

NEW Manufacturing Alliance
Steering Committee Meeting
May 6, 2015
Nercon Eng. & Mfg.
Minutes

Attendees: Bill Bartnik, Steve Anklam, John Dennis, Mark Kaiser, Scott Kettler, Jeff Strenger, Jerry Murphy, Bobbi Miller and Ann Franz

Topic 1: NEW Capital Fund presentation by Charlie Goff

Charlie Goff leads the NEW Capital Fund and discussed how he can inform more manufacturers about the funding available. The fund started in 2006 with \$10 million. The second fund has \$30 million available with a focus on advanced manufacturing and technology. Charlie shared some examples of projects he has funded included a Kimberly Clark spinoff. The NEW Capital Fund does not take a majority ownership when it is funding a project. The Steering committee thought it would be valuable to the membership to have Charlie present at a future meeting.

Topic 2: Finalize Full Membership meeting on June 11, 2015

Agenda for the meeting:

- How to Hire a Vet and services available for Vets (40 minutes)
- Getting Ready for the fifth annual Manufacturing First Expo (15 minutes)
- How to Fund Your Employee Training Program – WI Fast Forward (10 minutes)
- How to Host a Successful Plant Tour (15 minutes)
- Appleton’s manufacturing Charter School and Bay Link Manufacturing to present (10 minutes total)

At the last Steering committee meeting, Jeff Dunn requested the Alliance sponsor its quarterly training program. He was told that Michael Best will need to be a member, in order for the Alliance to sponsor the program. Since the meeting, Michael Best decided not to join the Alliance. Bill shared that from the previous Steering committee meeting that the Sheboygan School District did not receive funding for its EDA grant submission, however they were encouraged to reapply in June 2015.

Topic 3: Manufacturing First Expo 2015

Ann requested the committee inform her of any companies that would like to do an announcement of a new product launch at the event.

Topic 4: Social Media & Flag

An update on the Twitter campaign that started on March 1, 2015. The Alliance has 214 followers. Every day, at least one of the followers is retweeting the Alliance’s posts to their network. The Alliance’s website has had a significant increase in traffic, since the campaign started. It is averaging approximately 100 users a day, compared to 50 users from the previous year. Nikki has offered to post on Facebook for \$300 more each month, however the committee doesn’t feel the cost warrants the 3-5 posts a week. Nikki also offered an additional campaign for the Manufacturing First Expo, however First Business Bank has a marketing team working on social media. The Steering committee approved renewing her contract through the end of 2015. Jerry offered to have Coalesce Marketing conduct a diagnostic overview of the Alliance’s marketing, along with sharing with the organization an overview of what would be successful metrics for its social media campaign.

Companies that ordered a flag:

EMT International	Fox Valley Metal Tech	KI	Gardan	Fosber
Rockline Industries	The World Class Mfg.	HUI	CMD Corp.	Lindquist Machine

The FVTC flag raising ceremony is May 19 (Appleton) at 11 a.m. and 3:30 p.m. (Oshkosh).

Topic 5: Taskforce updates

- Excellence in Mfg./K-12 Partnerships Awards nomination period started on May 1, 2015 until June 15, 2015.
- K-12: Ann and Andy Bushmaker from KI will present on Thursday, May 7 at the Wisconsin Math Teachers Council in Green Lake at its annual conference regarding the Alliance's Get Real Math videos. More math videos will be filmed in May for a release date of August 30, 2015.
- Development: The taskforce is working on an incumbent worker training program to upskill machinist to have more industrial maintenance skills, similar to the Fast Forward funded training that KI, Services Plus and N.E.W. Plastics did this past year.
- Communications: 2016 All Star nominations will be announced to the membership on June 1, 2015.

Topic 6: Associate membership nomination

Acuity Insurance was unanimously approved for membership.

Topic 7: Next steps and next meeting

No meeting in June. Next meeting July 1, 2015 at 2 p.m. at Sargento Foods.