

Board of Directors Meeting

May 19, 2021

2 p.m. – 3:30 p.m.

Webex

Minutes

Attendees: Jeff Anderson, Ron Buchinger, Steve Cahoon, Sue Dorscheid, Mark Kaiser, Mark Lasky, Brad Nye, Rick Recktenwald, Mark Weber, Matt Valiquette, and Ann Franz

Jeff started the meeting with a discussion on the CDC's new mask guidelines. The Board members companies have a variety of policies in place regarding masks in the workplace including:

1. Employees have the option to wear masks regardless of vaccination.
2. Only employees that are vaccinated are allowed to not wear masks, however they do not need to prove they have been vaccinated.
3. Only employees that are vaccinated are allowed to not wear masks, however they need to prove they have taken the shot.
4. All employees are still required to wear masks regardless of being vaccinated.

Topic 1: NEW ERA/NEWMA joint meeting recap

All agreed that meeting once or twice a year with NEW ERA is a good idea. The past meeting had good conversation and helped both entities learn more about how the pandemic impacted them.

Mark Weber shared his concern that some technical colleges are focusing more of their efforts towards being a community college rather than a technical college with an emphasis on liberal arts compared to technical degrees. Rick shared that he believes companies need to invest in educating their employees in order to have a trained workforce. Further research and dialogue with the colleges is needed on this topic.

Topic 2: 15 year Anniversary celebration

There were 60 companies that sponsored the \$300 15 year anniversary magazine which netted \$18,000 to the Alliance's scholarship fund! The magazine will be distributed at the June 30th celebration and mailed out to members.

The June 30th Anniversary celebration is from 2 p.m. – 4 p.m. at Lambeau Field at the Miller Lite Deck. The tentative program:

2 p.m.: check in

2:30 p.m.: Program starts with welcome from Jeff and introduction of Tim Schneider, president of Investors Community Bank (sponsor of the event)

2:33 p.m.: Tim shares and then introduces John Kuhn

2:35 p.m.: John Kuhn

2:40 p.m.: Paul Rauscher review of the start of the organization

2:45 p.m.: Mark Sadoff (sponsor of the event) shares an overview of Alliance accomplishments

2:55 p.m.: Jeff discusses what's coming up in 2021

3 p.m.: Conclusion

3 p.m. – 4 p.m.: Networking

Topic 3: NEWMA Financials

Ann discussed the current financials for the Alliance. The budget set at the beginning of the year is on track. Due to the new sponsorship packages like the Timber Rattlers and 15 year anniversary, there should be a significant increase in revenue for the organization. The financials for the organization are the strongest in its history.

Ann has received numerous communications from the membership regarding their frustration in finding talent. She believes having the organization hire a part-time employee to focus on recruiting talent would be valuable for the membership. The talent coordinator position would work 18 – 21 hours a week.

Job duties:

- Network with Forward Services, Vet Services, etc. to find talent for member companies
- Create relationships with faculty and counselors to find talent for member companies
- Work with job centers on job fairs
- Job seeker meetings
- Monthly resume distributions
- Internship Draft Day
- Training: facilitate, coordinate, find instructors, identify new training/grants

The role would have metrics focused on having a certain number of people hired by member companies that were found through the Alliance efforts. The Board would like to determine hiring another individual at the July meeting.

Topic 4: President's Cup Scholarship Golf Outing on June 2, 2021 update

The event has raised the most sponsorships dollars than ever before at \$64,000. The event should net \$43,000.

Topic 5: Manufacturing First & Seth Mattison

Ann asked suggestions for a manufacturer keynote for the October 27th event. The Board was interested in the current president of Mercury Marine.

At the last Board meeting, there was discussion on having Seth Mattison speak again at the October 1st pre-Manufacturing First event. He has offered to do a study on manufacturing and speaking at either 2 companies and the virtual October 1 event for \$40,000 (usually \$65,000) or \$30,000 for all events being done virtually (usually \$45,000). If 2 Alliance members were interested in having him come to their company the cost would either be \$17,500 or \$12,500 depending on if in person or virtual. The Alliance could fund the other \$5,000. Ann inquired if there is any interest from the Board members to contact her.

Topic 6: Associate Member approval

The following companies have submitted an Associate Membership application:

- Dialogue Design
- KleenMark
- SAFIO Solutions

Ron made a motion to approve the 3 applications, Mark Lasky second. Motion carried and now there are 19 new members for the year.

Topic 7: Gladeo

Ann shared at this time there is not interest to move forward with this topic.

Topic 8: Next meeting is on July 21 at 2 p.m.