

**NEW Manufacturing Alliance  
Board of Directors Meeting**

January 6, 2021

2 p.m. – 4 p.m.

Webex

Minutes

Attendees: Jeff Anderson, Stan Blakney, Josh Delforge, Sue Dorscheid, Jim Koronkiewicz, Dale Kratz, Mark Lasky, Mark Niemi, Brad Nye, Mark Weber, Rob Weklar, John West, and Ann Franz

Jeff Anderson, new chair of the Alliance welcome new board members: Mark Weber with EMT International, Mark Niemi with TIDI Products and Matt Valiquette with Bay Area Workforce Development Board (replacing Jim Golembeski). Jeff thanked Mark Lasky for serving as chair for 2020.

**Topic 1: Review 2021: achievements, membership and financials**

**COVID-19 Alliance activities:**

- Weekly email to the membership with government websites, training and other misc. COVID-19 information.
- NEWMA COVID-19 Directory: <https://online.fliphtml5.com/jhuqs/gnsc/#p=1>
- Survey for WEDC on manufactures current and potential manufacturing capabilities for PPE.
- Met with hospital directors of procurement to assist them with PPE and connected them to new resources.
- Program to connect Alliance members dislocated related to COVID-19 to Alliance members that are hiring short-term workers.
- Partnered with the Greater Green Bay Chamber on a joint recruitment of short-term workers.
- Created a best practices forum sharing what other Alliance members are doing related to COVID-19.
- Connecting manufacturers with grants for PPE start-up.
- Assisted the Brown County Health Department's Public Health Guidance for Manufacturing Companies document.

Feb. 20: **You can MAKE it in Northeast Wisconsin Expo** at Greenville Middle School 7<sup>th</sup> graders and 7<sup>th</sup> graders from Hortonville with over 200 students

Feb.22: **SeaPerch Underwater Robotic Competition** teams from the following public and private Middle Schools: Ashwaubenon, Brillion, De Pere, Freedom, Green Bay, Howard/Suamico, Marinette, and Washington Island (18 teams).

June 10: **NEWMA Quarterly Alliance Membership meeting**

August 5: **President's Cup Golf Scramble** at Blackwolf Run raising \$41,000 in college scholarships

August 24: Launch of NEWMA **Industry 4.0 Paint cohort** with Alliance Laundry Systems, Ariens Co. and KI

September 14: NEWMA **Data Analytics training cohort** with 18 enrollees from 12 different companies

**NEWMA October is Manufacturing Month events;**

- October 1 – **Excellence in Mfg./K-12 Partnerships Awards** – rescheduled for May 4, 2021 however the Awards magazine featuring the winners (first time ever offered) went out to 1,000s of educators and Alliance members on October 1. Sponsorship in the magazine raised \$19,000 for the Alliance's scholarship fund, a record high.
- Wednesdays in October – **Manufacturing Career Speakers** –with 67 participants and 18 school districts
- Fridays in October – **Women in STEM Career Speakers** with over 200 views on the recorded version
- October 8 – **Foxconn tour** – attending Alliance Laundry Systems, Amcor, Sargento and PCMC.
- October 14 – Math – Science – Industry Partnership meeting – 19 teachers attended the event
- October 20-22 – Manufacturing First Expo & Conference – 761 attendees and 95 exhibit booths

- October 23 – Manufacturing First student event with 23 teachers participating and 600+ students
- October 27 – Education & Industry Partnership meeting – 99 registered for the event
- October 28 – North Coast Marine Manufacturing Alliance Associate Member meeting – 19 companies participated in the event, which included one-on-one meetings with each marine builders.

