

**NEW Manufacturing Alliance
Steering Committee Meeting**

March 31, 2015

Minutes

Attendees: Bill Bartnik, Ron Buchinger, John West, Steve Anklam, Scott Kuehn, Kathy Koehler, Jerry Murphy, and Ann Franz

Topic 1: Presentation by Sheboygan School District

The two principals from Sheboygan North and South High Schools presented on their school districts initiative to engage students in manufacturing careers. The school district has applied for a 5.8 million dollar grant through the EDA with a significant portion of the matching dollars needed from the grant coming from industry. The grant project has four areas of focus: enhancement in its curriculum to better meet industry needs; investment in tools, equipment and technology; investment in the infrastructure to expand the footprint of the tech ed department; and grow partnerships between the school and industry. The announcement on securing the grant should come by May 1, 2015.

Topic 2: Discussion with Michael Best firm

Jeff Dunn from Michael Best shared his company's interest in hosting learning sessions quarterly to manufacturers. He is interested in the Alliance sponsoring the program at no cost. There was discussion on topic areas that manufacturers would be interested in attending. The first session will be held on May 19 on the topic of Right to Work. Bill explained to Jeff that in order for the Alliance to consider being a co-sponsor, the law firm will need to join the organization. Jeff will contact his marketing department about joining the organization. After Jeff left the meeting, it was decided that if Michael Best joins the Alliance, the first sponsored training session could be part of the June 11 membership meeting.

Topic 3: Manufacturing First Expo 2015

The planning of the Manufacturing First Expo is going well. Tracks on October 21 include: Women in Manufacturing, Food & Beverage industry, Energy and NEWIBN (exporting). There will also be a track for administrators/school board members as well. The planning for the education track will take place in late May. The October 22 Expo will have four opportunities for companies to announce new product launches. The announcements will be made in the center of the Expo floor on a raised stage. Ann is requesting the Steering committee let her know of possible companies to target.

Topic 4: Social Media

The Twitter campaign has had a strong start. The Alliance started with 6 followers at the beginning of March and now has 110! Some of the people/organizations following the Alliance are: Erin Davidson from WFRV News, WBAY News, along with several members.

Topic 5: Taskforce updates

- Excellence in Mfg./K-12 Partnerships Awards nominations going out May 1, 2015.
- K-12: Employability Skills training programming pilot for fall 2015. The format is a manufacturer partners with a school on a problem they are having and asking the students for a solution. The employers visits the school 4 times in a semester. Each visit includes a short 10-20 minute session on the following skills: problem solving, teamwork, effective communications.
- Development: Inter-Connect college internship program has been moved to November 12, 2015. The Lambeau event was moved, due to only 50 students registered for the one-on-one interviews.
- Communications: new website launched, however some issues have arisen. The website is not user friendly to update and the network profiles page does not have the same capabilities as the past website.

Topic 6: June membership meeting

The March General Membership meeting had the largest attendance of any March/June meeting (106 people). First Business Bank sponsored the lunch for \$750. The next meeting will be held on June 11 at Foth. The Veteran's Services is confirmed. Due to time constraints for the March meeting, there will also be a presentation on the plant tours project management software tool kit. Ann would also like to take about 15 minutes sharing information about the

Manufacturing First and Awards dinner, including the video of the keynote speaker. The time remaining should be about approximately 30 minutes. Other possible topics for the June 11 meeting:

- NEW Captial Fund: founded in 2006 and is one of the leading venture capital firms in the state of Wisconsin. Its focus is on making early stage life and material science, information technology and growth stage niche/advanced manufacturing investments. The firm is currently investing out of its second fund and has over \$45 million under management.
- Presentations from student run machine shops: BayLink Manufacturing, Algoma and Pulaski
- Right to Work by Michael Best

It was determined to first inquire if Michael Best would like to present, if they join the organization. The NEW Capital Fund is a topic that might not be suited for a full membership meeting, however the Steering committee would like to have Charlie Goff come to the next Steering committee meeting.

Topic 7: Associate Membership application

First Merit Bank applied for Associate membership. The membership was unanimously approved. Ann shared that there has been some interest from manufacturers outside of the New North in joining the organization. This topic will be discussed at the next meeting.

Topic 8: Next steps and next meeting

Randy Harbath sent Ann information regarding a lawsuit from the Bad River Band that might impact manufacturers. The tribe announced its intent to redesignate its reservation air shed from Class II to Class I status, the most restrictive classification available under the Clean Air Act. This could impact permitting for any air emissions within a 300 kilometer radius.

The next Steering committee meeting will be held on Wednesday, May 6 at 2 p.m. – 4 p.m. at Nercon Eng. & Mfg., Inc. The address is 600 S. Commercial, Neenah.