



NEW  
Manufacturing  
Alliance

Make it in NorthEast Wisconsin



*Full Membership  
meeting*

December 6, 2016  
KI Convention Center

## NEW Manufacturing Alliance

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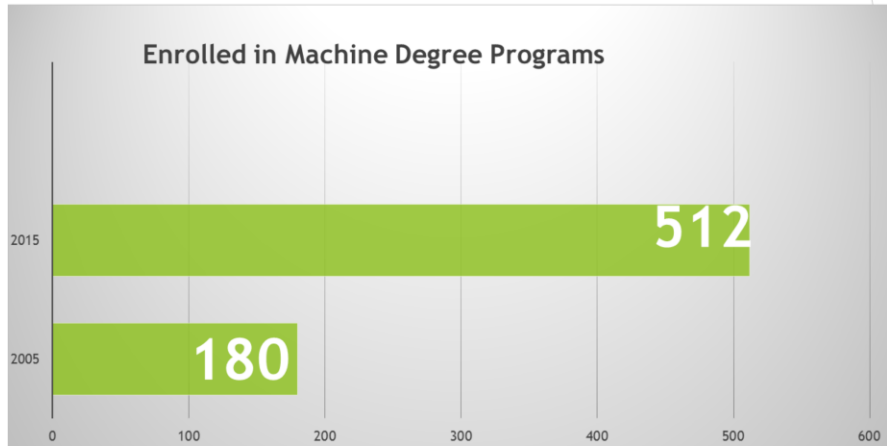
- Founded June 2006
- Over 200 members including: manufacturers, educational institutions, workforce development boards, chambers of commerce, economic development and government entities
- 18 counties in the New North
- The **Vision** of the NEW Manufacturing Alliance is **Every Northeast Wisconsin manufacturer will find the talent it needs.**

Good afternoon! Thank you for attending the Northeast Wisconsin Manufacturing Alliance's full membership meeting in conjunction with the New North Summit. This afternoon, the Alliance will recognize its 2017 All Star winners and announce the results of the 2017 Northeast Wisconsin Manufacturing Vitality Index study. For those of you who are not familiar with the Alliance, we are a manufacturer-led organization with more than 200 members throughout the New North. This was a very exciting year for the Alliance, we celebrated our 10 year anniversary on June 6 at Lambeau Field. This past year, the Board of Directors developed a five year strategic plan for the organization, we enhanced our vision, which is "Every Northeast Wisconsin manufacturers will find the talent it needs." We believe this is the reason why we got started and directs us in all we do as an organization. Over the ten years there has been a lot the organization has accomplished to help members find the talent it needs. Let's watch this short video that was shown at the 10 year anniversary in June reflecting back over the past 10 years.

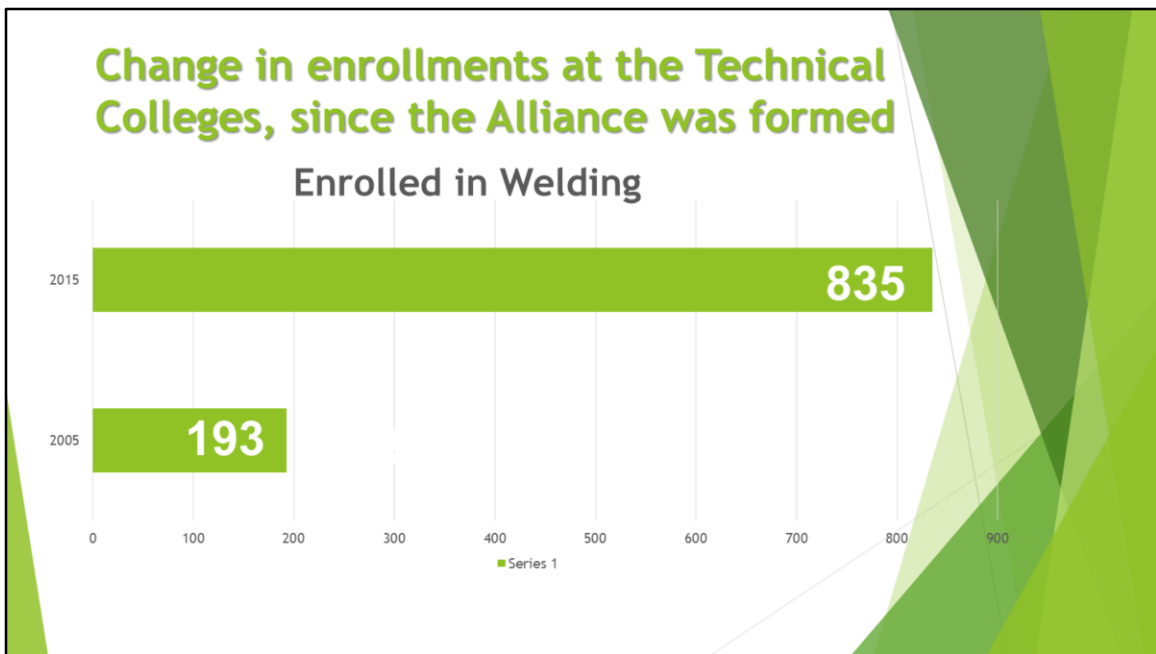


A special thank you to Element for designing the 10 year anniversary magazine and opening video.

