

**NEW Manufacturing Alliance
Steering Committee Meeting**
March 10, 2016
10 a.m. – 11:45 a.m.
UW-Oshkosh's Welcome & Alumni center

Minutes

Attendees: Bill Bartnik, Jeff Anderson, Ron Buchinger, Mark Kaiser, Jim Koronkiewicz, Paul Rauscher, Rick Recktenwald, Scott Kettler, John West, Jerry Murphy, Paul Stelter, Bobbi Miller, and Ann Franz

Topic 1: Discussion on Strategic Retreat

Everyone agreed that the strategic planning meeting was very productive. The results from that meeting including the formulation of what is a world class manufacturing center.

World Class Manufacturing Center:

- A world class manufacturing center is a globally recognized, desirable place to live and work where there is tremendous pride not only in manufacturing but a pride to manufacture.
- It is a place where a highly trained and skilled workforce has a wide variety of technical expertise which is readily transferable, gained through a strong life-long educational system, and built on an abundance of learning opportunities.
- It is a creator and sustainer of strong cultures where employees work together for the common good based on a strong values system.
- It is a place where innovation is incubated and embraced. A place where quality is engineered into products from day one and lead time and costs are not only competitive, but best in class.
- A world class manufacturing center is a place where individuals, companies, communities and government come together to create strong, stable leadership that not only drives manufacturing, but promotes a culture of collaboration which enables everyone to succeed.

The Alliance's Mission statement that was finalized at today's meeting:

Driving development of a diverse, innovative, and sustainable workforce by promoting an inspiring image of NE Wisconsin manufacturing to the world.

The Alliance's Vision statement was finalized:

Every northeast Wisconsin manufacturer can find the talent they need.

The Strategic Objectives were modified to the following, which will be sent to each taskforce to offer suggestions:
Financial (Steering)

- Double the number of Alliance Manufacturers who are members of NEW MA in 4 years.
- Become financially self-sustaining in 5 years while enhancing current programs.
- Define and develop strategy for Associate / Affiliate membership and partnerships. Measure = current percentages of total membership.

Partnerships / Collaboration (K-16)

- Continue to engage and develop relationships with NEW ERA, K-12 and economic development.
- Reach same engagement of partnership with rural K-12 as urban K-12. Measure = school district participation from x% to xx%.

- Advocate, educate, and drive colleges for degrees in all facets of manufacturing (supply chain, accounting, engineering, etc). Measure = # programs / # of graduates / # hired from programs
- Be the thought leader to manufacturers throughout the world related to manufacturing careers/ manufacturing alliances.

Promotion / Marketing

- Parents believe mfg. careers are an exciting, positive career choice. Measure = # of touch points
- Engage job seekers & college students in and outside of the New North about career opportunities. Measure = in region and out of region activities.

Talent (Development)

- Understand and communicate the job needs of the manufacturing environment. Measure = document that tells the real need.
- Understand all the labor pools available to NEW Manufacturers. Measure = ?
- Drive innovation skills (professional “soft” skills) into K-16. Measure = ?
- Develop an advanced manufacturing workforce.

Topic 2: Tech Ed teacher crisis

Mark Kaiser led the discussion regarding the ongoing tech ed teacher crisis. Currently there is a shortage of tech ed teachers to fill open vacancies. In part the Alliance’s efforts are a part of the reason for the crisis. The engagement from K-12 and improving the image of the career has caused more tech ed classes at schools throughout the New North. Many tech ed teachers are moving to different school districts, because they are receiving a wage increase and sometimes even a signing bonus. The superintendent in Denmark spoke to Mark about this issue and asked if the Alliance could help in finding solutions to this problem. Mark suggested the Alliance partner with four school districts and develop a working group of tech ed teachers and Alliance members to work on solutions to the issue. The Alliance would give a matching gift of \$2,500 (the school will also need to give \$2,500) that could be used for teacher’s salaries and/or equipment/materials for the tech ed department. There was discussion that the schools would partner with the Alliance, without the organization giving money to the school. Some were concerned on how the Alliance determines what school districts receive the money over those that do not. There was a motion to give a three year commitment to four schools \$2,500 each year with the school also matching \$2,500 with a requirement of the tech ed teachers being part of a working committee to solve the tech ed teacher crisis. Motion made by Jim and second Mark K. Those voting for the motion: Mark, Jim K., Rick, Jeff, Paul, Scott and John. Those opposed Bill and Ron. Motion carried. The K-12 taskforce will work on developing a strategy and targeted school districts for the project.

Topic 3: June 6th 10 year anniversary meeting

Paul Rauscher secured Mark Murphy to present on leadership at the 10 year event. Rick Recktenwald suggested creating a promotional piece telling NEWMA’s story (past & present). Plans are to include the piece in an IOM issue, in addition to having it as a takeaway at the June 6 event. 5,000 copies would be printed for IOM distribution, with 2,500 additional copies available. Brian Rasmussen from Insight stated that they could do the piece at no cost to the Alliance by securing sponsorship through the membership. Members would have their logo on the back cover of the publication at a cost of \$300. Depending on how many sponsors are purchased, Insight would give part of the proceeds back to the Alliance for scholarships. The breakdown is:

20 sponsors would guarantee \$2,000 in scholarships
 25 sponsors would guarantee \$3,000 in scholarships
 30 sponsors would guarantee \$4,000 in scholarships
 35 sponsors would guarantee \$5,000 in scholarships

The promotional piece will:

- Tell NEWMA’s story.
- Highlight significant accomplishments.

- Serve as a recruitment tool for potential new members.
- Be used nationally and abroad when asked about the organization.

The Communications taskforce suggests the June 6 event include NEWMA revised mission statement and a new vision statement. The announcement to the attendees is that the main focus for the organization will still be on talent development, collaboration and partnership, with the hope of being freestanding over the next 4 year period. Former All Stars and former excellence award winners will be invited to the celebration.

Program

11:45 Networking

12:00 Lunch

12:15 Welcome – Bill Bartnik

12:20 Structured Introductions

12:30 History & Leadership – Paul Rauscher

12:45 Video

12:50 Discuss Leadership - Mark Murphy *(Includes a Q&A related to his topic of discussion.)*

1:20 Future - Mark Kaiser *(The Steering Committee will be introduced and go on stage as the incoming chair Mark Kaiser for 2017 will announce the future for NEWMA)*

1:35 Networking

The Steering committee liked the agenda and the 10 year magazine.

Topic 4: Overview of 2016 financial projections

There was a review of the 2016 financial budget. All agreed that the budget was in line with the goals of the organization.

Topic 5: IEDC award grant

WEDC approached the Alliance to apply for the International Economic Development Council's awards program. Last year Fox Cities Chamber won for its' Talent Upload. WEDC would like the Alliance to submit an application related to Internship Draft Day. The cost is \$110. Jerry shared that he feels there is value in applying. All members agreed to move forward with the application.

Topic 6: Next steps and next meeting

Bill Jartz asked for help finding a manufacturer to build an aluminum case for his chainsaw. The Steering committee will pay for the case to be made by Robinson Metal, due to Bill being the emcee for the Alliance's Awards dinner.

The next Steering committee meeting will be held on **April 6 at 2 p.m. at EMT International**. The address is 780 Centerline Drive, Hobart. The meeting will start with a telephone conference call with Mark King, president of Adidas North America, who will be the keynote speaker for Manufacturing First.