

NEW Manufacturing Alliance
Board of Directors Meeting
April 13, 2022
2 p.m. – 3 p.m.
Minutes

Attendees: Jeff Anderson, Scott Bean, Jeff Berg, Ron Buchinger, Steve Cahoon, Sue Dorscheid, Josh Delforge, Dale Kratz, Jeff Michels, Rick Recktenwald, John West, Barb LaMue and Ann Franz

Topic 1: Board changes and recruitment

A special welcome to Jeff Berg with Voith as a new Board member replacing Rob Weklar.

Brad Nye has resigned the NEWMA Board, due to taking a new position in Madison. Mark Weber will now serve as Board chair. A new vice chair will need to be identified. In addition, there are a few more changes to the Board. Mark Niemi has a new position and will not serve on the Board. Currently there are 16 manufacturers are serving on the Board. The Board can comprise between 12-20 leaders. Next year, it is expected to lose at least 3 additional Board members. The Board should be identifying new board members for 2023.

Topic 2: Taskforce updates

Communications: This taskforce has explored different types of media to promote Alliance members' jobs. It created a program called the NEWMA Minute on WIXX & Y100 radio stations. Each week an Alliance member will be featured in a one minute news spot that will be aired 20 times during the week between the two stations. The cost to the member is \$1,400, which is a discounted rate. There has been significant interest from the membership. The radio spots started airing in April and are sold out through August. In mid March, spots ran to introduce the feature. The call to action is to go to www.manufacturing.careers directs listeners to the unique website. In just 2 weeks there were 190 people that went to the website, due to the radio spots. The Timber Rattlers sponsorships sold out and generated enough money to offset the cost of the first 3 weeks of the radio spots.

The taskforce held a focus group session this week with production employees that are All Stars or nominees. The information learned from these individuals will be shared with the membership and utilized for marketing strategies.

Industry 4.0: There have been over 200 Alliance members' employees registered for the NEWMA Project Management course. Due to the tremendous response, there will be 2 cohorts starting in April and May. The Data Analytics course will be run again in the fall. In total, there have been over 200 people that have enrolled in the course. Dale shared that his younger engineers really enjoy this type of training.

Board members are encouraged to attend two upcoming events that are being coordinated by the Industry 4.0 taskforce. On April 28th the taskforce meeting will be on AR/VR technologies at NWTC. On May 20th from 1:30 p.m. – 3 p.m. will be a NEWMA Industry 4.0 Business & Industry Roundtable meeting at Lambeau Field. Faculty from throughout Wisconsin and Upper Michigan will be invited to tour a manufacturing company and then attend the event. This August, there will be a 2 day road trip to CSI at UW Milwaukee and MDX & Microsoft in Chicago.

K-12: The taskforce has had more companies express interest in sponsoring an Earn & Learn student. The taskforce has worked on the superintendent/school board presentation. The first presentation to superintendents was held on April 13 with 8 Brown County superintendents in attendance. Ann will now follow-up with other school boards and superintendents about sharing the presentation. The taskforce is working on an employability skills video that will be shown to students and participants at nonprofits in order to help them be more successful in their position.

Solutions to the Fond du Lac County Talent Shortage: The newly founded taskforce (started in fall 2021) had its first event, which was a tech ed teacher 2 day program featuring plant tours and webinar discussion. On March 15th, 18 educators toured 3 out of 5 Fond du Lac manufacturers, plus there was a networking reception. Two weeks later, on

March 30th, there was a virtual discussion with the educators. All involved were very happy with the event and it helped create new relationships for the manufacturers. Next, the taskforce is working on two videos that will showcase what is made in Fond du Lac county and the types of jobs available. The taskforce is also working on an event in October for October is Manufacturing Month.

Solutions to the Marinette Talent Shortage:

The taskforce is working on showcasing what is made in Marinette county and the types of jobs available. The taskforce is also working on an event in October for October is Manufacturing Month.

STEM: There are 3 companies that will be sponsoring the Get Real Science videos that will be filmed this summer: Georgia-Pacific, McCain Foods and Alliance Laundry Systems. The taskforce is working on initiatives to engage tech ed teachers including a summer exploration 2 day event focused on airplanes and tech ed teacher summit in conjunction with NWTC. In April, NEWMA held its annual 'You Can Make It Career Expo at Greenville Middle School, which included Hortonville Middle School students. In total there were over 300 7th graders that participated. On April 27, the event will be held at Lombardi Middle School with over 500 6th & 7th graders.

Talent: The taskforce is creating topics ideas for NEWMA Lunch & Learns and Future of Work forums. It is also exploring incumbent worker and job seeker training programs that could be funded by grants. Maria Gonzalez, the new talent coordinator for NEWMA has been meeting with over 20 nonprofit organizations about connecting their job ready participants with NEWMA members.

Barb shared that New North is working with NEWMA on a Workforce Innovation grant.

North Coast Marine Manufacturing Alliance: On April 2, it held its annual SeaPerch competition at Ashwaubenon Community Pool. There were 19 teams including from Marinette, De Pere, Ashwaubenon, Sevastopol, Green Bay, Freedom and Washington Island. In fact, five teams came from Washington Island in which they needed to come the night before in order to come on the ferry.

Topic 3: President's Cup Scholarship Golf Outing on June 1, 2022 update

This year's event had a record breaking number of sponsors and income. In total there is \$66,500 in sponsorships, compared to \$64,000.

Topic 4: Manufacturing First

This year's event will be held at the new Resch Expo Center on October 26, 2022.

Topic 5: Next meeting on May 4, 2022 at 2 p.m. via Teams