

**NEW Manufacturing Alliance  
Board of Directors Meeting**

November 2, 2016  
2 p.m. – 4 p.m.  
Sargento Foods

*Minutes*

Attendees: Bill Bartnik, Jeff Anderson, Steve Anklam, John Dennis, Jim Koronkiewicz, Scott Kuehn, Rick Recktenwald, Jerry Murphy, and Ann Franz

**Topic 1: Doug Dunham, Director, Regional Materials and Manufacturing Network (RMMN)**

Doug discussed the relatively new network of Wisconsin universities that assist manufacturers in areas related to materials sciences. The nine colleges, including UW-Oshkosh, UW-Eau Claire, UW-Madison and UW-Stout provide a variety of services including:

- Access to equipment
- Expertise in materials analysis
- Training
- Industry based student projects

The materials that are the focus of the network are metals, coatings and plastics. Doug shared a website that has a database of equipment and experts that industry can identify what campus has what it needs. The website is [www.wiscmat.org](http://www.wiscmat.org). Doug encouraged attendees to review the website and share any thoughts on how to enhance the website for the user. The Board felt that this information would be extremely beneficial for the membership to know about this resource. Both Michigan Tech and RMMN will be asked to present at the March 2017 meeting.

**Topic 2: Funding discussion, including 2017 projects/social media**

Jim and Dean are in agreement with the new funding structure starting July 1, 2017. BAWDB will pay 50% of wages/fringe/expenses in 7/1/17-6/30/18 and then 75% of wages/fringe/expenses in 7/1/18 and beyond. NWTC will fund the 30 hour administrative support person.

The 2017 dues structure will be as follows:

1-50 - \$600  
51 – 250 - \$750  
251-500 - \$1000  
More than 500 - \$1,500

In determining if the organization can afford paying 50% of the director's wages/benefits starting in July 1, 2017, the following scenario was given:

- grow membership in the next 16 months 80 members x average dues \$850 = \$68,000.
- In addition, if we increase dues an average of \$250 x 135 current members = \$33,750
- Total for both is \$101,750.

Jim made a motion to approve the new 2017 dues structure and John second the motion. The motion approved unanimously.

The Board reviewed the letter that will be sent out with the 2017 invoice and made some suggestions on some revisions.

The Twitter/Facebook contract expires ends Dec. 31, 2016. The Board wants to continue the Twitter campaign, but is unsure of the Facebook campaign. The cost is \$700 per month for Twitter and \$150 for Facebook. Facebook has not grown followers, but it is a medium that parents follow. There was discussion on other social media platforms, such as

Instagram. The Communications taskforce is discussing social media and will give the Board their recommendation in early 2017.

### **Topic 3: Recap of events for Manufacturing Month**

**Get Real Math Premiere** had over 250 attendees including educators from 60 different school districts. The event raised \$4,350 plus another \$1,500 with three companies donating \$500 each directly to the schools that won the raffle. The total cost the Alliance paid for the event was \$4,326.23.

**Manufacturing First Expo & Conference** had 212 exhibit spaces compared to 179 last year. There were 1297 registered attendees, last year was 1,231. New this year there were 63 college students attending the afternoon of Day 2. There were 550 high school students that attended. New this year, was several of the schools that participated in previous years paid for their own bussing, because they wanted to attend. The CEO Luncheon was another new feature of the event and the Board feels this is something that should be done again. There was good interaction during the lunch as well as the program. Ann will contact the leads at each Alliance about next steps. Future topics could include employee retention.

**Excellence in Mfg./K-12 Partnerships Awards** had 383 attendees compared to last year 360. We raised at the Awards dinner \$10,650, which was down from last year's \$12,000. However, Mark King donated his speaking fee to the Alliance's scholarship fund, which ended up giving the Alliance a total of \$30,650. The new format of how we introduced the All Stars was a good new enhancement to the program.

The Alliance sponsored the Greater Green Bay Chamber's 'Find Your Inspiration' on Oct. 13, which had over 3,700 8<sup>th</sup> graders from Brown County schools.

The Alliance assisted in the coordination of a Kewaunee County Manufacturing tour of NEW Plastics and D&S Machine with students from Luxemburg/Casco, Kewaunee and Algoma high schools. The tour was held on Oct. 24 and had over 400 students.

In the month of October, schools throughout the New North distributed a parent survey regarding their perception of manufacturing careers. There are 675 parents that have completed the survey. SME distributed the same survey nationally and had 500 parents complete it.

### **Topic 4: North Coast Marine Manufacturing Alliance partnership**

The North Coast Marine Manufacturing Alliance is interested in merging with the Alliance. Three of the six members are not currently NEWMA members. The organization has Associate members, which several of them not being NEWMA members. The organization has two major expenses: SeaPerch competition and hosting its' website. Last year's website hosting fee was \$660. The SeaPerch competition is approximately \$3,800. This includes purchasing 16 kits to donate to schools and the cost of renting a pool. The organization has \$22,000 balance that can pay the fees for hosting the website and the SeaPerch competition over the next few years. Jim made a motion for the NCMMA to merge into the NEWMA, Rick second the motion. The motion was passed unanimously. The chair of the NCMMA will be asked to join the Board of Directors.

### **Topic 5: Future meetings with NEW ERA and 2017 strategic planning**

NEW ERA has requested that the Board meet with them at their next meeting being held on Nov. 30 from 10 a.m. until 11:30 a.m. at NWTC. The Board will meet prior to the meeting at 9:30 a.m. to go over any NEWMA business, including setting dates for 2017 March and June membership meetings.

Mike with N.E.W. Plastics suggested at the January Board meeting be a half day meeting to strategize for the new year. All agreed that having a planning meeting on January 4<sup>th</sup> is recommended.