

**NEW Manufacturing Alliance  
DEVELOPMENT TASK FORCE MEETING  
EMT International - Hobart, WI  
January 14, 2016 - 8:30 a.m.**

**Attendees:** Kathy Koehler – EMT International, Brandon Beard – N.E.W. Plastics, Scott Hill – ProSolutions, Dave McIlheran – Shopko Optical, Errin Kolden – AFG, Bobbi Miller – FVWDB, Brenda Haese – Tramontina US Cookware, Ann Franz – NEWMA, Pat Goishi - Bank Mutual, Chad Kopitzke - UWO BSC, Tony Aiken – Tufco LP, Kimberly Becks – Tufco LP, Sandy Folsom - NWTC

The Development Task Force members welcomed guest Pat Goishi with Bank Mutual who are interested in joining the Alliance. Kimberly Becks and Tony Aiken with Tufco LP were welcomed as new Alliance members.

Kathy Koehler with EMT International will be the new chairperson for the Development Task Force.

**Topic 1: Update on New Members for 2015 and Prospective Members for 2016**

There were 29 new members in 2015, which is the highest ever (22 manufacturers and 7 Associate members):

**2015 New Members:**

North Coast Productions	Bemis Manufacturing	Valley Tool	ERC
Engineering Specialist	Coveris High Performance Packaging	First Merit Bank	Winsert
Professional Fabrications	Contrx Industries	Muthig Industries	Acuity
Cimtronics Midwest	Bayside Machine Corp.	Valley Grinding	C3 Corp.
Pioneer Metal Finishing	Hometown Bank	Workwise	Proto-1 Mfg.
Midland Plastics	Skyline Exhibits	Eagle Plastics	Tufco
North Woods by Superior	TBC Metalworks	Precision Tool & Die	Nestle
Industrial Controls			

**Potential New Members:**

Heartland Business Systems	Green Bay Drop Forge	Powergrid Solutions	FEECO
Schreiber Foods	Hart Design	Maxcess	Bemis
Allied Mechanical			

There are a total of 111 manufacturing members and 39 associate members in the Alliance. The question was asked as to how saturated the manufacturing community is in the region. Ann referred to the Vitality Study that indicates there are 392 manufacturing companies that meet the parameters of the Alliance. The Alliance membership is made up of approximately 25% of those manufacturers. Alliance turnover is very low at about 5 companies per year.

There is promotional material for the Alliance, but it needs to be refreshed and streamlined, outlining the key values of being an Alliance member. Ann sends out a list of Alliance activities and manufacturer members when she corresponds with members and non-members.

The 2016 goal will be 3 new Alliance members each month for a total of 36 for 2016. There are 6 new members already in 2016!

The Alliance is coming up on its 10-year anniversary in June. The membership rates/dues have not changed since its inception. The Steering Committee has been discussing a possible \$200 increase in membership dues to be effective in 2017. As the Alliance grows, they want to continue to increase scholarship awards. In addition, they will look at supporting funding for Ann and Debbie's positions, as they are funded 100% by the Workforce Development Board at this time.

## Topic 2: Internship Draft Day

The feedback from the task force, as well as those employers who participated, was that the event was very successful! It was a unique environment that differentiated itself from the college job/intern fairs. The companies liked the fact that the students chose them and they could conduct interviews at the event. The companies found value in having so many colleges represented at one time. The students indicated they were able to have fun while being introduced and interviewing with so many employers.

Chad Kopitzke has a video the students made of the Internship Draft Day event that he will share with the Development Task Force.

Some of the companies that hired students as a result of the event were Kohler Co., Miller Electric, and EMT. We will continue to report on hiring results from the event.

Some suggestions for next year included managing the music in the interview room during interviews. Either avoid the music during this time, or turn it down or off in the room. In addition, the scoring sheets were not getting placed in the appropriate spot, therefore getting missed. Next year we can have baskets to make it easier.

The number of internships and students attending was very good. See the table below:

<b>INTERNSHIP TYPE</b>	<b>Number Offered</b>	<b>Student Interviews</b>
<b>Engineering</b>	62	74
<b>Business Management</b> HR, Acctg, Finance, Mktg, Claims, Corporate, Purchasing, Generalist	52	62
<b>Electro Mech</b>	18	10
<b>IT</b>	14	13
<b>Quality Assurance/Supply Chain</b>	7	8
<b>Maintenance/Mechanic</b>	4	9
<b>Graphic Design</b>	4	4
<b>CNC</b>	3	0
<b>Total Internships</b>	164	180

The Steering Committee discussed the possibility of bussing students from other engineering schools such as MI Tech, Platteville, and Madison next year. It may be a possibility to have employers sponsor the bussing.

The date for next year's event will be confirmed after the Packers have completed their schedule. It will be held on either November 8<sup>th</sup> or the 10<sup>th</sup>.

This will be a major topic for the February Development Task Force meeting, as we will want to begin reaching out to the student organizations in spring before they leave for the summer. This will allow greater success in obtaining key contacts for these organizations. Utilizing students is a very good way to reach more students as they have greater access. It was suggested we set up a meeting with the students in March and get a "save the date" communication out to all of the colleges at that time.

