

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

November 16, 2011
Fosber America

Minutes

Attendees: Jeff Pallini, Paul Rauscher, John West, Mark Kaiser, Chris Linn, Jerry Murphy, Jim Golembeski, Mike Butler, and Ann Franz

Topic 1: Mike Butler, Oshkosh Corp.

Mike Butler from Oshkosh Corp. discussed his desire to help engage businesses with the educational system. He would like to see the area have a Director of Business, Industry and Education, who would connect industry with education. He believes industry needs to fund this position, because of the financial constraints at the schools. Mike feels that if there is not someone dedicated to this work, it will not get done. The Director of Business, Industry and Education would be a conduit between industry and education. In addition, another idea he is exploring is having a vocational training center built that students could attend, instead of attending a traditional high school. This would alleviate high schools spending a lot of money for equipment, by having one center that the schools could send their students. The Steering committee believes the mobile training lab could be the solution to this problem. There are other models whereas the technical colleges have invested in equipment for the high schools and offer students college credit courses (i.e. Wausaukee High School). At NWTC, the Business Assistance Center is being equipped in one of its incubators for entrepreneurs to have access to machines and tools. There may be an opportunity to also have some time dedicated for student use. One of the problems is how many students will actually be interested in using it? Preble High School had a manufacturing academy and very few students participated. The academy was also available to students from all of the Green Bay area high schools to use, but only one student from outside of Preble High School attended.

Another issue the Steering committee discussed is parents are not encouraging, but discouraging their child to go into the manufacturing field. It was agreed that there needs to be a long term solution developed whereas educators and manufacturers are working together. The Alliance needs to look at other opportunities, besides the Oct. 6 meeting, to get both parties together. Suggestions included plant tours for educators and guidance counselors, summer have educators work for a week or two in industry and having another industry/educator meeting.

Topic 2: New North Summit/General Membership meeting

The Alliance is one of the featured breakout sessions at the New North Summit on December 7, 2011. The main topic is announcing the results of the 2012 Manufacturing Vitality Survey. The presentation will include introducing the 2012 All Stars, along with a video showcasing all of the All Stars. Plus, Chris Yuan from UW – Milwaukee will speak briefly about the new Industrial Assessment Center that will be providing free consulting for small and medium manufacturers on improving energy efficiency, reduce solid wastes, and improve manufacturing productivity. The Alliance was a sponsor of the grant that funded this project. The breakout will start with introductions of all of the attendees and a brief recap of the Alliance's activities over the last year. The meeting will start at 2 p.m. at the Radisson Hotel and Convention Center in Green Bay.

Topic 3: Manufacturing First conference recap and next steps

The Alliance's \$10,000 investment in the Manufacturing First conference provided:

- 2 new manufacturing members: Sadoff & Rudoy and Green Bay Pallet (\$1,000)
- 2 new Associate members: First Business Bank and L & S Electric (\$3,000)
- Publicity about manufacturing in all of the local television stations and newspapers, Insight and Forbes magazine
- 22 booths for Alliance members (\$9,900 value)
- 44 free tickets for Alliance members that attended the event, but did not have a booth (\$2,200)
- Some of the net profit from the event will be given back to the Alliance for scholarships (\$2,000-\$3,000)

Mark Kaiser attended a wrap-up meeting with the event coordinators (Insight & First Business Bank). All of the sponsors are interested in having the event in 2012. The Steering committee agreed that the event was a success, especially since it was a first time event. Original projections for the event were to have 200 attendees and 25 exhibit booths. Instead there were almost 500 attendees and 73 booths.

Topic 4: Task Force updates

Communications task force is finishing up the production of the All Stars magazine. A female engineer is the cover photo. In addition, the results from the 2012 Manufacturing Vitality Index should be coming from UW-Oshkosh by the end of the week. The Development task force is working on a training initiative for incumbent workers training and had Bobbi and Ann participate in four job fairs representing Alliance members. K-12 will be meeting to review and make recommendations from the responses from the October 6 meeting.

Topic 5: Steering Committee new members

The Steering committee approved Scott Kettler from Plexus and Bill Bartnik from Sargento to join the Steering Committee starting in January 2012.

Topic 6: Associate Nomination

L & S Electric was approved for Associate membership.

Topic 7: Jim Golembeski: checking account

Jim shared that his auditors would like the Alliance to become their own nonprofit. The Steering committee agreed. Ann will contact Schenck. There was discussion on which type of nonprofit the Alliance should become: 501C6 or 5013C. It was determined that the organization does not want to lobby, so it will pursue the 5013C status. Ideally, the transition should be completed in the first quarter of 2012.

Topic 6: Next steps and next meeting

Ann asked the Steering committee to sponsor a NWTC grant called, "H1B1" that would provide training for more people to attend CNC training. The committee approved sponsoring the grant.

The next meeting will be held in January, date to be determined.