

**NEW Manufacturing Alliance
Steering Committee Meeting**

April 6, 2016
2 p.m. – 4:30 p.m.
EMT International

Minutes

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

Topic 1: Mark King, president of Adidas conference call regarding speaking at Manufacturing First

Mark King shared some topic ideas including the 'evolution of leadership' that he has presented at other events. He is interested in presenting a speech on passion and purpose to the high school students attending the show as well. The members encouraged him to share how Adidas is moving some of their manufacturing back to the United States.

Topic 2: Manufacturing First speakers and topics

There were three presentations from organizations interested in presenting at the Manufacturing First Expo.

Sharon Hulse from Employment Resource Group presentation is focused on talent. The Steering committee thought a program on "Values & Behavior Alignment" and "Effective Development Plans for Empowering Employees."

The Fox Valley Safety Council and Wisconsin Safety Council discussed topics related to behavioral safety and engaging employees long-term on safety initiatives. The Steering committee was encouraged to visit the conference website to view possible session topics at <https://www.wmc.org/programs/wisconsin-safety-council/conferences/annual-safety-conference/>. Please send Ann any suggestions of sessions that are of interest to replicate at the Manufacturing First Expo & Conference.

Doug Maki from Optima shared some topics related to Lean that focus not only on process improvement, but the need for leadership to be advocates of changing the culture at their company. Members thought the CEO of Barry Wehmiller may be more a keynote speaker than for a breakout session. The committee was intrigued by having the author of a book focused on a lean sales process and TWI.

On Day 1, there will be a track for industrial machine builders/metals. Topics of interest for this track were metal identification/security requirements in 3TG, tooling/machining/3D printing innovation and research, and an overview of the global economy including competition outside of the United States.

All agreed it would be beneficial to host a special luncheon for CEO/president/general manager luncheon on Day 2 with members from the other state manufacturing alliances. The discussion would be on developing a statewide strategy on marketing manufacturing careers.

Topic 3: June 6th 10 year anniversary meeting

In order to reduce the cost to host the 10 year anniversary at Lambeau Field, the Alliance will invite five members to sponsor the event at \$2,500 each. The companies will have an opportunity to be part of the program, logo featured in publicity for the event and receive 4 free tickets. Their logo will also be on the 10 year anniversary issue in a larger size than the other logos. Paul said he would like to be one of the sponsors. It was also decided that each dues paying member will receive 2 complimentary tickets, Affiliate members one complimentary ticket and all others will pay \$50.

An email was sent to members about sponsoring the 10 year anniversary magazine on Monday. Insight shared with Ann after the Steering committee meeting that 25 companies have sponsored the magazine, in only two days of recruitment. Element, a marketing and PR firm will design the magazine as an in-kind Associate membership.

Ron Johnson's office has expressed possible interest in him attending/speaking briefly at the event. The Steering committee is interested in having him do a short speech, as long as it is not a campaign speech.

Topic 4: Strategic outcomes discussion

The taskforces have not met since the March Steering committee meeting, so there are no recommendations at this time. This will be reviewed at the next Steering committee meeting.

Topic 5: Next steps and next meeting

Bill cannot meet our usual meeting time in May. The meeting has been changed to **May 10th at 2 p.m. at Sargento Foods.**