

**NEW Manufacturing Alliance**  
**Steering Committee Meeting**  
November 4, 2015  
8 a.m. – 9:30 a.m.  
Precision Paper Converters, Kaukauna  
*Minutes*

Attendees: Bill Bartnik, Jeff Anderson, Scott Kuehn, John Dennis, Jim Koronkiewicz, Kathy Koehler and Ann Franz

**Topic 1: Discussion on Strategic Planning meeting for Steering committee and 10 year anniversary for the Alliance**

**Logistics/Time:**

Meeting held at Stone Harbor Resort in Sturgeon Bay. Lodging will be paid by each member. The meeting will start in the afternoon and end by noon the following day. A cocktail reception and dinner will be held after the afternoon session. Potential meeting date is January 27-28, however a Doodle poll will be sent to determine best date.

**Facilitator:**

Mark Kaiser has contacted both Lee Bouche and Steve Van Remortel and both are interested in facilitating the meeting. Steve will more than likely offer his services at no cost.

**Attendees:**

All Steering committee members that are manufacturers and those manufacturers that were Steering committee members and are still engaged in the organization. Jim Golembeski will also be invited, due to paying Ann's salary.

Agenda for meeting:

1. Reflect over the last 10 years (celebrate!)
2. What is the purpose going forward for the organization and what are the next steps which will keep the Alliance's efforts new and fresh?
3. Stretch goals.
4. What does the organization look like in the future regarding financing staffing and is it a stand-alone organization?
5. What does it mean to be a world class manufacturing center?
6. What degree programs do we want to measure and have as goals to increase enrollment?

A suggestion included opening the retreat with the Alliance's vision statement.

Prior to the meeting, a survey will be sent out to the Steering committee. The following questions will be asked:

1. What are the 3 biggest successes for the organization and why?
2. What are 3 ideas to keep the organization growing and meeting its goals?
3. What new goals to add for NEWMA in the next 5 years?

The survey will also be sent out to K-12 and college leaders. The results will be shared with the Steering committee prior to the meeting.

There will be data compiled prior to the meeting:

- How many manufacturers are there in the New North
- How many manufacturers, associate members, affiliate members does the Alliance have
- Tech college enrollments in manufacturing
- Engineering degree students now compared to when the organization started (which was 0)
- What schools are truly engaged with the organization
- What is the make-up of the Alliance manufacturers including what sector, how many employees, geographic location

- What high schools have a critical mass of students entering manufacturing-related degree programs at the tech colleges

Another idea was to survey the membership on their perceptions of the value and benefits of membership.

### **10 year anniversary:**

There was discussion on having the event at Lambeau Field. Ann will inquire how much it will cost to have Mike McCarthy speak on leadership. One suggestion is having a silent auction to help raise money for scholarships. Governor Walker will also be invited to attend the event. Another feature of the event is to share a timeline about the organization. It was suggested to provide members the opportunity to purchase Alliance logo items. Kathy has a contact that she will send Ann.

### **Topic 2: Excellence in Mfg/K-12 Partnerships Awards recap**

- 360 attendees (last year was 306) – sold out.
- Raised \$12,150 for college scholarships (last year was \$10,000).
- Insight secured another \$2,000 in sponsorships that was new this year.

### **Topic 3: Manufacturing First Expo recap**

- Preliminary counts:
  - Pre-Registered: 1,093
  - Walk-Ins: 122
  - TOTAL REGISTERED: 1,215
  - No Shows: 152
  - **TOTAL IN ATTENDANCE: 1,063**
- **Total Alliance members participating in the show: 68 exhibitors/28 attendees**

500 high school students attended. Ann received several emails and calls from schools telling her how much the students enjoyed the event.

There was great concern about having it a 2 day event, however the response from the attendees was tremendously positive. Next year, several of the committee members thought having more session on Day 1 that are shorter than having a few that run 3 hours. The members would like to see the silent auction located in a better spot.

### **Topic 4: Internship Draft Day**

November 12 is the event from 3 p.m. – 7 p.m. at Lambeau Field. Mark Murphy has agreed to announce the number one draft pick for each college. There are 29 companies participating and over 130 students attending the event.

### **Topic 5: Twitter campaign for 2016**

The taskforce unanimously agreed to extend the Twitter campaign through June 2016. Nikki will be contacted to give a better description of what the Facebook add-on will be for the Alliance to pay an additional \$150 per month. She will also be told to spread out the Tweets throughout the day. A suggestion included asking high school and college students what social media platforms are they using to find information?

### **Topic 6: December 2 General Membership meeting**

The meeting will start at 2:30 p.m. The agenda will focus on the 2016 All Stars and 2016 Vitality Study.

### **Topic 7: Next steps and next meeting**

There will be no Steering committee meetings in December or January, in lieu of the membership and strategic planning meetings.