

## **NEW Manufacturing Alliance**

### **Board of Directors Meeting**

February 1, 2017

2 p.m. – 4:30 p.m.

Lindquist Machine

#### *Minutes*

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

#### **Topic 1: Review 2017 Metrics & Taskforces:**

The Board reviewed the 2017 metrics. There was discussion that some metrics have a greater importance of being met this year than others. The two most important metrics for 2017 are membership recruitment and parent engagement. The updated metrics are attached to the email sent to the Board. Every quarter the Board will review the metrics.

#### **Taskforce updates:**

##### **Communications** – the taskforce discussed:

- The 2018 All Stars will be the tenth year of the program. The magazine could have a ‘Where are they now?’ story featuring previous All Stars. Inviting past winners to the Awards dinner is also being considered.
- Partner statewide and create a short ad that can be aired on the Green Bay Packer’s radio network on game day and/or create a commercial shown at movie theatres during previews. Host a special website for the initiative.
- Have members rotate blogging, allowing for fresh ideas to targeted markets. This can allow for a variety of information, including videos. Blogs should be short. A yearly editorial calendar can be setup.
- Advertise on the exterior of public busses. Direct readers to the website.
- Develop a NEWMA app. Job opening notifications and what’s new can be part of the app. Steve Wilhelms and Nate Vosters of Heartland Label Printers are working on this initiative.
- Use geo-fencing as part of the NEWMA app. Have a filter mechanism so NEWMA job openings can be communicated. Filters can be established for location, pay, type of job, etc.
- An app for K-12 students could utilize the geo-fencing that would feature products, All Star videos and K-12 outreach as a student passes by an Alliance member company.

**K-12** – working on developing a toolkit for schools for ACP and reviewing parent survey.

**STEM** – held the first meeting for the taskforce. There are 15 people that asked to be on the taskforce. The focus of the taskforce will be related to the Get Real Math videos.

**Talent** – reviewed Internship Draft Day and may add adult apprenticeship recruitment to the event. Discussed going to technical colleges in Illinois to recruit students. Next meeting will discuss talent pools and make recommendations.

**Retired Worker strategies** – held its first meeting. There are 7 people on the taskforce. Worked on a survey that will go out to the membership. The survey will ask the following:

- How many employees they have in age ranges from 45 – 65+ in targeted occupations (i.e. machinists, operators, service technicians, general labor)
- How many overall employees they have in each occupation surveyed
- Average tenure
- Average age of all employees
- Do they have any programs in place addressing the retired worker issue?

The survey will go out in March. In addition, the team discussed a retired worker directory of individuals vetted by members for short term/part time employment, possibly run through a staffing agency. The group thought after compiling best practices hosting a conference in spring 2018 focused on the issue of retired workers.

**North Coast Marine Manufacturing Alliance** – hosting SeaPerch competition on Feb. 18 with teams from Menominee MI, Sturgeon Bay, Ashwaubenon, Green Bay, West De Pere and Seymour.

**Solutions to the Tech Ed Teacher Crisis** – 3 educators took advantage of the Alliance’s scholarship fund this spring.

**Solving the Skills Shortage in Marinette/Oconto** – Feb. 22 at UW Marinette – How to Host a Successful College Internship training featuring best practices from Waupaca Foundry and EMT International, plus a student panel. April 4 hosting a Partnership Breakfast with schools and manufacturers from Marinette and Oconto counties in which companies will identify what type of outreach they will do in the upcoming school year (i.e. plant tours, apprenticeship).

**Fast Forward Machine Op training** – the Alliance’s grant application moved forward to the judging round. Ann and Brandon Beard with NEW Plastics presented. Should find out about funding by mid February.

**Excellence in Mfg/K-12 Partnership Awards** – first meeting will be in April.

**Math Council** – meets twice a year with the next meeting being held on March 1 at 4:30 p.m.

## **Topic 2: New member recruitment**

There are four new members for January. A question was asked in what months do more companies join than other months? After the meeting, Ann researched the month when members joined. The results:

January – 36 companies	July – 17 companies
February – 5 companies	August – 14 companies
March – 8 companies	September – 7 companies
April – 18 companies	October – 14 companies
May – 9 companies	November – 10 companies
June – 17 companies	December – 13 companies

The list of targeted companies shared is not an updated list. Ann will research finding a list with more current information. It was determined that each Board member will target 5 new members with a goal of having at least 2 new companies join per Board member. Paul has agreed to lead the recruitment of new members.

There was discussion on now allowing staffing agencies to join the organization. It was determined that up to three staffing agencies will be allowed a one year membership in 2017. Jim made the motion with Mark second, approved unanimously. Staffing companies that have applied for membership will be contacted first. After one year, the Board will revisit staffing agencies being allowed membership.

Another group of companies that do not have an opportunity to join are those located in Menominee, Michigan. The Alliance has developed a stronger partnership with the Marinette-Menominee Chamber of Commerce and there are some Menominee, Michigan manufacturers that have expressed some interest in membership. The Board will consider revising the Charter at the next meeting. Ann and Mark will review the Alliance’s Charter before the next meeting.

## **Topic 3: Associate & Affiliate Members’ engagement**

The Board reviewed the Associate and Affiliate membership rosters. The Board requested a list of taskforce members to have a better understanding of who is serving on these committees. A suggestion to have a survey sent to the Associate members to understand what is they deem is their value in membership. It is important to continue to demonstrate value, so they continue to support the organization at \$1,500 a year. Affiliate members will be asked to assist in growing the membership.

#### **Topic 4: Manufacturing First speakers**

Ann shared several potential keynote speakers. The Board is asked to review the list and share with Ann their top 3 picks by 2/13/17.

- Rich Karlgaard - Publisher, Editor-at-Large and Global Futurist, *Forbes*, Economic Leader, Entrepreneur & Author  
[RICH KARLGAARD - \\$25,000](#)
- [Brad Smith](#) – President & Chief Legal Officer – grew up in Appleton, topic Trust in the Cloud in Tumultuous Times
- [William Taylor](#) – founding editor of *Fast Company* – Average is not an Option - \$26,000
- [Bob Chapman](#) – CEO Barry-Wehmiller – crisis of leadership
- [Jay Wilkinson](#) - Firespring, a 2011 Inc. Magazine Top Small Company Workplace – company culture
- [Fisk Johnson](#) – SC Johnson, company culture, succession planning
- [Chris Helder](#) – Author ‘Useful Beliefs’ have presented over 2,000 times - \$19,000

#### **Topic 5: Plan 3/14 full membership meeting**

The meeting will be held at FVTC. Investors Community Bank is sponsoring the meeting for \$2,500. They will have 15 minutes of the program. The Board will invite the following groups to present at the March meeting: MI Tech and the UW System discussing the opportunities to partner on student run projects and materials testing. In addition, having a HR manager from Neenah Enterprises discuss how to take a veteran’s resume and understand how the experience relates to manufacturing.

At the next Board meeting will be a discussion of topics for the June full membership meeting. Schenck is sponsoring the June meeting.

#### **Topic 6: Next steps and next meeting**

Fox Cities Chamber is hosting a Career Exploration event on March 7 with over 2,000 8<sup>th</sup> grade students from schools from Calumet, Outagamie and Winnebago schools. The Alliance’s sponsorship would include a free booth and every student receiving the Alliance’s All Stars magazine. The cost is \$2,000. Mark made a motion, Rick second, the motion was unanimously approved.

The next Board meeting will be held on **March 1 at Lindquist Machine from 2 p.m. – 4 p.m.**