November marks the **10 year anniversary of the North Coast Marine Manufacturing Alliance**

November 10 – **Internship Draft Day** - 40 companies, 205 students

December 8 – **Alliance Full Membership meeting** with 164 attendees

December 10 – **Foxconn tour** with EMT International, KI, Sadoff Iron & Metal and Voith

#### **Additional highlights from 2020:**

- \$30,000 Microsoft grant focused on Industry 4.0
- Increased college scholarships from \$45,000 to \$50,000
- New Member to Member Discount directory with 21 different companies participating in the program
- Alliance featured in the media including: BizTimes, *Insight on Manufacturing*, *Insight on Business*, *The Business News*, WBAY, WFRV, Fox 11, and Gannet newspapers
- Alliance featured on two podcasts: Employment Resource Group and Sole Source

**38 new members in 2020.** Total membership is 313 (186 manufacturers, 72 Associate and 55 Affiliate).

John West presented the 2020 financials. Overall, the organization is in a strong financial position with having over \$90,000 more than the previous year in its account. He shared that the organization may want to consider a line of credit now, in case in the future there is a need. Plus moving some of the money in checking into a low risk investment fund.

#### **Topic 2: 2021 planning, budget, 15 year anniversary and Board invites for future meetings**

**Taskforce schedule** (every month except for March, June, October and December)

NCMMA: second Wednesday at 8:30 a.m.

Talent: second Thursday at 8:30 a.m.

Communications: third Wednesday at 8 a.m.

K-12: third Friday at 8:30 a.m.

Talent Risk: fourth Tuesday at 8:30 a.m.

STEM: fourth Wednesday at 3 p.m.

Industry 4.0: fourth Thursday at 1:30 p.m.

Solutions to Marinette Skills Shortage: first Thursday at 8:30 a.m.; every other month

#### **Upcoming events**

Feb 23<sup>rd</sup> – HR Leaders Retirement Readiness Seminar at 8:30 a.m. – 10 a.m.

Feb 25<sup>th</sup> – College & Industry 4.0 forum

May 4<sup>th</sup> – Excellence in Mfg./K-12 Partnerships Awards at Stone Prairie

June 2<sup>nd</sup> – President's Cup at Blackwolf Run

October 5<sup>th</sup> – Get Real Math & Science Premiere

October 26<sup>th</sup> – Excellence in Mfg./K-12 Partnerships Awards at KI Convention Center

October 26<sup>th</sup> – ACP Partnership meeting at KI Convention Center

October 27<sup>th</sup> – Manufacturing First at KI Convention Center

November 4<sup>th</sup> – Internship Draft Day at Lambeau Field

#### **Upcoming events with no specific date yet set**

February: Youth Apprenticeship workshop

April/May: Retirement Readiness Seminar virtual format  
 May: Mentorship workshop  
 May: NCMMA Associate Member meeting

The Board discussed having a virtual option for meetings/events even when it is safe to meet in person. In addition, taskforces may meet virtually a few times a year to allow for less travel time for committee members. John West reviewed the proposed 2021 budget. The budget was unanimously approved with motion made by Jim K. and second by Sue D.

The Board discussed ideas for the Alliance’s 15 year anniversary. Options to host the event in the summer as an in-person is the preferred choice from the Board. Venues include Lambeau Field and Stone Prairie. The Communications taskforce will be working on the 15 year anniversary magazine and celebratory event marking the anniversary.

Future Board meetings guests:

- Michelle Schuler – Microsoft – invite for February meeting
- NEW ERA – invite for April Board meeting

The Board reviewed 2019-2021 goals and objectives. Overall the organization is on track or has met the goals outlined.

Jeff discussed how the Board would like to work on the upcoming 2022 – 2025 Strategic Planning. It was decided to ask Steve Baue to facilitate a planning session in July or August, ideally an in-person meeting.

**Topic 3: Overview of 2021 work projects for taskforces**

**K-12:** Youth Apprenticeship & Mentorship workshops; plus Earn & Learn outreach

**STEM:** virtual plant tours and new Get Real Math & Science videos

**Communications:** working jointly with Talent Risk on an employee retention program that will be the focus of the March quarterly membership meeting. This taskforce will also work on the NEWMA 15 year anniversary publication.