## Change in enrollments at the Technical Colleges, since the Alliance was formed



One of the chief metrics our organization has had since its foundation in 2006 is our goal of increasing the number of people enrolled in New North technical colleges. I would like to share with you the increase in enrollments from 2005 to 2015 in just a couple of degree programs. In machine-related degree programs, we have seen a significant increase from 180 students in 2005 to 512 people enrolled in 2015.



Enrollments in Welding degree programs have increased from 193 in 2005 to 835 in 2015.

## **2016 New Associate Members**

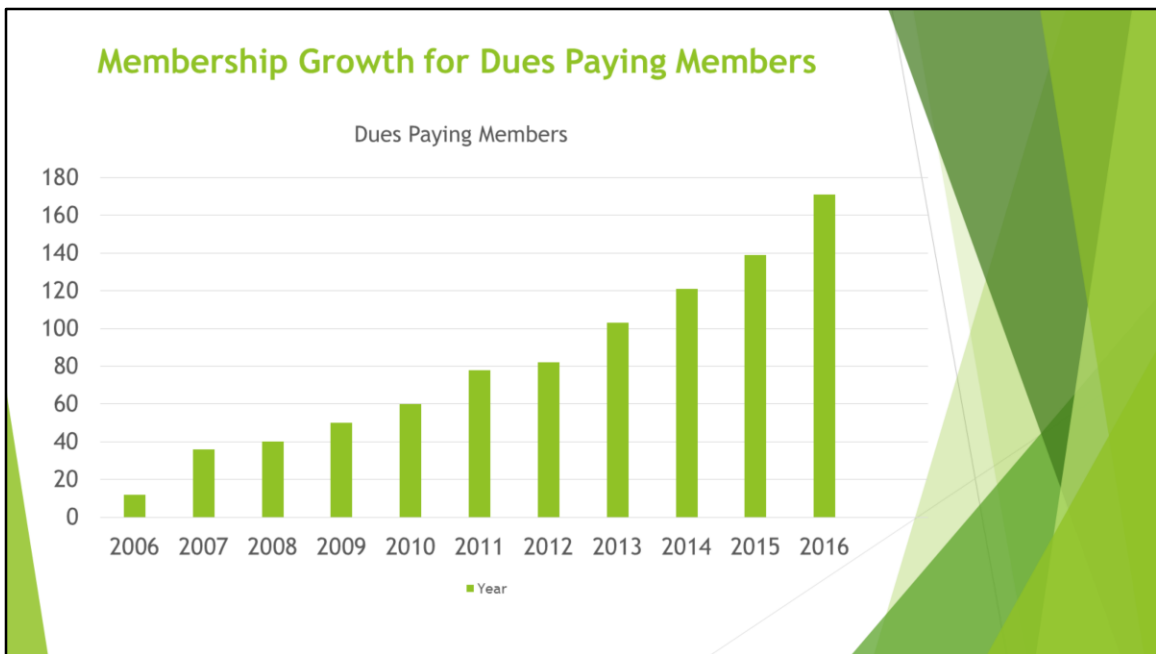
**Ansay & Associates**  
**Element**  
**Hager, Dewick & Zuengler S.C.**  
**Imaginasium**  
**Investors Community Bank**  
**Lab Midwest**  
**Sentry Insurance**  
**UE Systems**

I do not believe we would have seen the increases in enrollments and new technical degree programs without manufacturers joining together, with one voice and one shared vision. The Alliance unites manufacturers with education, economic development and workforce development to help the region understand the vitality of our industry and the great careers that are available. I want to thank our Associate members that joined this year.

