

NEW Manufacturing Alliance

Board of Directors Meeting

January 5, 2022

2 p.m. – 3:15 p.m.

Webex

Minutes

Attendees: Jeff Anderson, Stan Blakney, Ron Buchinger, Tim Ellsworth, Scott Kettler, Jeff Michels, Rick Recktenwald, Mark Weber, Rob Weklar, John West and Ann Franz

Jeff Anderson welcomed Jeff Michels, president of Laminations as a new Board member. Stan Blakney announced that he will be giving his Board seat to the vice president at his company, Scott Bean.

Topic 1: Vaccine mandate

Board members discussed how they were managing the vaccine mandate at their companies.

Topic 2: Review 2021: achievements, membership total and financials

January 12: Kickoff to 2nd Data Analytics cohort with 64 enrollees from 35 companies

February: Bill Behme hired as VP of HR at CCCP

February: Brian Witt hired as New Product Development Manager at Kohler Co.

February: Kick off to first ever 16 virtual plant tours

Feb 19: How to Start or Enhance your Youth Apprenticeship workshop – 150 registered

Feb. 19: Nicolet National Bank's webinar: Real People, Real Conversations featuring NEWMA

Feb. 23: HR Leaders Retirement Readiness Seminar – 35 registered

Feb. 24: Youth Apprenticeship seminar for students/parents with Green Bay Public Schools

March 2: Quarterly Membership meeting with 274 people registered for event

March 3: Featured guest on WPR Morning Show

March 9: Calumet County NEWMA Informational meeting in which 2 companies joined the Alliance that attended (Worthington Industries and Briess)

March 10: Impact Innovation Lab Workforce Panelist

March 23: NCMMA Boat Build Live event with 117 students receiving a free kit including the Girl Scouts, regional Boys & Girls Clubs, Paper Discovery Center, public and private schools

April 7: Panelist at UW Oshkosh's Lessons Learned in a Pandemic World-The impact of COVID 19 on Business Owners

April 10: Kick-off meeting to the NEWMA Data Analytics cohort #3 with 75 participants

April 14: Featured guest on WPR The Morning Show

April 17: Retirement Readiness Seminar part 1 (104 registered attendees)

April 20: Retirement Readiness Seminar part 2

April 21: Presented to Upskill Washington

April 22: Take Your Child to Work Day car build with 95 employees/children participated

April 28: Talent Recruitment Workshop with Vye & Imaginasium with 102 attendees

May 4: 9th annual Excellence in Mfg./K-12 Partnerships Awards dinner at Stone Prairie

May 4: Kick off to sponsorship for the Wisconsin Timber Rattler's 'Bang for your Buck' days every Tuesday home game in the 2021 season

May 21: NEWMA Mentorship Workshop

June 2: President's Cup Scholarship Golf Scramble at Blackwolf Run's River course. Netted \$40,000.

June 10: NEWMA featured at New North Summit

June 30: June Quarterly Membership meeting and 15 Year Anniversary at Lambeau Field

July 12: What Every Employer Should Know about Employee Selection webinar

August 12: NCMMA/NEWMA Boat Build with the Green Bay YWCA

August 24: Earn & Learn Signing Day at Lambeau Field

August 25: Presentation on Manufacturing Careers to Wisconsin Vet Reps

September 1: first ever Solutions to the Fond du Lac Talent Shortage taskforce, a partnership between NEWMA and Envision Fond du Lac

September 2: NEWMA Board Strategic Planning meeting

September 17: Board meeting with Senator Johnson

September 22: 4th cohort start of NEWMA Data Analytics training with 82 participants

October 1: Kick off to Manufacturing Month & Manufacturing First webinar

October 5: Get Real Math & Science Premiere at the Meyer Theatre with 130 registered participants

October 7: Education & Industry Day in Marinette & Oconto Counties including plant tours at Fincantieri Marinette Marine

October 12: NCMMA Virtual Boat Build with 51 students mostly from 4-H

October 20: NEWMA One on One meetings for exhibitors with potential customers

October 20: Panelist at the Gannett 'Now Hiring' live streaming event

October 20: Taps + Tours Business After Hours at Elevate97

October 21: Panelist for DPI's Building a Better Business Partnership

October 24: Featured on WLUK Newsmaker Sunday program

October 26: ACP Partnership Roundtable with 67 participants

October 26: 10th annual Excellence in Mfg./K-12 Partnerships Awards with 214 attendees

