

## NEWMA Board of Directors Meeting

May 6, 2020

Webex

2 p.m. – 4 p.m.

*Minutes*

Attendees: Jeff Anderson, Stan Blakney, Steve Cahoon, Sue Dorscheid, Tim Ellsworth, Scott Kettler, Jim Koronkiewicz, Dale Kratz, Mark Lasky, Brad Nye, Rick Recktenwald, Rob Weklar, John West, Barb LaMue, and Ann Franz

### Topic 1: COVID-19

1. Continuation with weekly webinar and COVID resources updates.
2. Identified PPE for Alliance members to purchase for their companies.
3. Joint event with the Green Bay Chamber – Manufacturers Roundtable on April 30 with 52 registered attendees.
4. Surveyed members regarding interest in COVID 19 related topics with the following top choices:
  - a. **Workforce issues:** How to handle sensitive communications (if an employee is sick) and Motivating and managing employee stress
  - b. **Sales & Marketing:** Lead generation in an era of COVID-19 (trade shows, outside sales, virtual sales calls) - 2
  - c. **Production:** Social distancing in the workplace (3<sup>rd</sup> highest choice
  - d. **Management:** Crisis management planning and execution (top choice)
5. Alliance featured on NBC 26 news focused on companies are hiring: <https://www.nbc26.com/news/local-news/with-demand-up-manufacturing-industry-looks-to-hire-workers>
6. Connecting manufacturers with grants for PPE start-up.
7. Assisted the Brown County Health Department's Public Health Guidance for Manufacturing Companies document.

Ann reviewed the financials for the Alliance and at this time and revenue is ahead of last year at the same time.

Several members have contacted the Alliance in search of PPE. Ann suggested creating a COVID-19 Directory with full page ads from Alliance members that offer PPE. This could be a new membership benefit, since companies could have an ad at no cost. This digital directory would be emailed to the membership. The Board agreed that this would be a valuable resource.

The Board shared what their company's policy is related to temperature checks and requiring masks in the workplace. It was a 50/50 split on both topics whereas some companies requiring masks or temperature checks to those that are not. Several of the companies not requiring either temperature checks or masks (especially on the production floor) are considering requiring them in the near future.

### Topic 2: President's Cup

Currently 13 of the 18 teams have a sponsor, however WMEP is a tentative on their sponsorship. Plus 1 Hole in One (\$500) sponsorship is available. There were 3 presidents that could not golf on the new date of August 5:

1. Jan Alman – she will golf with NWTC, the organization that paid to golf with her on a different date.
2. Pioneer Metal – choose not to golf due to the pandemic – WMEP was tentative on sponsoring this team, Ann will follow-up with them.
3. Terry Brie – Sure Controls could not golf, Mark Biznek with Kohler is golfing instead.

Board members are encouraged to recruit sponsors. The following teams need a sponsor:

Team 7: Mark Lasky, Sadoff and Wilson Jones, Oshkosh Corp.

Team 8: Rick Recktenwald, Walker Forge and Ann Franz, NEWMA

Team 9: Paul Konopa, NEW Hydraulics and Jim Koronkiewicz, BPM (at the meeting Jim shared that he has found a sponsor for his team).

Team 10: Mark Kallas, PanelTek and Mark Biznek, Kohler Co.

Team 14: Tim Ellsworth, Georgia-Pacific and Brian Holte, Rockwell Automation

The new date will be communicated to the full membership, along with recruitment of sponsors.

There is the possibility that less money will be raised at the President's Cup and Excellence Awards, which are the main fundraisers for the Alliance's scholarship fund. Ann asked if the Board wants to enact its increase in sponsorship from \$45,000 to \$50,000. All of the Board members agreed that due to the Alliance's reserve that the organization should move forward with the increase in scholarships.

### **Topic 3: Plan June 10 membership meeting**

The Board believes it is important to host the Quarterly Membership meeting in June, especially since the March meeting was cancelled. Ann has researched technology platforms that could host a meeting for more than 200+ attendees, since the March meeting had approximately that many people registered. Several of the platforms like Go to Meeting, Webex and Google limit attendees from 200-250 people. Barb stated that the regional economic development organizations weekly Friday event with WEDC utilize a platform from Aurora WDC. She has been very satisfied with the service and will send Ann the owner's contact information.

Agenda for June 10 meeting:

- Alliance updates including an overview of the work the Alliance has done regarding COVID 19
- Discussion on COVID 19, including a video overview of how Alliance members have responded to the pandemic
- Wipfli is a sponsor and will have a speaker on cyber security or other COVID 19 topic
- 18 – 30 year old survey results (previously scheduled for March meeting)
- Acuity is a sponsor and will present on Crisis Management planning
- Earn & Learn overview

### **Topic 4: Michigan Tech Industry 4.0 project**

A subcommittee of the Industry 4.0 taskforce met on April 30 brainstorming ideas for a joint project with Michigan Tech. Areas of focus include big data/analytics, cyber security, remote working and customer/field service.

### **Topic 5: Manufacturing First Expo & Conference keynote speakers**

Ann shared that the planning committee for the conference has been researching other platforms to host the meeting, if we are unable to have more than 500 people in a space. There was discussion on upcoming conferences and how they are hosting their events. Sue shared that Rockwell Automation is having their annual training event that usually has 1,000s of attendees in June 2020. They are using a virtual platform and she will send Ann the information about the conference. Ideally an in-person event is the preference, however it may not be allowed.

### **Topic 6: Membership recruitment**

There are 21 new members for the year. This is similar to last year, in which by May 30, 2019 there were 25 new members. Ann has not received any dues cancellations due to COVID-19 at this time. Board members are encouraged to invite prospective members to the June 10 meeting.

### **Topic 7: Next steps and next meeting in July**

Ann will send out a Doodle poll to determine a time to meet in July.