

NEW Manufacturing Alliance
Board of Directors Meeting
January 3, 2018
2 p.m. – 4 p.m.
Gardan
Minutes

Attendees: Jeff Anderson, Josh Delforge, John Dennis, Frank Hacker, Scott Kettler, Jim Koronkiewicz, Mark Lasky, Jeff Strenger, and Ann Franz

Welcome new Board members: Frank Hacker with Rockline Industries and Mark Lasky with Sadoff Iron & Metal. Scott Kettler announced that he is starting a new position at Pioneer Metal Finishing.

Topic 1: Review 2017: achievements, membership and financials

- January – dual membership is available to Alliance members at no additional charge to the **North Coast Marine Manufacturing Alliance** (www.northcoastmma.org).
- February 2017 – Alliance in partnership with the Bay Area Workforce Development Board awarded a **\$110,000 Fast Forward grant** to upskill machine operators in mechanical aptitude and troubleshooting.
- April 2017 – Alliance hosts the **NCMMA Vendor Breakfast** with joint members of the Alliance
- April 2017 – Alliance announces results of the **Retired Worker Study**
- May 2017 – Alliance receives the **Special Recognition Award** of the Wisconsin Technology Education Association
- June 23, 2017 – Alliance co-hosts with the Marinette-Menominee Chamber **an Onboarding of College Interns to the Marinette area**
- June 2017 – Alliance receives Frost & Sullivan’s **Talent Management Leadership Award**, including the Highest Achiever. The other companies in the category were Dow Chemical and Oracle.
- September 2017 - **New one page manufacturing careers flyer created and tool kit** that will be used to promote manufacturing careers to parents/students/educators. The Alliance included a **K-12 Outreach survey** that was conducted in the summer of the membership identifying manufacturers’ interest at what school districts, which was part of the toolkit.
- October 3 – Get Real Math Premiere – **200+ attendees from 85 different schools. There are 12 new Get Real Math videos created with a total of 35 available.**
- October 12 – Vets Job Fair – **Great Lakes Naval Station 15 good candidates**
- October 25 – Excellence in Mfg./K-12 Partnerships Awards - **Record number of attendees and money raised: 405 attendees, \$15,000 raised in the auction, including donation from the Manufacturing First proceeds.**
- October 25-26 – Manufacturing First Expo & Conference – **1,100 attendees, 500+ high school students, 42 job seekers**
- October 25 – ACP Partnership meeting - **104 attendees, 35 school districts**
- November 9 – Internship Draft Day – **46 companies, 263 students**
- 2017 had the Alliance featured in the media: **Control Design magazine, Plant Engineering magazine, Wisconsin State Journal, Gannett newspapers, WBAY, Fox 11, WFRV, and WEAU**
- **31 new members**, which is the second highest number of new members (last year was 43 new members)
- **10 year anniversary of the All Stars**

The Board members reviewed the 2017 Cash Flow. The Alliance received more than \$20,000 than it spent in 2017, with a fund balance of \$93,082.77. There was a 45% increase in the amount of dues received over 2016. In addition, there was 85% increase in sponsorships over the previous year.

Topic 2: 2018 goals and objectives

The Board will review last year's goals and objectives and finalize 2018 at the next Board meeting.

In order to continue to increase college scholarship sponsorship, while increasing the amount the Alliance supports for the director's compensation, a new event was proposed.

NEWMA scholarship golf outing called the Presidents' Cup.

- The golf outing would feature 18 presidents of different companies.
- The 18 presidents would golf for free, plus be paired with another president or senior level executive.
- 18 companies would pay \$3,000 to golf with one of the 18 presidents.
- The 18 \$3,000 sponsors would receive 2 people that can golf, a hole sponsor with flag, the company would manage the hole that they are a sponsor, and have the ability to share information about their company.
- One unique feature of the event is a bidding website where companies can bid on being guaranteed to golf with a specific president. The starting bid would be \$3,500 and up.
- The event will be at **Black Wolf Run on the River course on June 7, 2018.**
- Cost of the event: include green fees, golf car, practice facility, box lunch and appetizers after golf: Total spend not including taxes based off of 72 players would be \$15,408.00
- No dinner, only appetizers after everyone is off the course with an hour time period to announce winners. Event should conclude by 4:30 p.m.
- The event could potentially raise \$30,000 or more.
- There is a benefit now in having the Alliance establish a 501c3 for the Alliance's scholarship program.
- Have the Presidents' Cup be a traveling trophy.

To do:

- Establish in January and February who the presidents will be.
- Start promoting in March after the presidents are identified.
- Have a dedicated event website for bidding.
- Identify 1 or 2 live auction items.
- Establish a 501c3, motion made by Jim K., Second by Scott and unanimously approved.

Topic 3: New member recruitment

Goal of 25 new members. Fond du Lac Chamber is interested in meeting to discuss how to partner. The meeting will be held on January 11 at 1 p.m. at the Chamber office. Board members attending include Jeff Strenger, John Davis, Jeff Anderson, and Mark Lasky.

Topic 4: Board calendar for 2018

- Tech College Deans interested in meeting in April 2018
- Robotics presentation in February 2018
- A few board members to travel and meet with faculty/deans at UW Platteville, UW Stout in April and May.
- NEW ERA meeting in the year. Ann will inquire when the Board of Regents meeting will be held regarding approving Mechanical Engineering degree program.

Topic 5: Approve 2018 budget

The following items were discussed and unanimously approved:

- 2019 All Stars \$24,000
- Manufacturing First Expo & Conference \$15,000
- Excellence in Manufacturing/Education Partnerships Awards \$12,000
- Six ads in *Insight on Manufacturing* magazine \$3,300
- 2018 Northeast Wisconsin Manufacturing Vitality Index \$2,400
- Internship Draft Day \$5,000
- Get Real Math Video \$2,500

- Get Real Math Video Premiere \$1,000
- Scholarships \$40,000

Topic 6: Next steps and next meeting - February 7, 2018 at 2 p.m. at Laminations.