## 2016 New Members

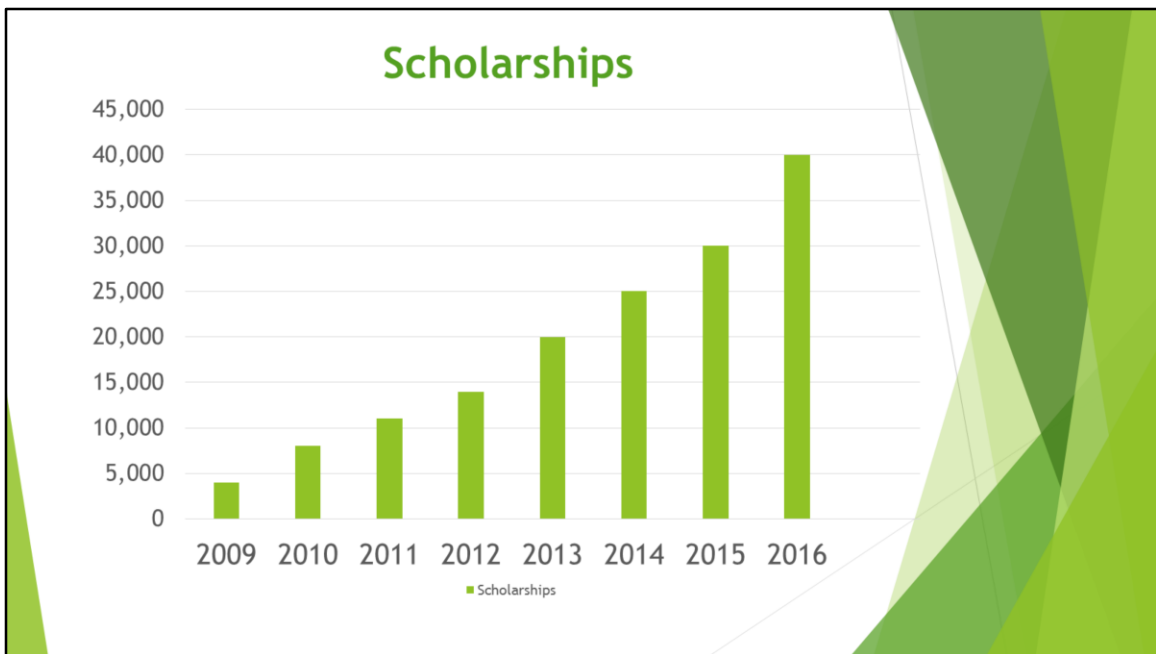
- ❖ American Orthodontics
- ❖ Amerilux International
- ❖ Appleton Coated
- ❖ Architectural Forest Products
- ❖ AT&F WI
- ❖ Badger Tag & Label
- ❖ Beck's Quality Cabinets
- ❖ Bemis Co.
- ❖ BENMAR Fabrication
- ❖ Burger Boat
- ❖ Classic Gears & Machining
- ❖ Crown Lift Truck
- ❖ Cruisers Yachts
- ❖ Doig Corp.
- ❖ Dubois Chemicals/American Finishing Resources
- ❖ Dutchland Plastics
- ❖ Eck Industries
- ❖ Evergreen Tool
- ❖ Excellion
- ❖ Exhibit Systems
- ❖ Fives Giddings & Lewis
- ❖ Great Lakes Tool Mfg.
- ❖ Heartland Label Printers
- ❖ K.R. West Co.
- ❖ Luvata Appleton
- ❖ Marquis Yachts
- ❖ The Medalcraft Mint
- ❖ Outlook Group Corp.
- ❖ Parker Hannifin Corp.
- ❖ Powergrid Solutions/Neumetal
- ❖ Rhine Machining Fabricating
- ❖ Sulzer Machining & Mfg.
- ❖ Unlimited Services of WI
- ❖ Vintage Works
- ❖ Zander Press

Now 10 years later, there are more companies partnering with the Alliance. In fact this year, we had a record number of new members, which was 43 new members this year. If you are a new manufacturing or Associate member in 2016, please stand. Please welcome our new members for 2016.



Membership growth for dues paying members has increased significantly over the last five years. The Alliance now has 171 dues paying members plus another 36 affiliate members. We are now a membership of over 200 members!





The Alliance continues to invest in the pipeline of future employees by offering scholarships at the two- and four-year colleges in the New North. As an organization, we started out with \$4,000 annually for scholarships, in 2015 we invested \$30,000. I am pleased to inform you that we increased our annual scholarships for the 2016/2017 college term to \$40,000. New this year, due to the shortage of Tech Ed Teachers, the Alliance is also sponsoring educators to get their tech ed teaching license.

A very important fund raising tool for our scholarship fund is the Manufacturing First Expo & Excellence Awards. I would like to bring **Mark Meloy, CEO of First Business Bank**, up to the stage for a special announcement.



The Alliance sincerely appreciates **First Business Bank's** partnership and continued support.

Next, I'd like to share an overview of the Alliance's 2016 activities. First, our K-12 Taskforce led the development of manufacturing-related math problem videos. These videos showcase how math is used in the real world, along with giving middle and high school age students manufacturing career awareness. There are now 23 videos, filmed at EMT International, Georgia Pacific and Nercon Engineering & Manufacturing. On October 4, the Alliance held a video premiere, debuting the nine new videos filmed in 2016. Over 200 people attended, including educators from 60 different school districts, from Slinger to Marinette. Teachers were recognized at the event, walking down a red carpet with signage stating "Educators are the Stars of our Community."