**NCMMA:** 10 year anniversary, SeaPerch and Associate Member meeting.

**Talent:** Internship Draft Day, LinkedIn and recruitment virtual job fairs and digital skills training.

**Talent Risk:** HR Retired Workers Readiness seminar and for their employees. Knowledge transfer programs.

**Industry 4.0:** Case studies and replicating with other members. In September replicate the NEWMA Industry 4.0 study.

**Microsoft grant:** Data analytics and Power BI training for Alliance members, plus funding student-led projects.

**Topic 4: Quarterly Membership meetings**

The attendance for the December 2020 meeting was 169 people. All agreed that the economist shared valuable insights with the organization. The next Board meeting will be March 2, 2021 from 8:30 a.m. – 10:30 a.m. The focus will be on attraction and retention strategies with keynote Seth Mattison speaking on belonging. He was the 2014 keynote for Manufacturing First. The quarterly membership meeting will be virtual.

**Topic 5: President’s Cup Scholarship Golf Outing on June 2, 2021 (names listed below in red are Board members)**

Team	Featured President	Featured President/VP
Team 1	Kurt Voss, Amerilux International	Mark Kaiser, Lindquist Machine Corp.
Team 2	Paul Rauscher, EMT International	Pat Buckley, Valley Packaging Ind.
Team 3	Kim Bassett, Bassett Mechanical	Louie Gentine, Sargento Foods
Team 4	Lanny Viegut, Carnivore Meats	Glen Tellock, Lakeside Foods
Team 5	Rob Parmentier, Marquis Yachts	Matthew Vetzner, Marquis Yachts
Team 6	Jamie Veaser, Machine Plus	Uli Unterriker, Optima Machinery
Team 7	Mark Lasky, Sadoff Iron & Metal	Wilson Jones, Oshkosh
Team 8	Rick Recktenwald, Walker Forge	Ann Franz, NEWMA

Team 9	Paul Konopa, NEW Hydraulics	Jim Koronkiewicz, BPM Inc.
Team 10	Mark Kallas, PanelTek	Mark Biznek, Kohler Co.
Team 11	<b>John Dennis, Gardan</b>	John Miller, Engineering Specialists
Team 12	Jan Alman, Fincantieri Marinette Marine	Peggy Boudreau, VP of HR FMM
Team 13	<b>Tim Ellsworth, Georgia-Pacific</b>	Brian Holte, Reginoal VP Rockwell
Team 14	Bryan Hollenbach, Executive VP GB Packaging	Jeff Miller, CBC COATING, INC.
Team 15	Tad Campana, Services Plus	Jeff Pallini, Fosber America
Team 16	Ricardo Abud, CMD Corp.	<b>Stan Blakney, PCMC</b>
Team 17	Sam Thomas, Robinson Metal	Jim Jansen PT Solutions

Board members are encouraged to inform Ann if they have any suggestions of presidents to invite to this year's event. Mark Lasky stated that he would invite Tom Slabe with Neenah Foundry. Ann will be sending out the president's invitation to the Board members to invite presidents. The goal of February 26<sup>th</sup> is the deadline for presidents to respond to golfing in the event. There is no cost for the president to golf. Ann will send out a list to Board members of who they should contact about golfing that they had contacted in 2020.

Sponsorship opportunities:

\$3,000 – Gold sponsor – 2 golfers, flag and full page ad

\$1,500 – Cocktail and Lunch sponsor

\$1,000 – Breakfast sponsor and beverage cart sponsor

\$500 – Hole in One sponsors (two opportunities)

#### **Topic 6: Membership Recruitment & Associate Member approval**

Board members are encouraged to recruit new members. American National Bank requested joining the Alliance. The motion to accept the bank to becoming a member was made by Rob and second by Sue, motioned unanimously carried.

#### **Topic 7: Next steps and next meeting - February 3 at 2 p.m.**