

## NEW Manufacturing Alliance

### Board of Directors Meeting

February 3, 2021

2 p.m. – 3 p.m.

Webex

Minutes

Attendees: Jeff Anderson, Stan Blakney, Ron Buchinger, Steve Cahoon, Josh Delforge, Sue Dorscheid, Tim Ellsworth, Scott Kettler, Jim Koronkiewicz, Mark Lasky, Rick Recktenwald, John West, Barb LaMue, Matt Valiquette, Michelle Schuler and Ann Franz

#### Topic 1: Michelle Schuler with Microsoft

Jeff thanked Michelle for her and Microsoft's support for the Alliance over the past 3 years.

Michelle shared that over the past 3 years, Microsoft's focus was on K-12. Now it is on adults. They are working with gene8tor in upskilling entry level job seekers with digital and customer service skills. Of the 40 people that have taken the course, 30% have been placed in a job. Next will be a focus on IT Administration entry level skills.

Michelle is excited about the work with the Alliance on upskilling incumbent workers. The Data Analytics course has been very successful and she doesn't know of any other area in the country doing the same work as the Alliance.

Microsoft is now offering additional free training for Alliance members, due to the success and elevated interest in the Data Analytics training. Many entry-level workers lack digital skills. The following LinkedIn Learning modules discuss the digital environment are offered online. Participants would require computer access at their company and would complete the training during their working hours.

Microsoft - LinkedIn Learning for NEWMA Members	
Module Name: <b>Working with Computers &amp; Devices</b>	Module Name: <b>Working &amp; Collaborating Online</b>
Module Length: 1 Hour & 14 Minutes	Module Length: 1 Hour & 22 Minutes
Covers the basics of working with devices like computers, tablets, and smartphones. <b>Computer &amp; Device Basics</b> <ul style="list-style-type: none"><li>- What is a computer and types of computers</li><li>- Connect to Bluetooth</li></ul> <b>Working with Desktop Operating Systems</b> <ul style="list-style-type: none"><li>- Access system with right-click</li><li>- Keeping your operating system up-to-date.</li></ul> <b>Working with Applications</b> <ul style="list-style-type: none"><li>- Open and save files</li></ul> <b>Keeping your computer secure and updated</b> <ul style="list-style-type: none"><li>- Strategies for creating secure passwords</li></ul> <b>Getting Online</b> <ul style="list-style-type: none"><li>- Connect to wired and WI-FI networks</li></ul> <b>Create content in Microsoft Office</b> <ul style="list-style-type: none"><li>- Use Microsoft Search to find anything in office.</li></ul> <b>Getting started with Word</b> <ul style="list-style-type: none"><li>- Create and save documents in Word</li><li>- Check spelling</li></ul> <b>Get started with Excel</b> <ul style="list-style-type: none"><li>- Create and save documents in Excel</li><li>- Create a simple data table.</li></ul>	<b>Access Information online</b> <ul style="list-style-type: none"><li>- Methods of connecting to the internet</li><li>- What is the World Wide Web</li><li>- Safely shop online</li></ul> <b>Participate Safely &amp; Responsibly Online</b> <ul style="list-style-type: none"><li>- Protect yourself from phishing and online scams</li><li>- Manage your digital footprint</li></ul> <b>Collaborating with Outlook</b> <ul style="list-style-type: none"><li>- Emails and calendars</li><li>- Add a contact</li><li>- Create appointments and meetings</li></ul> <b>Collaborate Online in Word</b> <b>Sharing Content with OneDrive</b> <ul style="list-style-type: none"><li>- Creating a OneDrive account</li><li>- Share documents</li></ul> <b>Using Chat, Video Calls and Group Video Meetings</b> <ul style="list-style-type: none"><li>- Set up audio and video</li></ul>

The Board members felt that the training would be of great value to some of their employees. Scott shared that his company just had open enrollment and there were a lot of issues with employees not having computer skills needed for the online enrollment. Ron echoed the same comments about the lack of computer skills of the production workforce in working with tablets at the company.

Ann suggested a pilot project with Board members' employees utilizing the 2 training modules (companies can choose both or only one). The program would include:

1. Employer registers employees for either or both modules.
2. Employer assigns a time for the employee to view the training during working hours using a company computer.
3. A welcome video is shown first to the employee (3 minutes long).
4. After the employee complete the training, they take a short survey that asks them what they learned and will use in the workplace.
5. Employee meets with HR or a supervisor to discuss what was learned and how they can use it in the workplace.

Ann will follow-up with Board members later in the month with the final details and registration link.