## Excellence in Mfg/K-12 Partnerships Awards



This year's Awards dinner raised more than \$30,000 in college scholarships compared to \$12,000 the previous year. There were 383 attendees at the event, which recognized schools and educators at Fond du Lac, Freedom, Mishicot, Oostburg, and Sheboygan. Companies that were recognized included Alliance Laundry Systems, KI, Masters Gallery Foods, Nercon Engineering & Manufacturing, and NEW Water. Ariens Foundation and Endries Foundation were given the Community Partnership Award. New this year, we recognized one college, which was Fox Valley Technical College.

## Manufacturing First Expo & Conference

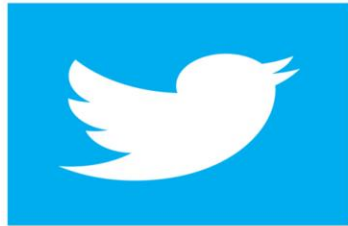


This year's expo had over 200 exhibit spaces and more than 1,300 registered attendees. 550 high school students and teachers also attended the event, where students chose from manufacturing occupations and met with people who work in that career. In addition, the Alliance also facilitated one-on-one meetings between Alliance members exhibiting at the event and up to two potential customer. Plus new this year, we invited college students to attend the afternoon portion of Day 2.



Our Talent Taskforce partnered with NEW ERA to host the second annual Internship Draft Day at Lambeau Field on November 10. Alliance members received a complimentary booth at the event and met with students from 18 different colleges from the New North region and other colleges, such as UW-Madison and UW-Platteville. New this year, the Alliance through the sponsorships by Plexus and Parker bussed students from Michigan Tech and UW Stout. Students had the opportunity to have one-on-one interviews and participate in a contest to be the “number one draft pick” for their college.

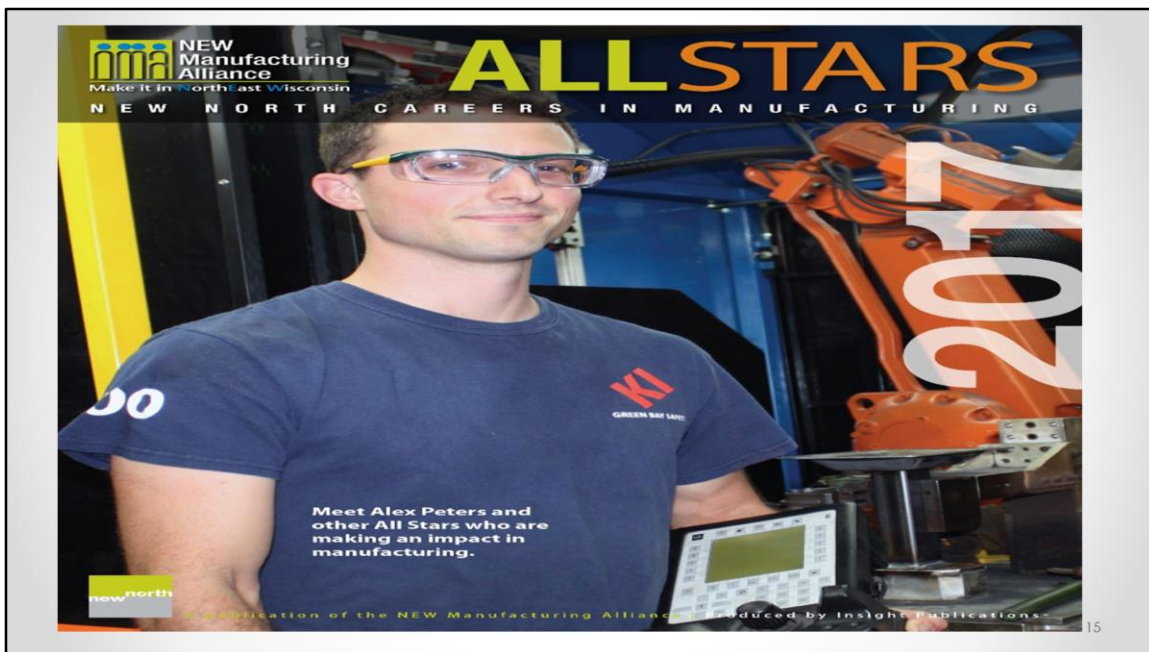
## Social Media Campaign



**@NEWmfg**

The Alliance continues to tweet 3-5 times a day about member news, job openings and information about manufacturing careers. We now have over 1,000 people following us.