### Topic 3: Scholarships

The chart below shows what scholarships the Alliance is currently funding. There were two \$1,000 scholarships that were given to Hispanic students that participated in a special plant tour. Ann recommended not doing this again next year, as there were only four students that applied and the previous year there were only two students that applied. The task force discussed recommendations for utilizing the additional \$7,000 available for scholarships, now that the Steering committee has increased scholarships to \$35,000. The task force recommended giving 2 \$1,500 scholarships to UW Sheboygan for students in their junior year for their new engineering degree program (one in electrical and one in mechanical). The task force also recommended giving 4 \$1,000 scholarships to the 4 tech colleges for 2<sup>nd</sup> year students. These recommendations will be brought back to the Steering Committee for final approval.

Scholarship Description	Amount	Recipient/Note
Associate Degree or Technical Diploma in a Manufacturing Related Degree Field	\$11,000	11 graduating high school seniors
Associate Degree or Technical Diploma in a Manufacturing Related Degree Field	\$4,000	Four non-traditional students age 25+
Engineering Technology Degree	\$10,000	Two awards at UWGB and also at UWO for any student in their third year of the program.
2 + 2 UW Fox Valley Electrical or Mechanical Engineering Degree	\$3,000	Two third year college students enrolled in the degree program

### Topic 4: Manufacturing First Expo & Conference

The task force discussed the idea of having college students attend the Manufacturing First Expo & Conference, similar to what was done with the high school students. Now that the conference is a two-day event, there is the opportunity on day two to include college students for a no cost luncheon and speaker. After the luncheon, the college students can explore the expo floor and network with employers. The students can be provided with information about employers who are hiring. The task force recommended having college students at the 2016 expo and will need to work on the content for this at the April meeting.

The task force vets the keynote speakers for the expo. Some ideas for the keynote speaker include:

Mark King - a 1981 UWGB graduate and was the President and CEO of TaylorMade-Adidas Golf until 2014 when he became the President of parent company Adidas North America.

Blake Mycoskie - is an American entrepreneur and philanthropist. He is best known as the founder and "Chief Shoe Giver" of Toms Shoes. He is the person behind the idea of One for One, a business model that gives away a pair of shoes to children growing up without shoes every time a pair is purchased. The question was asked where the shoes are made. They are made in Argentina, Ethiopia, and China. The concern was that the expo is made of manufacturers who reside in the USA. Another concern with Blake is that he does not book out more than 6 months in advance.

Day one will showcase specific industry programing. Day two will focus on innovation and technology in the workplace, along with the keynote and two speakers on the expo floor. The speakers for the event will include David Kohler, President of Kohler Co. and Lou Gentine, retired Sargento Foods Inc. CEO.

On June 6, 2016, the Alliance will celebrate its 10 year anniversary and will hold the general membership meeting at Lambeau Field. The speakers they are working on getting are Mike McCarthy, Coach of the Green Bay Packers or Betsy Mitchell, Packers Leadership Development Consultant.

### Topic 5: Machine Operators upskilling training

The task force discussed whether to continue working on a training program for upskilling machine operators in more mechanical skills. We discussed sending the membership a survey to find out what skills would be of interest to incorporate in a training program.

Brandon Beard discussed N.E.W. Plastic's experience with the Fast Forward Grant (FFG) funding they received. Their employees were strategically chosen to participate in the training. Many of them needed problem solving skills and a process for troubleshooting. They found it to be extremely eye opening and helpful.

Bobbi Miller shared two training initiatives the FVWDB is working on and will share more information as they develop.

The task force discussed whether having a training consisting of mechanical and electrical similar to the leadership academy is something the task force wants to pursue. Can a short-term program with the same format of problem solving in 4-hour blocks over 3-4 months be developed?

The task force agreed that pursuing this is of value. A survey of interest to the Alliance will help determine need and value. This will be an agenda item for the next meeting.

**Topic 6: Plan 2016 initiatives**

1. Organizing Internship Draft Day event.
2. Discuss pursuing machine upskilling training.
3. Development of drop off materials for potential new Alliance members.
4. Organizing college students at the Manufacturing First Expo & Conference.
5. Increase membership.
6. Increasing member involvement – how to get them more involved. Ann indicated she sends email regarding the activities of the Alliance and had 8 new people respond.
7. Ideas on how to find general laborers. Some companies are having a hard time locating people to fill these jobs. Brenda Haese said Tramontina has been working with the Holiday House, as people with disabilities are able to do these types of jobs.

**Topic 7: Set next meeting agenda and location:**

**The next Development Task Force meeting is on Thursday, February 25, 2016 at ProSolutions, 2900 Curry Lane in Green Bay at 8:30 a.m.** February agenda items include: 1) Internship Draft Day planning/outreach; 2) Machine upskilling training/survey; 3) Development of drop off materials; 4) Selecting the Manufacturing First Expo & Conference keynote speaker