

NEW Manufacturing Alliance

Board of Director Meeting

July 18, 2018
2 p.m. – 4 p.m.
Gardan
Minutes

Attendees: Jeff Anderson, Ron Buchinger, Josh Delforge, Tim Ellsworth, Frank Hacker, Donald Jahner, Mark Kaiser, Mark Lasky, Rick Recktenwald, Jeff Strenger, John West, Jerry Murphy and Ann Franz

Topic 1: Special guest Mitch Weckop with Skyline Technologies

Mitch discussed the need for the manufacturing industry to come together in the region in digital disruption. He stated that the state of Wisconsin is behind other states due to:

- Conservative nature
- Don't know how to get started
- Lack technical resources
- Lack of vision for ROI = cost is a barrier

A small working group from the Board will meet with Mitch in August to further explore opportunities the Alliance could work on in this topic that is focused on the organizations core value of workforce development. They will discuss if there is a concept idea that can be generic enough to meet the needs of several manufacturers around a talent derived application. There will be a report out about the August meeting at the September Board meeting.

Microsoft awarded the Alliance \$65,000 grant focused on Industry 4.0. The grant will work on the following areas:

1. A research based study on the occupations/skills needed in Industry 4.0 as perceived by at least 100 manufacturers (both large and small). The study which will assist in understanding the types of certificates, technical diplomas, associate degrees and bachelor of science degrees needed. The study will also include understanding the Industry 4.0 skill gaps in the incumbent workforce that short-term training is able to address.
2. After the research is concluded, a taskforce comprising manufacturers, workforce investment boards, higher education, and economic development will work together in **creating Industry 4.0 career pathways in 2 distinct occupational fields based on the information learned in the survey.**
3. An Industrial 4.0 training program will be designed for underemployed individuals to enroll in a boot camp type program that will earn them college credit in the one of the Industry 4.0 pathways. The boot camp would have college credit level course that would be part of an Industry 4.0 pathway.

Topic 2: Recap President's Cup

16 teams (\$3,000 each/one in-kind for Robinson Metal for making the trophy) – sold out

3 cocktail sponsors (\$1,500 each) – sold out

2 breakfast sponsors (\$1,000/one in-kind for banners for the event) – sold out

1 lunch sponsor (\$1,500) – sold out

Total raised: \$52,000 plus \$2,000 additional donation from WMEP = \$54,000

Kohler Co. has not sent the invoice for the event. Once the invoice is sent, a report out on the net proceeds from the event will be shared with the Board. It is expected that after expenses the Alliance should clear over \$30,000 for the event. The golf pro that arranged the event, stated that he accidentally charged a lower rate than he should have (he gave the Meadows rate). He may need to raise the price if we have it at Blackwolf Run again.

Some of the sponsors have requested to participate in the event next year: Acuity, St. Norbert College, NEW Plastics

Comments from one of the presidents *"I appreciated being able to share a cart with another CEO, the course was beautiful, drinks and apps (no dinner), the start and end time, no wait times on the course (things kept moving), no one tried to sell me a product or service."*

Board members are interested in hosting the event again in 2019.

Topic 3: Taskforce updates & Manufacturing First

Talent taskforce - Hire a Hero programs

There have been 3 different months that Ann sent out 2-3 resumes of vets, along with a more detailed bio. 1 of the 6 vets has been hired, however more may have been hired but that information has not been shared.

The Wisconsin Department of Veteran Affairs will be going to 5-6 military installations across the country and 1 in Germany or Japan to recruit vets to move to Wisconsin once they are done with their service. The Alliance has an opportunity to work with Vet Affairs to connect these vets with member companies' jobs. One of the first candidates is finishing his service in Hawaii and wants to move back to his hometown in Appleton this summer.

Fox Cities Chamber declined to partner on Talent Reload, due to staffing changes.

Internship Draft Day – Nov. 8, 2018. A Doodle poll will be sent out to the Board to determine a date in September to meet with the Chancellor at UW Stout.

NCMMA – Marine Manufacturing Career Exploration on 6/13 and 6/14

There were 28 educators from across Wisconsin attended the program. Tours were provided at Bay Shipbuilding, Marquis Yachts, and Hands on Deck. The educators especially liked the sailboat and yacht rides provided by Marquis Yachts and Sailboat & Paddle Club. McDonald Companies sponsored the dinner. The schools that participated were from the following school districts: Appleton, Ashwaubenon, Beloit, Brillion, Chetek, Fort Atkinson, Howards Grove, Kimberly, Mishicot, Milwaukee, Oconto, Reedsburg, Wittenberg, and Wrightstown.