I am very pleased to announce this year's 2017 All Stars awards. This is the ninth year that the Alliance has recognized the "best of the best" in manufacturing talent. One of the main reasons why manufacturers are so successful in northeast Wisconsin is the talented workforce that is here. The Alliance will be distributing 20,000 copies of this All Star magazine to K-12 students, educators and parents. The January issue of Insight on Manufacturing magazine will also contain the magazine as an insert. The Alliance's website has an online version of the magazine, which includes videos of each All Star. I will now show you a video showcasing all of the 2017 All Star winners.

## Honorable Mention - 2017 All Star Mentors

Scott Baldwin - Nicolet Plastics  
John Buyarski - KI  
Susan Doughty - Georgia-Pacific  
Scott Duffey - Sturm Foods, Inc.  
Jim Eckes - Nercon Eng. & Mfg. Inc.  
Justin Ehlenbeck - Johnsonville Sausage  
Jennifer Finley - Sargento Foods Inc.  
Tammy Flora - Masters Gallery Foods  
Paul Froehlich - Rockline Industries  
Les Gannigan - Masters Gallery Foods, Inc.  
Larry Hein - Walker Forge, Inc.  
Daniel Hoefert - Eck Industries  
Jason Malson - Nercon Eng. & Mfg. Inc.  
Jeff O'Day - Fincantieri Marinette Marine  
Dave Pennings - Johnsonville Sausage  
William Schmidt - Nicolet Plastics, Inc.  
Andy Schuette - Johnsonville Sausage  
Steve Thorne - Sturm Foods, Inc.

There are so many deserving individuals working in manufacturing companies that were nominated, but are not recognized as an 2017 All Star Mentor. Here is a list of all of the Honorable Mentions in the All Star Mentor category.



## **Honorable Mention - All Stars**

**Ashley Christofferson - Sturm Foods, Inc.**  
**Aaron Hanson - Nercon Eng. & Mfg., Inc.**  
**Jesse Holl - Nicolet Plastics**  
**Pat Jossart - Nature's Way**  
**Nathan Kearns - Rockline Industries**  
**Andrew Meneau - Lindquist Machine Corporation**  
**Steffan Peterson - Heartland Label Printers, LLC**  
**Philip Plagemann - Kohler Company**  
**Amy Scherer - Sturm Foods, Inc.**  
**Ramandeep "Singh" Virk - Rockline Industries**  
**Yliyah Weber-Hawkins - Sargento Foods Inc.**

And congratulations to this year's Honorable Mention – All Stars, too. If you are on the Honorable Mention list for either the Mentor or All Star category, please stand to be recognized. Let's give them a round of applause.

## **2017 All Star Mentor Jake Morois - EMT International**



Now let me introduce this year's 2017 All Stars and All Star Mentors.  
Jake Morois with EMT International is a 2017 All Star Mentor.

## 2017 All Star Mentor Janet Rankin - KI



Janet Rankin from KI's Bonduel plant is a 2017 All Star Mentor.

**2017 All Star**  
**Josh Buman - Heartland Label Printers**



And onto All Stars  
Josh Buman with Heartland Label Printers

**2017 All Star**  
**Brian Danielson - Lindquist Machine**



Brian Danielson with Lindquist Machine

**2017 All Star  
Justin Dart - Nature's Way**



Justin Dart with Nature's Way

**2017 All Star  
Erin Halle - Sargento Foods**



Erin Halle with Sargento Foods.



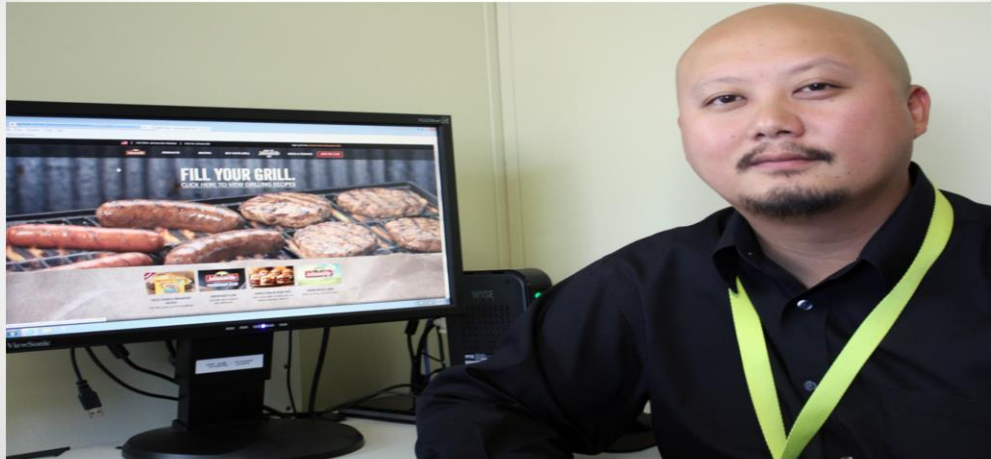
## 2017 All Star Jacob Liimatta - EMT International



Jacob Liimatta with EMT International.