John thought a cyber security training would be valuable for the membership. Michelle and Ann will be researching what training is currently available on LinkedIn Learning and other training available through Microsoft.

An update was shared regarding the Data Analytics training. The 2<sup>nd</sup> Data Analytics cohort started the training on January 12<sup>th</sup> and has 64 people enrolled from 35 different companies: Abaxent, Ariens Co., Alliance Laundry Systems, Bassett Mechanical, BPM Inc., CMD Corp., Curt G. Joa, Eck Industries, Fosber America, Fox Valley Metrology, Green Bay Packaging, Heartland Label Printers, KI, Koerber USA, Lindquist Machine, Marquis Yachts, Nature's Way, Nercon, NPS Corp., Oshkosh Corp., PCMC, Precision Paper Converters, Rockwell Automation, Sadoff Iron & Metal, Services Plus, Suburban Electric, Sure Controls, TIDI Products, Unlimited Services, Wipfli, Wisconsin Aluminum Foundry, Wisconsin Lift Truck, Zepnick Solutions and Zeta Group. Overall, the comments from the participants has been good. Ann will be offering the membership another opportunity to enroll their employees in the training with the program to start in mid-April.

## **Topic 2: 15 year anniversary**

There was discussion on the 15 year anniversary:

- Element will create the 15 year magazine as an in-kind.
- The June Quarterly Membership meeting will serve as the 15 year anniversary celebration with short presentations, possibly including a 5 or 10 minute keynote address from Matt La Fleur. The event will be partially outside at Lambeau Field in the Miller Lite Deck & Lounge.
- Dates for the event would be either the 3<sup>rd</sup> or 4<sup>th</sup> week in June starting at 2 or 3 p.m.
- 2 sponsors secured: Sadoff Iron & Metal and Investor's Community Bank
- February issue of *Insight on Business* will have a one page advertorial about the 15 year.
- A 15 year anniversary logo has been created.
- The New North Summit will be held on June 10<sup>th</sup> at Lambeau Field and the Alliance will be spotlighted at the event.
- A membership recruitment letter will be written that Board members can share with colleagues that are not members of the organization inviting them to the 15 year celebration.

## **Topic 3: Taskforce updates: Communications, Fond du Lac, STEM, Talent and Talent Risk**

**Communications:** in an effort to target 18 – 35 year old, the taskforce would like to sponsor events with the Timber Rattlers. The package includes:

Wednesday 'Bang for Your Buck' games, which features \$1 hot dogs, \$1 sodas and \$2 beers. 'Bang for Your Buck Nights' are **super popular with the 21-35 demographic**.

- A concourse table (prior to the game) at every Wednesday home game (May – August) to handout information to fans. (\$500 value x 10 games).
- Mention in the Pocket Schedule, and other pieces referencing daily promotions; 'Bang for Your Buck Night - Presented by the NEW Manufacturing Alliance' at each game.
- Opportunity to handout *All Stars* magazines and listing of jobs at member companies to fans as they exit the ballpark after every Wednesday home game (\$750 value per game).
- Four reserved bleacher seats to every Wednesday home game (\$50 value).

Total sponsorship is \$5,000 with possibly up to 10 home games.

Sponsorships available for Alliance members:

- \$750 for 1 game to staff table, 4 free tickets to one game and ¼ page ad in the insert given to attendees at all 10 games
- \$250 for company name and website listed in insert given to attendees at all 10 games
- Free for members: insert will direct recipients to Manufacturing.careers listing companies hiring page.

The Board thought this will be an innovative approach to reach a large audience. The sponsorships from Alliance members will offset the cost to the Alliance. Sue suggested having a stipulation regarding if games are cancelled or fans cannot attend the games that the sponsorship would be partially refunded. Matt suggested also looking into sponsorship of some of the auto races that are being held in the summer as another way to reach 18 -35 year old.

**Solutions to the Fond du Lac County Talent Shortage:** Ann met with Envision the morning of the Board meeting about starting a taskforce similar to the Marinette County Skills Shortage taskforce. There was great interest and the first meeting will be held in May.

**STEM:** All four sponsorships have been funded for new Get Real Math & Get Real Science: Georgia-Pacific, McCain Foods, Plexus and Robinson Metal. Carnivore Meats won the right to have 2 free Get Real Math videos from the 2019 Get Real Premiere. Ann is contacting the company to determine if they are interested.

