

NEW Manufacturing Alliance
Board of Directors Meeting
February 6, 2019
2 p.m. – 4:30 p.m.
Plexus
Minutes

Attendees: Jeff Anderson, Bill Bartnik, Ron Buchinger, Josh Delforge, Sue Dorscheid, Tim Ellsworth, Donald Jahner, John West and Ann Franz

Jeff announced Rob Weklar with Bemis Co. as a new Board member

Topic 1: March membership meeting and plan June membership meeting

Ann has been working on finding a sponsor for the March 5 membership meeting. Ideally, she would like to have David Cottrell, however he is \$15,000. He is the author of several books, including *Monday Morning Leadership*. If she cannot secure sponsors she will be inviting Chad Kopetsky to be the main speaker for the meeting.

The June 18 membership meeting will focus on the results of the Industry 4.0 survey that will be distributed in March. In addition, Rockwell Automation's Mick Macuso will be speaking at the meeting. He has successfully transitioned their Mequon plant to a SMART factory. The meeting will be held in Manitowoc at the Holiday Inn. The date will be June 18 from 8 a.m. – 10 a.m.

Topic 2: Plan Board retreat

The Board would like to have Steve Baue as the facilitator for the retreat. It will be held in April at St. Patrick's Golf Course from 8 a.m. – 1 p.m. The outline for the retreat:

- Overview of the history of the Alliance
- What is different now compared to in the past that should be considered in our strategy
- Strategic Objectives for next 3-5 years
- Metrics and goals

Ann will send out a poll to determine when in April will work for most Board members to attend the retreat.

Topic 3: President's Cup Scholarship Golf Scramble on June 6, 2019

Almost all of the featured presidents and VPs that attended last year's event have agreed to participate again this year. New presidents attending the event include Wilson Jones from Oshkosh Corp. and Tom Slabe with Neenah Foundry. There are still a few remaining slots available for a manufacturing president to golf in the event. The goal is to have all of the teams identified by February 28, in order to announce the teams at the March 5th membership meeting. Last year's sponsors will have a week to confirm their participation, before new companies can sponsor the event.

Topic 4: Manufacturing First Expo & Conference

Ann requested suggestions for OEMs/large employers to be invited at the October 29th OEM Networking event. Last year's attendees included:

Oshkosh Corp.	BelGioioso Cheese	Cruisers
Rockwell Automation	Optima Machinery	U.S. Commercial Services
KI	Amerequip	EMT International
Sargento Foods	Foxconn	Durr MEGTEC
Plexus	WEDC	Fincantieri Marine Group
Ariens Co.	New North	

The Board suggested inviting Mercury Marine and Green Bay Packaging. The keynote recommendations were Rockwell Automation and Foxconn. Keynote speakers for October 30th include Blake Moret with Rockwell Automation and David Kohler with Kohler Company.

Topic 5: New member recruitment

There are 10 new members for the year. Below is a comment from one of the new members (Dan with Consolidated Machine), when asked how he learned about the Alliance:

Your question asking how I learned of NEWMA is difficult to answer accurately. I guess if you are interested in manufacturing in this area and you haven't heard of New North and NEWMA, you aren't paying attention. The question isn't so much of "how did you learn", but rather what took you so long to get involved? I don't have a good answer for that question either.

There was one new Associate membership application, Hoffman Planning & Construction. Jeff made a motion and Ron second with an unanimously being approved.

Board members were encouraged to promote the organization with their colleagues.

Topic 6: 2019 new programming and events

- **Recruitment event outside of region** – Jeff shared an opportunity to recruit Military personnel about to retire from the service in Fort Leonard Wood in Missouri on May 8-9 in partnership with the Green Bay Chamber. The Board agreed to fund having Ann attend the event.
- **Microsoft grants** –Microsoft shared that they are interest in continuing their partnership with the Alliance with a potential \$20,000 grant.
- **Element research project** – the marketing company has offered free research project on either:
 - Generational variance in perceptions of NE WI manufacturing jobs
 - Age 19-30 perceptions of NE WI manufacturing jobs (Board's preference)
- **Take Your Child to Work Day** – an effort to encourage Alliance members to have their employees bring their children to work with a tool kit on how to enhance the experience for the students. The father/son commercial the Alliance ran in January and February will be used to kick-off the promotion. To view the commercial go to: <https://youtu.be/QbViAG6lxkM>
- **Survey individuals regarding retirement plans** – survey to employees 55 years of age or older understanding what will make them stay on the job and not retire and what benefits are of importance. The survey will be distributed to the membership in April.
- **Earn to Learn program** – identifying junior and senior high school students with transcribed credit in a manufacturing related field and connecting them to employers that will pay for their college tuition if they work part-time at the company. Both FVTC and NWTC are working on hiring a coordinator for the program.
- The Green Bay Chamber requested feedback from the Board about a manufacturing training series it is working on hosting. The Board shared with Ann their thoughts on the topics.

Topic 7: Next steps and next meeting – May 1, 2019 from 2 p.m. – 4 p.m. at Lindquist Machine Corp.