**2017 All Star**  
**Tou Long Lee – Johnsonville Sausage**



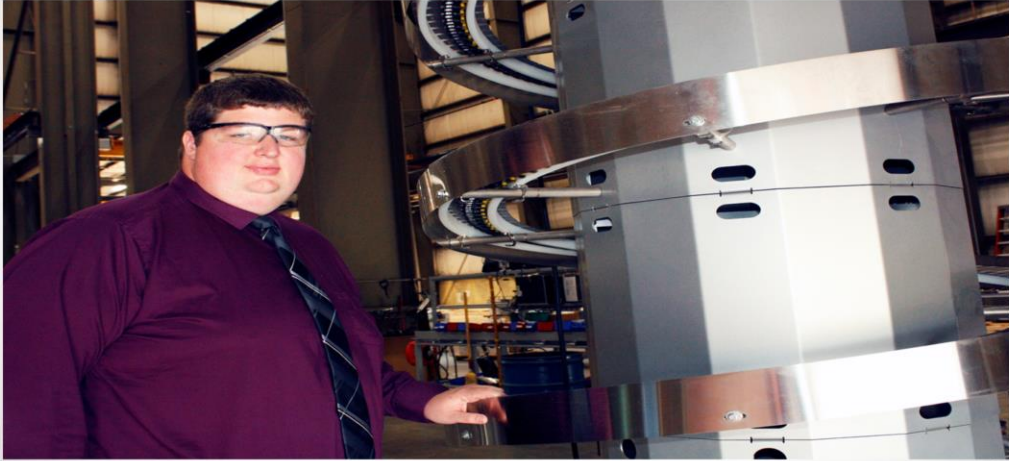
Tou Long Lee with Johnsonville Sausage

## 2017 All Star Alex Peters - KI



Alex Peters with KI. Alex not only is this year's cover, but also starred in two Get Real Math videos.

**2017 All Stars**  
**Andrew Rottier - Nercon Eng. & Mfg., Inc.**



Andrew Rottier with Nercon Engineering & Manufacturing.

**2017 All Star**  
**Ryan VanCampenhout - Georgia-Pacific**



Ryan VanCampenhout with Georgia-Pacific.

## 2017 All Star Paul Verhagen - A to Z Machine



Accepting the award for Paul Verhagen is Al Melby with A to Z Machine.



NEW  
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## 2017 Northeast Wisconsin Manufacturing Vitality Index

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December 6, 2016

Congratulations to all of the All Star honorees. Now, I would like to invite **Mike Kawleski, the Alliance's Communications Taskforce chair and public affairs manager for Georgia-Pacific**, to come to the stage and present the Alliance's seventh annual Northeast Wisconsin 2017 Manufacturing Vitality Index.

## Survey Background

- **7th Annual Manufacturing Vitality Index Survey**
- **Partnership between the Alliance and the University of Wisconsin-Oshkosh Business Success Center**
- **Sample of 392 manufacturers in the New North with \$3 million or more in annual revenue and 25 or more employees**
- **149 companies responded to the telephone survey (38% response rate)**

Thank you, Bill. The Alliance was pleased to again sponsor this important study for the New North region. Understanding the health and needs of the manufacturing industry in northeast Wisconsin is critical for all of us, regardless if you are an educator, economic developer or manufacturer. Manufacturers employ 23 percent of the entire workforce in the New North, more than any other industry sector, so assessing its vitality is important. The Alliance would like to thank the University of Wisconsin-Oshkosh's Business Success Center for administering the study for the sixth year. The sample was New North manufacturers that had \$3 million or more in revenue, and 25 or more employees. Out of 392 possible study participants, 149 manufacturers participated in this telephone survey.

## Results

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- **Manufacturing Business Growth**
- **Plant Modernization**
- **Workforce Growth & Skills Shortage**
- **Recommendations**

The study addresses several areas, including Manufacturing Business Growth, Plant Modernization, Workforce Growth and the Skills Shortage. After we review the results, I'll share the study's recommendations.



