

NEW Manufacturing Alliance
TALENT RISK MANAGEMENT - THE CHANGING WORKFORCE MEETING MINUTES
Heartland Label Printers – Little Chute, WI
Tuesday, August 21, 2018 - 8:30 to 10:00 AM

ATTENDEES: Jennifer Brown-Fox Cities Regional Partnership, Brandon Buchholz-Heartland Label Printers, Claire Urness-KI, Ann Franz-NEWMA, Debbie Thompson-NWTC

SPECIAL PRESENTATION: BRANDON BUCHHOLZ OF HEARTLAND LABEL PRINTERS (HLP) – BEST PRACTICES

Brandon discussed HLP management strategies. A huge focus is put on culture. Unconventional benefits, in addition to the standard benefits, are also considered. Leaders should be able to have non work related conversations with all of their employees on the floor, creating a personal bond.

Monday Morning Leadership by David Cottrell features eight sections that discuss hiring, employee engagement, etc. Brandon recommends and applies strategies from the book.

1. Drivers and Passengers – You can't always control a situation, but you can control how you respond.
2. Keeping the Main Thing...the Main Thing – It is crucial to communicate what the main thing is, to the people you manage and your superiors. When everyone has the same understanding of goals, it's easier to remain productive.
3. Escape from Management Land
 - a. Hire the right people.
 - b. Coach all of your people to succeed.
 - c. De-hire the people who don't pull their share of the load.
 - d. There are three categories of workers: superstars, middle stars and falling stars. Figure out what is happening on the floor before people leave the organization.
4. The Do Right Rule – Do the right thing, even if no one is watching and even when doing so is difficult.
5. Hire Tough – When you hire tough, managing becomes easier. Being a good person and showing up for work is most important. New hires must live HLP's core values.
6. Do Less or Work Faster – Implement strategies to make better use of your time.
7. Buckets and Dippers – This is about recognition. Know what people want for motivation. Picture each person as having a bucket of motivation. For some people the bucket can be overflowing. For others, it is virtually empty and needs to be refilled. Let employees know you care about them. HLP has two recognition programs. All rewards are tracked.
 - a. Vending machine tokens are given when an employee does something good.
 - b. Birthday cards are given.
 - c. Efforts are made to turn the team into a family. HLP tries to bridge the gap so people can get to know each other. Culture and family are most important.
 - d. Incentives are offered for hiring referrals.
 - e. Retention rate is very important. Quantify retention rates to show cost savings.
 - f. Ask in an interview what the candidate liked most about their current or former job(s).
8. Enter the Learning Zone – Leaders need to focus on their own growth.

HALL OF FAME TALENT POOL

Members will determine how to keep an aging worker in the workforce at a company or in a talent pool for short-term or long-term part-time employment. At the next taskforce meeting, members will finalize the survey. Results will be shared in January. Ideas for the survey included:

- Administer the survey to employees age 55 and older.
- Ask their age. Results must be anonymous.
- Occupation (production, engineering, etc.)
- If the employee would stay, what would their ideal position look like (special projects etc.)?
- Part-time short-term or part-time year-round?
- What information does the employee need to stay on to do that position?

- Identify when they want to work and how much.
- Would they be willing to work for a different company?
- Determine if they would want to work for a temp agency, employed by the company, or independent contractor.
- Identify what people are interested in as a whole. Develop the talent pool that addresses that, including contact information.

OCTOBER IS MANUFACTURING MONTH & NOVEMBER EVENTS

Fox 11 Media Campaign

- 23 members confirmed their interest in sponsoring a 60-second commercial about their company that will be broadcast during the morning and evening newscasts.
- Ann is working with Fox 11 to broadcast manufacturing stories throughout the month.
- The Alliance will also run commercials on Fox 11 throughout the month of October.

10/2 Get Real Math Video Premiere @ the Meyer Theatre – Green Bay

- 5:00 – 6:00 PM Cocktail Reception – Attendees will enter on a red carpet.
- 6:00 – 7:30 PM Program – Some of the latest GRM videos will be showcased.
- A company will be drawn to have three GRM videos produced at their organization during 2019, a \$3,000 value.
- Needed: volunteers, prize donations, \$1,000 cocktail reception sponsor, \$500 math and/or tech ed departments.

10/9 & 10 Find Your Inspiration – @ the KI Convention Center - Green Bay

- Approximately 4,000 8th grade students from the Green Bay area will explore careers. Alliance members can participate by purchasing a discounted booth for \$250 (limited availability).

10/23 ACP Partnerships Roundtable - @ the KI Convention Center - 3:00 to 4:30 PM

- Invites from the schools will be members of each schools' ACP team, including principals and school counselors.
- A NEWMA task force member will sit at each table.

10/23 Excellence in Mfg./K-12 Partnerships Awards - 4:30 to 8:30 PM

- Volunteers are needed for: check-in, auction set-up, and facilitating auction checkout after the event.
- Ann is accepting donations for auction items and will be sending a donation letter to the membership. \$12,000 was raised at last year's event. A goal of \$15,000 for 2018's event has been set. Donations are tax deductible.

10/24 - Manufacturing First Expo – Students

WMEP will again sponsor bussing, getting students there by 8:30 a.m. Students will be go to the Expo floor to learn about careers. At 10:00 a.m., students will go upstairs to listen to the keynote. Volunteers are needed.

11/8 – Internship Draft Day @ Lambeau Field

Other Initiatives

- Working with Alumni Nation, a database of high school information to communicate to 28-38 year to recruit talent.
- Fox Cities Regional Partnership has a benefit survey they are administering, specifically speaking to employer benefits, including creative benefits. They would like as much feedback as possible. Ann will email the survey link to the membership.

NEXT MEETING DATE/TIME/LOCATION/AGENDA

The next Talent RISK Management meeting will be Tuesday, September 25, at KI, 8:30 a.m. Agenda:

- ✓ Fox Cities Regional Partnership Benefits Survey Results – Jennifer Brown
- ✓ Hall of Fame Talent Pool
- ✓ Upcoming Events