Communications

All Stars voted on 7/18. There were 45 nominations compared to 42 last year. Taskforce working with Green Bay Convention Bureau on putting recruitment materials into the hotels. Ann is speaking to the Lodging Association in August about how we can partner with them to recruit hotel guests to consider moving to the region.

K-12

Earn to Learn/Manufacturing Leadership program targeted at High school juniors and seniors that are enrolled in at least two manufacturing related transcribed credits. After graduation, students will be hired by companies that will pay their tuition while they work for them part time. There will be one or two events each year that focus on employability skills. There may be a signing day at Lambeau Field with students 'signing' with a company at the end of school year.

STEM

Filed in May and June Get Real Math videos at Fincantieri Marinette Marine, Georgia-Pacific, Kohler Co., TIDI Products, and Werner Electric. Premiere will be held at the Meyer Theatre on Oct. 2, 2018.

Fox 11 is interested in having a promotion for October is Manufacturing month. They would like to have a manufacturer featured everyday on its morning and evening newscasts. The 60 second commercial would cost \$2,500 per company. In addition, the Alliance was asked to sponsor the program at \$5,000, which would include commercials to run throughout the month. This would also include the production cost associated with producing one commercial, in addition the Alliance would air its "All Star" commercial that was produced a few months ago. Ron made a motion to fund the commercial and John Dennis second. The motion was unanimously approved.

Excellence in Mfg./K-12 Partnerships Awards

Judging was held and winners are being notified. All of the manufacturing winners have never received the award. The Awards dinner will be held on Oct. 23, 2018.

Manufacturing First Expo & Conference

Oct. 23 and 24, 2018 with a new format. On Oct. 23rd there will be an OEM/Supplier meeting, similar to the NCMMA program. Foxconn (invited) and Oshkosh Corp. will discuss how to be part of their supply chain and what are their supply chain needs. After they present (3 p.m. – 3:30 p.m.), there will be an hour long meet and greet with a variety of OEMs and large manufacturers that exhibitors have the opportunity to go to their table and share information about their company.

The Association of Equipment Manufacturers reached out to the Alliance about presenting on its K-12 strategies. In return, the director will try and get a few of their members to attend Manufacturing First including John Deere.

Breakout sessions will only be held on Oct. 24 in topic areas: talent attraction, talent retention, leadership training, succession planning, cyber security, marketing, productivity improvements, and exporting.

Between 2 p.m. – 3 p.m. there will be a special expo hall incentive where attendees can register for prizes of a high cash value and opportunity to go into a cash machine. Winners will need to stay for the cocktail reception, immediately after hopefully Foxconn presentation from 3 p.m. – 3:15 p.m.

U.S. Commercial Services request:

The office has an opportunity to partner with an expert trainer in export compliance to do a program in the New North. The program would cost approximately \$425 per person but would be eligible to use the WEDC IMAG Grant which could reimburse 70% of the costs (\$127.5 would be the final cost to the company). The topic that interested the Board most were:

- ITAR- International Traffic in Arms Regulations (Full Day)
- Export Compliance 201 (full day) – a deeper dive into more sophisticated export compliance topics

Topic 4: Alliance financials and scholarships

John West reported out on the Alliance's financials. The Alliance's finances are on track with the budget that was set at the beginning of the year. The Board would like to review the finances of the last two years as it determines funding in the future, especially related to potentially increasing scholarships.

UW Fox Valley is now charging a fee (approximately \$200 per year) to have the Community Foundation manage their scholarships. The Board was disappointed at this new fee associated to donating money to their scholarship fund. Discuss scholarship for UWGB's new mechanical engineering degree program.

There was a motion made by John West to fund an intern at 10 hours a week (\$15 per hour with a bonus of \$1,000 scholarship after successful completion) with second by John Dennis. Motion was unanimously approved. for the fall to assist with all of the events at 10 hours a week.

Topic 5: Associate membership nominations and membership recruitment

- EMC Insurance
- Corporate Management Group
- Von Briesen & Roper SC (attended President's Cup)

All of the nominations were unanimously approved. Total new members including nominated Associate members: 22/goal for the year 25.

Topic 6: Next meeting set September 5, 2018 from 2 p.m. – 4 p.m. at Plexus.