

**Next Generation Manufacturing Council
August 20, 2008 – Meeting Minutes**

Present:

Steve Bass (MMAC)	Mike Mortell (Regional Workforce Alliance - RWA)
Herb Conteno (MATC)	Jim Paetsch (Milwaukee 7)
Karen Dredge (UWM)	Ron Perez (UWM)
Mike Erwin (Tailored Label Products)	Mike Reader (Precision Plus)
Karl Grunewald (von Clausewitz Group)	Kathy Rogers (Toolcraft)
Ken Heins (KLH Industries)	Colin Scanes (UWM)
Ken Johnson (MATC)	Duane Schultz (MATC)
Shelley Jurewicz (FUEL Milwaukee)	Elizabeth Thelan (RWA)
Mike Klonsinski (Wisconsin Manufacturing Extension Partnership - WMEP)	David Tomczek (Federal Tool & Engineering)
	Marjorie Yoshida (Milwaukee 7)

Transition Manufacturing - Mike Klonsinski, WMEP

Six months after engagement with WMEP, an independent survey group calls upon companies to see how they are doing.

- Manufacturers in the Milwaukee 7 region reported a \$70 million impact with 293 jobs created/retained.
- Wisconsin manufacturers reported a \$226 million impact, mostly in sales growth and expansion.

Despite federal budget cutbacks, WMEP is targeting a similar impact for the next year.

Technology and Innovation - Mike Klonsinski, WMEP

Eureka Winning Ways Innovation Service: hired 2 marketing development specialists for the M7 region. Still following-up with interested companies from the spring conference. Staff going through Eureka training in September.

Technology and Innovation - Colin Scanes, UWM

Mike Lovell is the new Dean of Engineering and Applied Science at UWM. Asst Dean, Ron Perez, made a presentation on Mr. Lovell's behalf.

- College of Engineering and Applied Science and Institute of Industrial Innovation: 2 separate centers but they are intertwined. They will establish partnerships with many local companies.
- Will recruit 18 faculty in 2008-2009. Faculty will start in Fall of 2009.
- Program will involve Senior level students.
- Mike Lovell developed a similar program in Pittsburgh with very positive results.

International Manufacturing Support - Pete Beitzel, Milwaukee World Trade Association

U.S. Midwest - Japan Conference

- September 7-9, 2008 @ Midwest Airlines Center
- Forum for bilateral trade issues
- Showcase of investment potential
- Develop links and contacts to successfully compete in Asia

MMAC's China Business Council

- hosted a Ningbo (China) Trade delegation in July. 130 attended, 30 from China. Government officials and business executives presented latest development and business opportunities in Ningbo.
- November social networking event

Go to MWTA.com for further information.

Workforce Development - Shelley Jurewicz, FUEL Milwaukee

New online-community launching in November to engage and connect members in issues facing the region. Short demonstration will take place at October meeting. NGM Council invited to create a workgroup.

Workgroups have capacity to:

- Post meeting minutes, related documents, meeting and event notices
- Communicate with Council members as a group or individually
- Host online discussion

FUEL connecting with college community. Opportunity to get students excited about careers here in Milwaukee.

Marketing and Branding – Dean Amhaus, Spirit of Milwaukee

Story Committee

- *Purpose: (1) change Manufacturing conversation from Negative to Positive and (2) keep Manufacturing Core to M7 prosperity*
- *Why a Story? Facts inform. Story sticks. Story inspires. Story connects.*
- *What is Next? More meetings, Webinar, continue to collect. be ready*

Dream it! Do it!

