bridge between students, educators, and careers in the area.

Scott briefly explained SB-121 a bill that has a goal of doing 4-5 ‘tests’ to create career conversations so students could learn more about careers via recorded video conversations.

Because some tracking of searches by students is available with WisCareers, Scott asked Alliance members what type of data they would like to know about students.

4. Announcement of 2011 All Stars & Mentors

Chris Linn, Bassett Mechanical and Chair of the Communications Task Force, announced the 2011 All Star recipients. He said it is nice that they come from throughout the region represented by Alliance members and there is a diversity of occupations presented. Additionally, it is worthy of note that all people nominated for the award are very deserving and it is a difficult decision each year, but the All Stars selected have really gone above and beyond in a number of ways.

5. Update on Task Forces

Ann gave an update on the activities of the K-12 Task Force. Industry periodicals that are no longer being used are being recycled to area schools through local CESA organizations. Periodicals can be given to either Ann or Bobbi. The Task Force is going to create some curriculum for schools to use that is based on the Manufacturing Your Future video. A survey will be going out to members at the end of September to help us identify the skills that are needed for incumbent workers.

John Davis gave an update for the Recruitment Task Force. The Alliance is funding a 3-month virtual job fair ad in Career Builder online; Ann will be sending an email out to members next week for current or near future hiring needs. The Alliance is funding the Manufacturers of Distinction award in the Green Bay area. New members since the last General Membership meeting include: Pioneer Metal Finishing, Federal Mogul and Badger Sheet Metal.

6. Conclusion and Next Steps

Next General Membership meeting, December 3, 2010 after the New North Summit at Kolf Sports Center, UWO Campus, Oshkosh