

Steering Committee Meeting

January 6, 2016

2 p.m. – 4:30 p.m.

Sargento Foods, Plymouth

Minutes

Attendees: Bill Bartnik, Jeff Anderson, Ron Buchinger, John Dennis, Kathy Koehler, Paul Rauscher, Rick Recktenwald, Jeff Strenger, Jerry Murphy, and Ann Franz

Bill shared that the owner of NEW Plastics, Mike Rekitzke, will be joining the Steering Committee.

Topic 1: NEW ERA presidents discussion regarding the engineering technology degree campaign

NEW ERA was scheduled to attend to discuss its' engineering technology degree scholarship campaign. Linda Bartelt wants to reschedule the meeting, due to the college presidents need to meet privately to finalize their commitment and concerns. A few Steering Committee members met with the team from UW-Oshkosh that was spearheading the multi college campaign. The goal for NEW ERA was to raise \$13 million dollars that would be directed toward college scholarships, K-12 outreach, research, internships and facilities upgrades. Paul and Mark believe that having a joint campaign with the dollars raised distributed to all of the colleges makes sense, but may prove difficult to have buy-in from each college.

Topic 2: Discussion on Strategic Retreat for Steering committee and 10 year anniversary for the Alliance

Steve Baue with ERC will be the facilitator for the two day meeting. He has 20+ years' experience working in manufacturing. ERC is a member of the Alliance and will be given a complimentary membership in lieu of payment for his facilitation. A subcommittee of past chairs will be formed to finalize the details of the meeting with Steve in January.

Topic 3: General membership meetings in 2016

The Steering Committee would like a focus on education at the March meeting. It has charged the K-12 taskforce to develop content at the meeting. Some potential topics include Walker Forge's partnership with Clintonville High School in using the company's lab for Science classes, KI/Denmark High School, Youth Apprenticeship, Inspired in Sheboygan, Engineering Technology/Engineering degree programs, and Tech College outreach.

The June meeting will be held at Lambeau Field. Paul will reach out to his board members to ask if Mike McCarthy could present on how to engage and develop millennials. Other potential speakers from the Packers organization include Betsy Mitchell to discuss branding. The meeting will also showcase the successes over the last nine years and the results from the strategic planning meetings held in February. At the planning meeting, there will be discussion on a potential membership dues increase. If this is approved, the Steering Committee will discuss at the June meeting, with implementation starting in 2017.

Topic 4: Recap 2015 and discuss 2016

2015

- 29 new members in 2015 (22 manufacturers/7 Associate members).
- Total dues paying membership is 139 (111 manufacturers/28 Associate members).
- Increased college scholarships from \$25,000 to \$30,000.
- Met with Tony Evers and Governor Walker's staff regarding the state school report card/employability skills
- Excellence in Manufacturing/K-12 Partnerships Awards had 360 attendees and raised \$15,000 in scholarships (last year 306/\$10,000).
- Manufacturing First Expo & Conference had over 1,800 attendees (including 500 students)/ 179 booths.
- Continuation of the All Stars program
- Continuation of the Manufacturing Vitality Index Study
- Success of the first ever Internship Draft Day, with over 130 college students from 18 different colleges in attendance. 29 Alliance members participated with over 150 paid internships.

- Increased the number of articles and presentations about the Alliance.
- Launched the Twitter campaign with now over 644 followers.
- Alliance received an award from WEDA's Human Capital Award.
- Flag was raised showcasing the New North as a World Class Manufacturing Center at several companies along with FVTC, LTC and MPTC.
- 9 new Get Real Math videos were created.
- Almost 300 people attended the Get Real Math video premiere on Sept. 30, 2015. 73 different schools were represented at the event ranging from Fond du Lac to Florence.
- Alliance was recognized at several state and national conferences.

2015 Revenue: \$143,297.68 (first time dues surpassed \$100,000)

2015 Expenses: \$139,024.41

The current balance in the Alliance's checkbook is \$58,572.73.

The following items have been approved for funding in 2016:

- 2017 All Stars (\$22,500)
- Manufacturing First Expo & Conference (\$15,000)
- Excellence in Manufacturing/Education Partnerships Awards
- Six ads in *Insight on Manufacturing* magazine (\$3,000)
- 2016 Northeast Wisconsin Manufacturing Vitality Index (\$2,200)
- Internship Draft Day (\$6,000)
- Get Real Math Video (\$3,000)
- Get Real Math Video Premiere (\$2,000)
- Scholarships will be increased from \$30,000 to \$35,000. If the Alliance ends the 2016 year in the black, an additional \$5,000 will go to scholarships.

Topic 5: Twitter campaign for 2016

The Steering Committee approved having Nikki Kallio's contract add Facebook posts for \$150 per month. She will post 3-5 times per week.

Topic 6: Associate membership applications

The following Associate members were unanimously approved: SigmaTek, Investors Community Bank and LAB Midwest.

Topic 7: Business Aligning for Students study

Mark shared the follow-up report that he gave members last year for their review.

Topic 8: Next steps and next meeting

Jerry requested the Alliance work with a UWGB graduate student that is researching motivations and barriers for environmental efforts of Wisconsin manufacturers. The Steering Committee approved Ann working with her in facilitating the information about the research project that will be shared with the membership.

The Manufacturing First planning team has held three meetings to start developing content for the Oct. 19-20, 2016 event. Ann reviewed content for each day:

Day 1

- Affinity groups would be invited to kick-off the morning to have their organization's meeting at the event. Potential organizations include: Safety Council, FAB, Women in Manufacturing, OPTIMA, SHRM and TEC group.
- The lunch program would be a collaboration of all of the New North Chambers of Commerce Manufacturer of Distinction Awards.
- Content programming would include topics related to the affinity groups, education summit and an awards panel of MOTY winners & Excellence in Mfg./K-12 Partnership Awards.

- Cocktail reception from 4:30 p.m. – 6:15 p.m. in the expo hall that will include exhibitors having the opportunity to staff their booth during the reception.

Day 2

- The theme would be Innovation.
- 500 high school students will tour again in the morning.
- Keynote speaker will be the owner of [TOMS Shoes](#) and/or [Mark King](#). Mark is the president of Adidas and a graduate of UW – Green Bay. Mark Kaiser knows someone who is his close friend and will find out if he is able to present. His normal speaking fee is between \$25,000-\$40,000.
- The lunch programs will discuss topics such as: Innovations in Technology, Innovations in Workforce, and Innovations in Healthcare.
- There will be a special program in the afternoon, including lunch, for college students in their last year of college. Students can walk through the expo to learn of job openings.
- Two new product showcases.
- Two CEO 10 minute programs on the expo floor. Potential speakers are Louie Gentine and David Kohler.
- The cocktail reception after the event will invite the young professional groups in the New North.

The next Steering Committee meeting will be held prior to the March 10th membership meeting starting at 10 a.m.