## Manufacturing Business Growth

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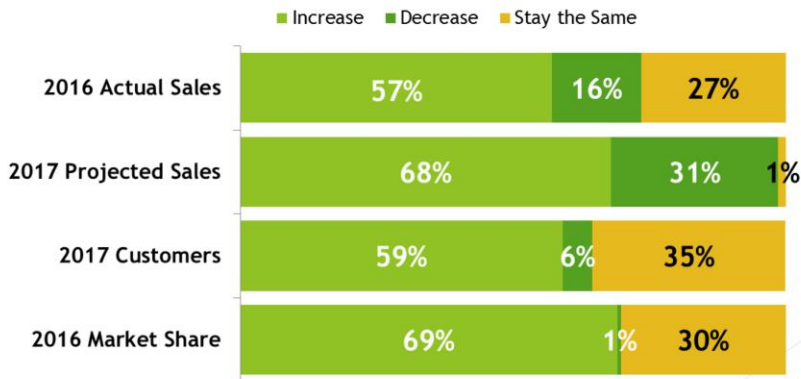
**99%**  
expect their companies'  
financial health  
in the next 6-12 months  
to be healthy or quite healthy

33

First, it is great to know that 99 percent of respondents said their companies' financial health would be "healthy" or "quite healthy" in 2017.

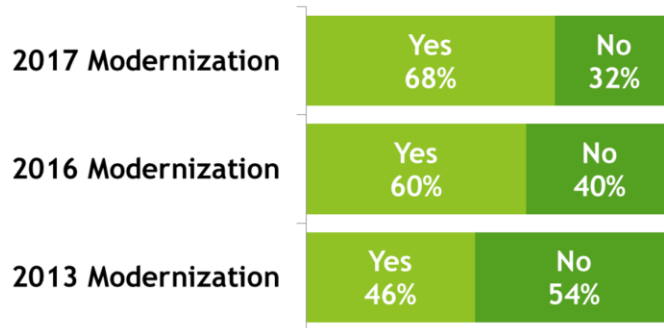
## Manufacturing Business Growth

57 percent increased sales in 2016 and...



57 percent of those surveyed saw increased sales in 2016. If the manufacturers are correct with their projections for 2017, it is expected that 68 percent will see an increase in sales. As you see, estimated 2017 Customers and 2016 Market Share also show strong increases.

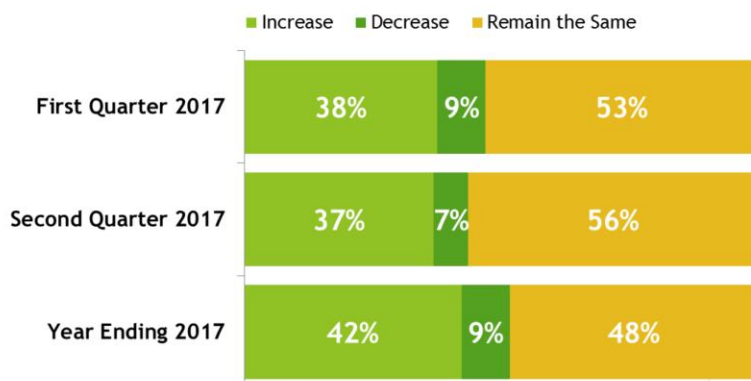
## Plant Modernization



Companies are investing in their facilities. This year, 68 percent, a record number of companies stated that they were going to invest in modernization.

## Workforce Growth & Recruitment

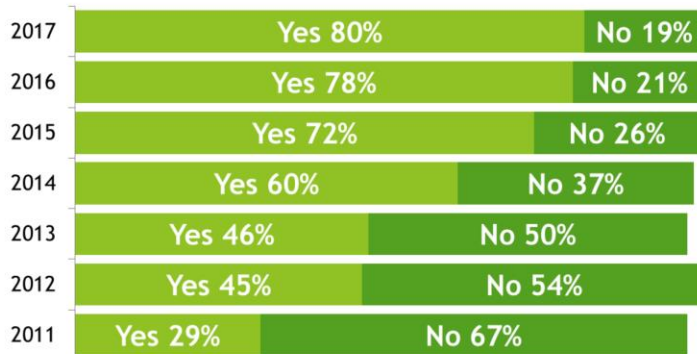
**1 in 3 employers are planning to hire in 1<sup>st</sup> quarter in 2017!**



There is a strong forecast for hiring for 2017, with 38 percent saying they plan to hire in the first quarter. In subsequent quarters of 2017, more than one-third of employers stated that they will be hiring.

## Skills Shortage

### The skills shortage continues



Unfortunately, 80 percent expect to have difficulty finding people to fill their job openings. In the first year of the study in 2011, only 29 percent of manufacturers believed there was a skills shortage. It is not surprising that, with the unemployment rate being the lowest in many years and baby boomers retiring manufacturers are concerned about finding the talent they need.

## Top 7 Difficult-to-Fill Occupations

1	Machinists/CNC Machinist
2	General Labor
3	Welders
4	Engineers
5	Assemblers
6	Electro-Mechanical/Service Techs
7	Sales Reps

Machinists were, overwhelmingly, the number one hard-to-fill occupation mentioned in this year's survey. In fact, machinist has been the number one occupation on this list over the last several years of the study. Interestingly, for the second straight year, general labor was cited as the second most difficult to find. In a nutshell, both skilled and unskilled talent is in demand.

