

**NEW Manufacturing Alliance
Steering Committee Meeting**

February 4, 2015

2 p.m. – 4 p.m.

CMD Corp.

Minutes

Attendees: Bill Bartnik, Mark Kaiser, Paul Rauscher, Jim Koronkiewicz, Ron Buchinger, Rick Recktenwald, John Dennis, John West, John Dennis, David Williams, Steve Anklam, Rita Cox, Scott Kuehn, Jim Golembeski, Bobbi Miller & Ann Franz

Bill welcomed the newest Steering committee members: Rita Cox – Coating Excellence International and Scott Kuehn from Bemis Manufacturing.

Topic 1: Social Media

Steve Anklam, John Dennis and Ann met with Nikki Kallio regarding her Twitter campaign proposal. Steve and John both expressed their support of the committee moving forward and contracting with Nikki for a four month period at an overall fee of \$2,800. If the campaign is successful, the estimated monthly rate of her services is \$600-\$700. The metrics to determine success include growth in followers of the Alliance's Twitter account and increase traffic to the Alliance's website. If the campaign is successful she can also manage the Alliance's Facebook page at \$300 per month. Steering committee members were encouraged to join the Alliance's Twitter account at #newmfg. A motion was made by Mark Kaiser to approve contracting with Nikki Kallio, second Jim Koronkiewicz. The Steering committee unanimously approved the four month contract.

Ann shared the final report from Gannett on the Alliance's Facebook campaign:

Jan 1, 2014 – Dec. 31, 2014

22 Likes to 746 Likes

12 million ad impressions

13,246 clicks

26 leads for scholarships

All agreed that this was a good start for the Alliance to engage in social media to communicate to 19 – 29 year olds about manufacturing careers. Moving forward, the committee believes that Twitter is a better instrument to connect with the targeted age group than Facebook.

Topic 2: NEWMA/NEW ERA College Internship Event

50 manufacturers are registered for the Feb. 12 "How to Host a Success College Internship Event." The taskforce had hoped for as many as 20 manufacturers to attend, so this exceeds expectations.

25 manufacturers are signed up for the March 12 "Inter-Connect" event at Lambeau Field. There are, so far, over 80 internship opportunities available including Electrical Engineering, Mechanical Engineering, Industrial Engineering., Electro Mechanical, CNC, IT, HR, and Supply Chain. The cost of the event may be a little higher than \$4,000. In order to bus the students from the colleges, it will be approximately \$600 and the exhibit cost is \$1,200. In all, the cost may be \$5,000 for the Alliance and NEW ERA will also pay \$5,000. It is suggested if the event is successful that we host the event again in Oct./Nov. 2015, which is when more companies hire their summer interns.

Topic 3: Manufacturing First Expo 2015

Ann contacted Seth Mattison on a referral for a keynote speaker for the 2015 Manufacturing First Expo. He shared with her that the best person he knows of is Ryan Estis. Bobbi shared that Ryan is one of the top speakers for SHRM's national conference. She reported that he has a strong following. The Steering committee viewed a video of him speaking (www.ryanestis.com) and agreed that he would be a great addition to the program. Ann contacted Ryan and he is available and also willing to present to the high school students that will be attending the event. The speaking fee for Ryan is \$20,000. Mickey Noone is willing to invest in \$10,000 of the overall cost. There is a keynote speaker sponsor

for \$5,000. Ann suggested the Alliance invest another \$5,000 to offset the cost of having Ryan present. It was noted that the Alliance receives a great value from its \$10,000 sponsorship fee for the event, in which \$5,000 comes back to the organization in a college scholarship donation. In addition, the 60 plus members that have a complimentary exhibit booth is a value of \$30,000 to the membership. This doesn't include the free tickets the membership receives. John West shared that this event truly is a wonderful membership benefit that has grown the membership and keeps manufacturers renewing their membership each year. Paul Rauscher made a motion to fund the extra \$5,000 sponsorship fee and Jim K. second. The Steering committee unanimously approved the extra sponsorship fee. A conference call with Ryan Estis will take place on Feb. 9 at 3 p.m. to discuss the program.

Ann asked for volunteers to participate on a subcommittee to work on the programming for the school board/administrator session for the Manufacturing First Expo. Steering members that volunteered: Mark Kaiser, Bill Bartnik, Scott Kuehn, Ron Buchinger. Scott Kettler was not at the meeting, however he was suggested to participate on the committee. Educators that will be asked to be part of the subcommittee include superintendents at the following schools: Green Bay, Howard/Suamico, Appleton, New London, Pulaski, Sheboygan and Plymouth. The committee would like a list compiled of all of the superintendents and principals at all of the high schools in the New North.

Topic 4: 2014 Financials & 2015 projected Financials

John West led the discussion reviewing the 2014 income/expenses and 2015 projected financials.

2014 Income/Expenses

Income: \$118,168.47

Expenses: \$105,147.94

Key findings were 2014 had \$83,000 raised in membership dues and the Awards dinner net was \$11,000.00. The checking account balance on Dec. 31, 2014 was \$53,455.61. In reviewing the financials, John feels the Alliance is very healthy and is able to fund new programming in the new year.

Topic 5: Funding requests for 2015

- 2016 All Stars
- Manufacturing First Expo & Conference
- Excellence in Manufacturing/Education Partnerships Awards
- Six ads in *Insight on Manufacturing* magazine - \$2,970
- 2016 Northeast Wisconsin Manufacturing Vitality Index - \$2,200
- \$5,000 for CIM Lab
- Plant tours bussing

A motion was made by John W. to approve funding all of the aforementioned items listed, second made by Mark K. Motion was unanimously approved.

Topic 6: Associate Membership approval

ERC has requested to join the organization. Motion to approve made by Mark K., second Jim K. The membership was unanimously approved.

Topic 7: Next steps and next meeting

The WI Department of Veteran's Administration would like the opportunity to present on services available to businesses to help their staff that are vets and to recruit vets for jobs at the June membership meeting. The committee agreed and suggested also inviting local vet reps. Jim Golembeski suggested inviting Gary Meyer.

LTC will be having the flag raising ceremony on March 27 at approximately 9:30 a.m. The event will be part of the Legislative Breakfast starting at 7:30 a.m. Rick shared that FVTC's flag raising will be held in April.

The next Steering committee meeting will be held on **April 1 at 2 p.m. at Sargento**. The March meeting is cancelled due to hosting the full membership meeting on March 5.