

NEW Manufacturing Alliance

Board of Directors Meeting

February 1, 2023

2 p.m. – 3:30 p.m.

Microsoft Teams

Minutes

Attendees: Jan Allman, Jeff Anderson, Scott Bean, Jeff Berg, Ron Buchinger, Josh Delforge, Mark Kaiser, Nicole Malson, Jeff Michels, Michael Sandry, Mark Weber, Michael Willadsen, Bryan Peters, Michael Alexander and Ann Franz

Mark Weber welcomed new Board member taking John West's place: Bryan Peters, president, Fox Valley Metal-Tech.

Topic 1: Special guest Chancellor Michael Alexander, UW Green Bay

The chancellor shared information regarding the new Phoenix Innovation Park. Some of the features include an Advanced Manufacturing Innovation Center building, retail, hotel and housing. He is looking for feedback from manufacturers regarding what is needed by them that could be addressed by the innovation center, which will include research capabilities. Suggestions included composites, converting and digital printing. The Board will follow-up with the chancellor with suggestions and invited him to present at the June quarterly membership meeting.

Topic 2: Conflict of Interest

The Board reviewed the conflict of interest form. Ann asked all members to sign the document and return it back to her.

Topic 3: March 14 & June 8 Quarterly Membership meetings

The agenda for the 3/14 meeting:

1. Welcome
2. New Members
3. 2023 NEWMA updates
4. Keynote speaker: Jake Mazulewicz - 7 Practical Steps to Improve Safety & Human Reliability
5. Sponsor: Microsoft
6. Sponsor: DAYTA Marketing
7. Conclusion

Express Employment has a national speaker that is economist and will discuss the worker shortage for the keynote for the June 8th meeting that will be part of the New North Summit.

Topic 4: Updates from NEWMA taskforces

Talent taskforce – working on a supervisor training program with St. Norbert College. Some of the taskforce members will be working on the KPI project focused on HR/safety. On May 19th, the taskforce will host a hiring event for graduating high school seniors that are not going on to college in the fall. The event is in partnership with U.S. Venture. There are two events one in Brown County and the other in Outagamie/Winnebago Counties. The taskforce is also working on a special Department of Workforce Development joint meeting with NEWMA on March 3, 2023 at Fox Valley Technical College featuring agencies, programs and grants to help manufacturers find the workforce they need.

Communications – there are a few new initiatives the taskforce is working on including bus ads running on 4 busses in Green Bay. The Timber Rattlers promotion will start on April 11th, which is now in its 3rd year of sponsoring Tuesday home games, 'Bang for your Buck'. The President's Cup recruitment for sponsorships has gone very well with over 100% all sponsorships being secured. There was over 90% of last year's sponsors renewed for this year's event. More opportunities to sponsor the NEWMA Minute will be available for members to air the months of May through July. The taskforce is also working on a promotion focused on 10 and 15 year college reunions. The goal is to connect with high school alumni that has moved from the area and encourage them to move back home. The taskforce is also looking for companies that will sponsor a Taps + Tours Business After Hours for the months of May, July and November. The Village Companies is sponsoring the September event.

K-12 –the taskforce is working with its partners in identifying superintendent and school board meetings, in which NEWMA can present. In an effort to help young adults be more successful in the job, there will be an employability skills video that will be produced featuring NEWMA members offering advice that will be shared with the schools and CESAs. In an effort to reach parents, the taskforce is working on a handout that will be given to the members to share with their employees on ‘how to help your child with career awareness.’ It will be distributed in October. In addition, there will be a survey sent to schools to identify who is the best contact at their schools.

Industry 4.0 – the taskforce will be touring MxD & Microsoft Innovation Lab in Chicago in May 2023. Looking for Industry 4.0 challenges that the solutions could be funded by the state/federal government.

STEM - will be looking for sponsors for producing new Get Real Math & Science videos. The cost is \$5,000, which includes two videos, teacher lesson plans and \$500 donation to one school that attends the Premiere. One of the goals this year is to host a girl’s STEM event. Plus host a tech ed teacher event.

Solutions to the Fond du Lac Talent Shortage – What is Made & Careers in Fond du Lac County are being filmed in March with a fall debut. Hosting a tech ed department school tours at Fond du Lac and North Fond du Lac high schools on March 2, 2023.

Solutions to the Marinette Talent Shortage - What is Made & Careers in Marinette County are being filmed in March with a fall debut.

NCMMA – SeaPerch competition will be hosted on April 1, 2023 at Ashwaubenon Community Pool. The taskforce is working on a federal grant.

Topic 5: Membership Recruitment & Associate Member approval

Bank of Luxemburg submitted a membership application. Jan made a motion to approve their membership, Ron second. Motion was carried unanimously.

Topic 6: Next steps and next meeting – April 5th starting at 2 p.m. at Fincantieri Marine Group in Green Bay.

It was suggested to have a social for the Board members after the April 5th meeting. Over half of the board members have been on the board for less than 2 years. This will give an opportunity for the board to get to know each other. After the April 5th meeting, the Board will meet at Waterford Wine for a wine-tasting event from 4 p.m. – 5:30 p.m.