October 27: 11th annual Manufacturing First Expo & Conference with over 900 attendees including 112 high school students

November 1: \$30,000 Microsoft grant was awarded to the organization

November 3: Presented at the Stateline Manufacturing Alliance

November 4: 7th annual Internship Draft Day at Lambeau Field with over 130 registered college students and 44 exhibitors

November 10: NCMMA Associate Member meeting with one-on-one meetings with marine builders

December 16: NEWMA Quarterly Membership meeting

Total membership is 331: 201 manufacturers, 70 Associate members and 61 Affiliate members

The Board reviewed a draft of the 2021 financials. A final report will be shared at the February meeting. Overall, the Alliance had record breaking amount of membership dues and sponsorships in 2021.

Topic 3: 2022 planning and budget

The talent coordinator position has been filled. Maria Gonzalez will be starting in mid January. She brings with her good experience in human resources as she worked for a manufacturer in her last HR role. She is also fluent in Spanish, which will assist the Alliance in working with that population.

The Board reviewed the proposed 2022 budget. It will finalize the budget at the February meeting. Ann discussed the 180 day strategic plan. Here are the key activities and outcomes:

1. Hire a manufacturing recruiter position to engage and influence students/others to pursue manufacturing careers and career pathways. **Completed**
2. Identify sources of talent in our region and create an enhanced process for connecting job seekers with member companies.
 - a. Hire recruitment professional **Completed**
 - b. Reach out to current sources **due as of 1/31**
 - c. Research new sources **due as of 1/31**
 - d. Talk to members to determine best way to communicate **due as of 2/1**
3. Expand our influence and awareness with education by increasing the engagement of NEWMA membership with the K-16 boards in our region.
 - a. Identify 25 school Boards **Completed**
 - b. Offer to present **due as of 1/31**
 - c. Create a PPT presentation **due as of 2/15**
 - d. Presentations to 5-10 school Boards **by 5/2022**

4. Leverage our membership to establish and share best practices for talent attraction, retention and development.
 - a. Develop a process to identify and procure webinars **by February 2021**
 - b. Talent taskforce creates a speaker series **by February 2021**

Ann asked the Boards opinion on what should be covered in the School Board presentation. Suggestions included the Industry 4.0 and Northeast Wisconsin Manufacturing Vitality Index studies, along with encouraging investment in tech ed and engineering offerings at the school. The presentation should be a dialogue with how the schools can help support an important industry as is manufacturing and explain any barriers to supporting the industry. Ann will create a draft of the PPT and share with the Board. She will invite a Board member to co-present at the upcoming School Board meetings.

Topic 4: Quarterly Membership meeting December recap and plan March 2022

All Board members agreed that the hybrid option given to members at the December membership meeting worked out well. This was mainly due to that Fox Valley Technical College had the audio visual equipment that facilitated a good experience for both the in person and virtual attendee. Other venues will not have this type of technology.

There was discussion on the March Quarterly Membership meeting and speakers as well as should it be virtual or in person or both? All agreed that virtual or in person but not both. We will wait to understand what it the current pandemic conditions to determine in person or virtual. Dates were suggested including March 1, 2 and 9. Hosting the even later in the month will conflict with some spring breaks. Potential speakers are Missy Higgins from WEDC; Jim with BPM regarding the value of manufacturers serving on school boards, and a superintendent panel. The meeting date and agenda will be finalized at the February meeting.

Topic 5: President’s Cup Scholarship Golf Outing on June 1, 2022 (last year’s teams listed below)

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

There was discussion about the upcoming fundraiser. Board members that played in the 2021 event are asked to inform Ann if they are interested in playing in this year’s fundraiser. Tim and Rick confirmed their interest. Ann will start recruiting presidents later next week.

Topic 6: Membership Recruitment & Associate Member approval

2 new manufacturing members for 2022: Quality Technical Services and MillTown Inc.

There was one Associate membership application: Boldt Co. Motion to accept membership application made by Jeff Anderson and second by Mark Weber. The motion was unanimously approved.

Topic 7: Next steps and next meeting - February 2 at 2 p.m. via Webex