

**NEW Manufacturing Alliance  
Steering Committee Meeting**

March 1, 2017  
2 p.m. – 4 p.m.  
Lindquist Machine

*Minutes*

Attendees: Jeff Anderson, Bill Bartnik, Ron Buchinger, Josh Delforge, Mike Gross, Randy Harbarth, Mark Kaiser, Scott Kettler, Scott Kuehn, Jeff Strenger, John West, Dave Zychowski, Jerry Murphy, and Ann Franz

Randy shared that he will be retiring in May. His replacement on the Board is Dave Zychowski. Mark thanked Randy for his service to the Alliance.

**Topic 1: Alliance Awards: WTEA & Manufacturing Leadership Council**

On March 2, 2017, the Alliance will receive the Wisconsin Technology Education Association's Special Recognition Award. Tech ed teachers at Ashwaubenon High School nominated the Alliance for the award. Andy Bushmaker with KI and the Alliance's K-12 chair will be accepting the award with Ann.

Bill shared the Alliance won the Talent Management Leadership category from the Manufacturing Leadership Council. This prestigious award will be given to the Alliance on June 14 in Huntington Beach, California. Alliance Board members interested in attending the Awards dinner and conference should let Ann know by March 22, 2017. The cost of the Awards dinner is \$495 per person and \$495 to attend the conference. The normal cost to attend the conference is \$2,995, however the Alliance Board will receive a discount due to being one of the winners of the 13<sup>th</sup> annual awards. A link with more details: <http://www.mlcouncil.com/content/mlawardwinners>. Bill is also writing an article about the Alliance in a future issue of the Manufacturing Leadership Council's magazine. Both the article and the awards program should be an opportunity for the Alliance to be recognized by leading manufacturing companies such as Proctor & Gamble, IBM and Lockheed Martin.

**Topic 2: March & June membership meetings**

The following will be presenting 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. Investors Community Bank is sponsoring the event and will speak for 15 minutes on what's going on in the banking industry and how it relates to manufacturers working with their bank.

The Board discussed potential speakers for the June full membership meeting. Schenck is sponsoring the June meeting. Paul Rauscher will ask Dan Ariens to present. The Board thought a presentation that Mark saw at WMEP's Manufacturing Matters with a representative from Wal-Mart might be interesting for the membership. Mark is going to contact him and see if he is available for the December membership meeting held in conjunction with the New North Summit. Jerry suggested for the June meeting a 15 minute presentation on New North's Supply Chain initiative.

**Topic 3: Membership recruitment and bi law review**

The Board reviewed the Alliance's bi-laws. Changes will be made from the conversation. There will need to be a vote on new Board members in December by the membership.

**Topic 4: Manufacturing First**

The Board watched three potential keynote speakers:

- Rich Karlgaard - Publisher, Editor-at-Large and Global Futurist, *Forbes*, Economic Leader, Entrepreneur & Author  
[RICH KARLGAARD - \\$25,000](#)
- [William Taylor](#) – founding editor of *Fast Company* – Average is not an Option - \$26,000

- [David Horsager](#) – Leadership Speaker & Author

It was determined that William Taylor was their choice to present.

**Topic 5: Associate Membership nominations**

QPS and Marco were unanimously approved for membership.

**Topic 6: Social Media campaign recommendation**

There have been 807 Facebook friends with an increase in engagement through paid posts. The page reaches an average of 100+ people per post. The Communications taskforce members recommend to continue with Facebook the next six months. They suggested trying new strategies such as shortening text, using videos, paying for boosts and changing the message. The Board approved another 6 months contract (\$1,200) with an additional \$30 per month for boosting the message. The Board also wants the Communications taskforce to develop a social media plan. In addition, the Alliance should be encouraging its members to promote the social media platforms with its employees.

**Topic 7: Next steps and next meeting**

The next Board meeting will be held on **April 5 from 2 p.m. – 4 p.m. at Bemis Manufacturing in Sheboygan Falls.**