## Skill Gaps

### Soft skills not found in the workforce:

1	Communication
2	Attendance
3	Work Ethic
4	Math
5	Teamwork

The study also asked respondents what other “soft” or employability skills are in demand, but are hard to find. For the fourth year in a row, Communication was cited as the skill the workforce is most lacking.

## Recommendations

- K-12 students, educators & parents
- Technical colleges & universities
- Elected officials & community leaders
- Retired workers
- Manufacturers

Lastly, here are a few recommendation for how to meet some of the challenges noted in the survey. First, the Alliance and its members are committed to working with K-16 educators, students and parents to help grow the future manufacturing workforce long-term. For example, it is critical for all manufacturers to engage with education by hosting plant tours, offering youth apprenticeships and working with your local schools as advisory members. The Alliance meets with elected officials and community leaders to help them understand our area's workforce needs, and to discuss how they might help us solve the skills shortage. Manufacturers also need to consider how to capture the skills and knowledge of the huge upcoming retired workforce and perhaps engage some of them to stay at your company on a part-time basis, possibly as mentors to new hires. And, of course, manufacturers need to unite and have one voice, to amplify the needs of the industry. If you are a manufacturer, and not a member of the Alliance, I invite you to join the organization. Now, I'd like to invite **Mark Kaiser, CEO of Lindquist Machine** and incoming chair of the Alliance.



## 2017 Initiatives

- Full Membership meeting in March 2017
- Full Membership meeting in June 2017
- New Get Real Math videos & Video Premiere in October 2017
- 6<sup>th</sup> annual Excellence in Mfg./K-12 Partnerships Awards - October 25, 2017
- 7<sup>th</sup> annual Manufacturing First Expo - October 25-26, 2017
- 3rd annual Internship Draft Day - November 2017
- 2018 All Stars
- 2018 Northeast Wisconsin Manufacturing Vitality Index
- Increase number of plant tours, youth apprenticeships and career speaking
- Machine Ops Excellence training program

Mark your calendars for these important dates of many of the events taking place in 2017. Start now and consider what employees you can nominate for next year's 2018 All Stars awards. In 2017, we are needing member companies to provide additional support and outreach to your local schools, such as youth apprenticeship, career speakers at schools, and plant tours. Lastly, you will be receiving a survey in 2017 to assist the Alliance in understanding what K-12 outreach your company is doing and giving you information about other areas that you may not have considered. In the 2017/2018 school year, all schools will need to implement the states Academic & Career Plan, which will help students make better career choices for what they want to do after they graduate. Schools will be needing more help as they try and provide opportunities for students to explore different careers. We need your help in spotlighting the great careers in manufacturing.

## Get Involved in a Taskforce!

- Communications
- K-12 with special focus on parent outreach
- STEM -new!
- Talent
- Retired Worker strategies - new!
- Training incumbent workers
- Solutions to the Tech Ed Teacher Crisis

There is a lot going on, and it is because of the hard work of the Alliance's taskforces that these events and activities can be executed. If you serve on the Alliance's Board of Directors, or any of the taskforces from Talent, Communications, Awards Dinner, or K-12 taskforces, please stand to be recognized. Let's thank these people. I encourage you to get involved in one of the taskforce, if you are not already doing so. The Alliance is adding new taskforces in 2017. The K-12 taskforce will be branching out, due to the great work it has done with the Get Real Math videos. This topic has enough work product that it is now a stand alone taskforce called STEM. If you love math and engineering, please consider this taskforce which will work on the development of new Get Real Math videos and other STEM related activities. The K-12 taskforce this year will be focusing on parents. The Alliance distributed a survey to schools in the region in the month of October asking parents their perceptions about manufacturing careers. Over 800 parents completed the study. The results will be discussed at the K-12 taskforce meeting and strategies will be developed using the study results. In addition, the Talent taskforce is spinning off another taskforce related to retired workers. Baby boomers are now starting to retire in greater numbers. We want a taskforce working on how to engage these valued employees and how companies can develop strategies on harnessing their knowledge before they leave. Please contact Ann if you would like to join one of these taskforces.



**Cocktail Reception  
immediately after the program**

**More information:**  
**[www.newmfgalliance.org](http://www.newmfgalliance.org)**

I, along with the many Alliance members, am very excited about 2017. We have a lot of work to do, but together we will make an impact on our region and find the skilled workforce we need. Congratulations to all of the 2017 All Stars – we sincerely appreciate your dedication to your career and your industry. Please join us now for a cocktail reception. Thank you for coming to today's event!