

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

May 9, 2011
Fosber America

Minutes

Attendees: Jeff Pallini, John Davis, John West, Chris Linn, Mark Kaiser, Jerry Murphy, Dean Re, Bobbi Miller and Ann Franz

Topic 1: General Membership meeting

The Steering committee would like to make personal phone calls to encourage members to participate in the next General Membership. It was suggested that UWO could make the calls. At the beginning of the meeting, there will be an overview of the Alliance. There will likely be several new and prospective members in attendance. Information will be shared about two initiatives the Alliance task forces are working on: lifelong learning survey and K-12 outreach matrix. Chris should also share the results from the UWO survey. There will be about 30 minutes for attendees to eat and network. The question was posed on whether we should have tables designated for specific discussion topics such as: healthcare, skills shortage, and innovation? This will assist in facilitating the discussion. John D. shared that he and Bobbi will contact some prospective members in the Oshkosh area to attend the meeting. Ann will contact Mark, a staff member for Congressman Ribble about attending the Alliance meeting.

Ann shared that CESA 7 has interest in hosting a joint meeting with the Alliance. The topic would be the *Manufacturing the Future* documentary and how education/businesses can enhance their working relationship. The Alliance's third quarter meeting is usually held the second Thursday in September. Jeff Dickert of CESA 7 said that is too early in the new school year to pull teachers/administrators out of the classroom. He suggested a meeting date in October. The Steering committee suggested the last week in September or one of the first two weeks in October. Ann will contact CESA 7 about a firm date.

Topic 2: Meeting with Congressman Ribble

There was discussion regarding what should be the focus of the meeting with Congressman Ribble? Jerry said that when meeting with an elected official one should "educate and then ask." Before the meeting, we will send Congressman Ribble the Manufacturing Vitality Index and All Star magazine. The first topic for the meeting should be a brief overview given to the Congressman about the Alliance. Topics for the meeting:

- WIA's impact on manufacturers and the Alliance
- Importance of manufacturing in leading the economic recovery
- Incumbent worker training grants
- Keys for manufacturers to be successful
- Skills shortage and how to increase the pipeline of skilled workers

Over the next few weeks, prior to the June 28 meeting, questions will be developed by the Steering committee via an email exchange. John W. said that he has a white paper from WMEP that makes the case of the importance of manufacturing for revitalizing the economy that he will share.

Topic 3: New North discussion

At the fall 2010 Steering committee strategic meeting, it was discussed on investigating how New North and NEW Manufacturing Alliance (NEWMA) could have a joint pricing system for companies interested in joining both organizations. The goal was to increase the membership of both organizations. Jerry shared he has given a great deal of thought about this topic. He had a few meetings with Ann about the topic. He is also mindful of the restrictions of being a 501 C, including he cannot lobby elected officials. If the Alliance was brought under the New North 501 C umbrella, the organization would need to have the same goals as the New North. There was discussion at one time that the BAWDB was having some issues with its auditor about hosting the checking account. Jerry was asked if New North could take on that responsibility. The problem the BAWDB had has since been resolved and there is no longer a need to have New North host the checking account.

One of the difficulties of developing a joint pricing system is NEWMA has annual dues and New North has investors that commit to a three year period. Companies that want to invest in New North can give any amount, it is not set dues amount like NEWMA (i.e., \$500 for employers with 1 – 250 employees). Jerry envisions an investor form that companies can check which organizations they would like to join. Chris warned that there may be a danger that with one invoice, some people may not choose all of the organizations that they would have if they were billed separately. John W. shared that one of the goals of developing some type of joint pricing was to co-market both organizations. Both organizations have done cross marketing and promotion for each other (i.e. New North Summit) in the past.

There needs to be work done in developing a message to the public that New North and NEWMA are working together, but are different organizations. Both entities are supportive of each other's initiatives and not being redundant. It is important that we are clear of the relationship and are able to communicate that relationship. The Steering committee stressed that it was important that NEWMA keeps its identity of being a manufacturer driven organization, which sets it apart from New North.

Topic 4: Task Force updates

Ann handed out the task force updates.

Topic 5: Next steps and next meeting

The next Steering committee meeting date will be **June 28 at 8:30 a.m. at Fosber.**