**Talent:** The Alliance is working with the Greater Green Bay Chamber on recruiting hospitality workers for manufacturing careers. Job seekers are identified in Indeed and asked if they are interested in changing careers. Ann then screens the candidate and the person's resume is sent to the company to review. The companies participating have agreed that they would hire someone with this type of experience and will pay at least \$14.50 to start. The companies participating are Green Bay Packaging, Georgia-Pacific, Pioneer Metal Finishing, Nature's Way, NPS, NEW Plastics and Winona Foods. If the pilot is successful, the recruitment will expand throughout the region. Matt shared that he could work with Unemployment Insurance and identify hospitality workers that are unemployed. This is another option in recruiting job seekers. Matt added that his organization also has training dollars for job seekers to be upskilled for manufacturing careers.

**Talent Risk:** The Retirement Readiness Seminar will be available for member companies' employees 56 years and older. HR Leaders will have their own session on 2/23 and employees will have a virtual session on two days (2 hours per day) on 4/17 and 4/20.

#### **Topic 4: Upcoming events**

Feb. 19 - Youth Apprenticeship workshop at 8:30 a.m. – 10 a.m.

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 at 8:30 a.m. – 10 a.m.

March 2 - Quarterly Membership meeting at 8:30 a.m. – 10:30 a.m.

**Topic 5: President's Cup Scholarship Golf Outing on June 2, 2021 (bold print confirmed & red are tentative)**

Team	Featured President	Featured President/VP
<b>Team 1</b>	<b>Kurt Voss, Amerilux International</b>	<b>Mark Kaiser, Lindquist Machine</b>
Team 2	<b>Paul Rauscher, EMT International</b>	Tim Riebau, VPI or Dan Ariens
Team 3	<b>Kim Bassett, Bassett Mechanical</b>	possible Louie Gentine
<b>Team 4</b>	<b>Lanny Viegut, Carnivore Meats</b>	<b>Tim Gilbertson, Seura</b>
<b>Team 5</b>	<b>Ray Schumer, CFO/VP, Little Rapids Corp.</b>	<b>Paul Sheridan, VP/GM, Little Rapids</b>
<b>Team 6</b>	<b>Jamie Veaser, Machine Plus</b>	<b>Uli Unterriker, Optima Machinery</b>
Team 7	Oshkosh Corp. tbd	Oshkosh Corp. tbd
<b>Team 8</b>	<b>Rick Recktenwald, Walker Forge</b>	<b>Ann Franz, NEWMA</b>
<b>Team 9</b>	<b>VP or pres from Werner Electric</b>	<b>Jim Koronkiewicz, BPM Inc.</b>
<b>Team 10</b>	<b>Mark Kallas, PanelTek</b>	<b>Mark Biznek, Kohler Co.</b>
<b>Team 11</b>	<b>John Dennis, Gardan</b>	<b>John Miller, Engineering Specialists</b>
<b>Team 12</b>	<b>Tim Ellsworth, Georgia-Pacific</b>	<b>Brian Holte, Regional VP Rockwell</b>
Team 13	Bryan Hollenbach, Exec. VP GB Packaging	
<b>Team 14</b>	<b>Tad Campana, Services Plus</b>	<b>Sachin Shivaram, WI Alum. Foundry</b>
<b>Team 15</b>	<b>Ricardo Abud, CMD Corp.</b>	<b>Stan Blakney, PCMC</b>
<b>Team 16</b>	<b>Sam Thomas, Robinson Metal</b>	<b>Jeff Hebbard, COO TIDI Products</b>
<b>Team 17</b>	<b>Jan Alman, Fincantieri Marinette Marine</b>	<b>Paul Konopa, NEW Hydraulics</b>
<b>Team 18</b>	<b>Jeff Pallini, Fosber America</b>	<b>Pete Augustine, Koerber</b>

Ann requested that Board members let her know of other presidents that might be interested in golfing in the event. Ideally all teams will be confirmed by Feb. 10<sup>th</sup>. Last year's sponsors will be asked to renew sponsorship starting Feb. 17<sup>th</sup> to Feb. 26<sup>th</sup>. The full membership will be asked to sponsor the week of March 1<sup>st</sup>.

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

There were two Associate member applications: YASH Technologies and Badger State Staffing. Both companies joined because they have a new employee that worked for an Alliance member and referred them to the organization. Jim made a motion to approve both companies' application with second by Rick. Motion was unanimously approved.

**Topic 7: Next steps and next meeting**

Ann shared that Steve Baue declined facilitating the 2022 – 2025 Strategic Plan. A suggestion was made to ask Dean Stewart with St. Norbert College.

Jerry Murphy said that he felt NEW ERA would be interested in meeting at their next Board meeting on April 22 at 8:30 a.m. He will work with his Board to confirm.

**The next NEWMA Board meeting will be held on April 7<sup>th</sup> at 2 p.m. via Webex.**