

**NEW Manufacturing Alliance
Steering Committee Meeting**

January 7, 2015

2 p.m. – 4 p.m.

Sargento

Minutes

Attendees: Bill Bartnik, Mark Kaiser, Paul Rauscher, Jim Koronkiewicz, Ron Buchinger, Rick Recktenwald, John Dennis, John West, John Dennis, Kathy Koehler, Jeff Strenger, Paul Stelter, Bobbi Miller and Ann Franz

Bill began by announcing that there will be two new Steering committee members: Rita Cox – Coating Excellence and Scott Kuehn from Bemis Mfg.

Topic 1: Review 2014 activities and discuss 2015

2014

- 27 New members in 2014 (17 manufacturers/10 Associate members).
- Total dues paying membership is 12 (96 manufacturers/25 Associate members).
- Increased college scholarships from \$20,000 to \$25,000.
- Worked with schools on starting a student run machine shop within its school.
- Held two Hispanic student plant tours at Green Bay and Neenah high schools.
- Met with Tony Evers regarding the state school report card/employability skills.
- Excellence in Manufacturing/K-12 Partnerships awards had 304 attendees and raised \$10,000 in scholarships (last year 262/\$6,000).
- Manufacturing First Expo & Conference had 1,100 attendees/ 163 booths.
- Continuation of the All Stars program.
- Continuation of the Manufacturing Vitality Index Study.
- Submitted a Fast Forward grant that had over \$300,000 in training awards.
- Increased the number of articles and presentations about the Alliance (over 50 articles).
- October is 'Manufacturing Month'. The Alliance sponsored bussing for students to participate in plant tours. Over 500 students/teachers attended plant tours.
- Social media campaign that had over 11 million impressions. Increased Likes from start of the year of 25 to now 744. Linked In group page has over 500 members.
- Alliance received two awards: UWO Collaboration in Action Award and DPI Business Friends of Education Award.
- Flag was raised showcasing the New North as a World Class Manufacturing Center.
- Lesson plans completed and pilots began of the Get Real Math manufacturing videos.
- Alliance recognized at national and international conferences.

2015

- College Internship Networking event
- Increase the number of plant tours, youth apprenticeship and career speaking (Steering committee would like the K-12 taskforce to work on this topic.)
- Get Real Math! Utilization and film more videos (filming paid by a grant)
- 4th annual Excellence in Mfg./K-12 Partnerships Awards – Oct. 21, 2015
- 5th annual Manufacturing First Expo – Oct. 21-22, 2015
- 2016 All Stars
- 2016 Northeast Wisconsin Manufacturing Vitality Index
- Employability Skills classroom presentations
- Toolkits for plant tours and college internships
- New website

Topic 2: NEWMA/NEW ERA College Internship Event

On March 12, 2015, the Alliance will partner with NEW ERA on hosting a college internship event at Lambeau Field. The program includes one-on-one interviews with students that have been prescreened, plus an open time for students to walk through the exhibit area to learn more about the companies that are attending the event. On Feb. 12, 2015, the Alliance will host a training event for manufacturers to learn how to host a successful college internship. NEW ERA will pay half of the cost of hosting the event. In total, the program should cost \$8,000, which the Alliance is responsible for \$4,000. Paul made the motion and Jeff Strenger second. It was approved unanimously.

Topic 3: Manufacturing First Expo 2015

Ann shared the overview of the two-day event being held on Oct. 21-22, 2015.

Planning for Day 1 of the Manufacturing First Expo:

The goal is to have distinct programming that has unique populations that will not be interested in the other topic areas.

Topic 1: Women in Manufacturing (1 p.m. - 3 p.m.) The focus of this event is to have leadership training for women working in various areas of a manufacturing company.

Agenda:

- Panel of women talking about the benefits and difficulties of working in manufacturing
- Speaker on leadership development for women
- Panel of CEO/presidents

Topic 2: Wisconsin Safety Council (1 p.m. - 3 p.m.) Best practices in safety from past award winners, including training on a specific topic related to manufacturing safety.

Topic 3: NEWWIB - Exporting (1 p.m. - 3 p.m.)

Topic 4: Superintendents/School Board members (3:30 p.m. - 4:30 p.m.) All attendees will receive a complimentary ticket to the Awards dinner that night. A subcommittee from the Steering committee with a few superintendents will develop the content for the meeting.

The cocktail reception will start at 4:30 p.m., which will be located in the Expo. Silent auction items will be displayed in the expo.

Planning for Day 2 for Manufacturing First Expo:

There will be no afternoon speaker, instead; at approximately 2 p.m. there will be a leader in manufacturing giving a 10-15 presentation in the center of the expo on the topic of innovation. Following the presentation, there will be an announcing of a major release for the company. Ideally have Dave Kohler present.

Other companies will have an opportunity to share a new release or major advancement during the day, however the capstone for the center stage will be the 2 p.m. presentation.

Lunch and learn will be focused on four topic areas, such as food & beverage manufacturing safety and data security

Topic 4: Recap December and then discuss March General Membership meetings

All agreed that the December meeting went well. The agenda for the March 5, 2015 meeting at FVTC:

- William Strauss – Federal Reserve Bank of Chicago
- Fast Forward grant training projects
- Plant tour software program

Topic 5: Flag marker

In order to trademark the flag, it will cost over \$1,000 and most likely will not be accepted by the government. Copyright was suggested by an attorney, which will cost \$40. All agreed to copyright the flag. It was also determined that the flag will be offered to the membership at the full cost of the flag, approximately \$45.

Rick shared that he is working with FVTC on having the flag at two of its campuses. Bill is working with LTC in having the flag located at the new Manufacturing Center. Both colleges are looking to raise the flag in a spring ceremony. Paul Stelter will contact MPTC on their interest in having the flag at their campus.

Topic 6: Social Media

A vendor has approached the Alliance in contracting with their organization on the Twitter campaign. The pilot will be for 4 months (\$2,800 total cost). There would be 3-5 tweets posted per day (Monday-Friday) on topics related to career information, job openings at member companies, and other interesting facts about member companies. All agreed that Twitter is very popular with 19-29 year olds and that reaching this demographic via this social media source might be best. John Dennis and Steve Anklam will meet with the vendor in January. They will then give their recommendation on moving forward with the campaign at the next Steering committee meeting. Please note that the vendor does not want anyone to know about this until the Alliance determines if it is interested in contracting with their organization.

Topic 7: Funding requests for 2015

2015 Revenue: \$117,668.47

2015 Expenses: 105,093.87

The current balance in the Alliance's checkbook is \$53,565.68 (last year was \$40,435.08)

John West shared that he will meet with Ann to finalize the 2014 finances and give a final report at the February meeting. The following items will be voted on to fund at the February meeting:

- 2016 All Stars
- Manufacturing First Expo & Conference
- Excellence in Manufacturing/Education Partnerships Awards
- Six ads in *Insight on Manufacturing* magazine
- 2016 Northeast Wisconsin Manufacturing Vitality Index

Topic 8: Next steps and next meeting

Bill shared that the Steering committee will need a new vice chair. Interested individuals should contact Ann.

The next Steering committee will be held on Wednesday, Feb. 4 at 2 p.m. at CMD Corp. The address is 2901 E. Pershing Street, Appleton.