- *New Business Model: less cost upfront, approx. \$25,000 (rather than \$50,000) and ongoing subscriber fees at \$2,500 / year. \$250,000 – get web access to structured marketing package, can customize content, staff, link to other programs, communicate and market to parents, students, academics.*
- *Support at National Level, National Association of Manufacturing (NAM) Branding*
- *Connect to our own Regional ideas (many from story committee)*
- *Need Support: RWA Supply side, RWA Demand Side. Local manufacturers need to fund local campaigns in conjunction with Dream It Do It. WIRED could possibly fund a portion.*
- *There are 15 sites now. 3 have gone up since April.*
- *Next Steps – How will we, NGM Council, do it? Elizabeth to interview someone that is using it. Is it working? Do they like it? Is it worth the money? How many hits are other areas getting? Can we measure number of hits? # of visitors to site would be a core measure. How do we get people to go to website. Elizabeth to send Dream It Do It links for all to look at. Is this the tool to create manufacturing career awareness?*

Kathleen Cady Schilling made presentation on IBOTS. Will send link to all. Any statistics on how many students actually went on to study manufacturing related subjects? Ken Heins commented that students pick their careers by their sophomore year in high school. Need to access youth before this.

Public Policy - Steve Baas, M7 Public Policy Committee

City of Milwaukee Mandatory Sick Leave:

- Under the referendum on the ballot this November, large employers would be required to provide 9 days of sick leave per year, and small employers would provide 5 days per year.
- Gives employers no flexibility in how they create their benefit packages.
- This requirement would make the City of Milwaukee an island of regulation, discouraging business development in the Region's core business district.
- To join our effort in opposition to this measure, register at mmac.org, or contact Steve Baas, sbaas@mmac.org

EPA fine particulate ruling puts Milwaukee at a competitive disadvantage. We are appealing the ruling. We have models to get below the benchmarks, but we need to time.

Marquette Interchange now open! Still have battles ahead in the I-94 north south section and the Zoo interchange. Need to fight to keep money here. Politicians need to hear from the business community.

Great Lakes Manufacturing Conference Update

- 4 pillars: Brand, Talent, Borders & Logistics, Collaboration
- Committees: Great Lakes Brand, National Competencies (Elizabeth on Branding Committee)
- Industry speakers: Illinois Tool, Cummins, Corning
- Innovation and productivity (NAFTA)
- M7 Attendees: Pat O'Brien, Elizabeth Thelen

RWA All Committee meeting update

- Alignment with Committees – Supply Side, Demand Side, Leadership
- Discussion of Why Regionalism
- RWA is not just WIRED
- RWA is also looking for guidance from NGM Council
Ex: Alignment of Strategic Plans to Industry Clusters and Needs

NGM Council Invited to: Innovation Forum
When: September 10th, 8:30am-noon, Harbor Lights
2nd round release of RFP for WIRED grants.
Applications due in November.

NGM Benchmarks and Base Metrics – WIRED initiative funding – Mike Klonsinski, WMEP

Why?

- Need a common vision and language
- Scorecard for NGM progress
- “Owned” by multiple partners

6 Survey Segments:

CUSTOMER-FOCUSED INNOVATION: What percent of Wisconsin manufacturers are developing products faster than the competition? Sample Metrics:

- % of revenue from new products and services
- % of sales invested in R&D

SYSTEMIC CONTINUOUS IMPROVEMENT: What percent of Wisconsin manufacturers are at Level 3 in Lean implementation? Sample Metrics:

- Annual productivity gains realized
- Percent of workforce engaged in continuous improvement

GLOBAL ENGAGEMENT: What percent of Wisconsin manufacturers are capable of leveraging global markets and resources? Sample Metrics:

- Percent of total revenue from export sales
- Percent of operating budget devoted to non-US markets and operations

TALENT ACQUISITION AND DEVELOPMENT: What percent of Wisconsin manufacturers have in place world-class strategies to acquire and leverage talent? Sample Metrics:

- Number of hours of formal training per employee
- Annual productivity gain

VALUE CHAIN MANAGEMENT: What percent of Wisconsin manufacturers have in place world-class strategies to leverage partner relationships? Sample Metrics:

- Level of investment in partner management
- Level of supplier integration

GREEN/SUSTAINABILITY: What percent of Wisconsin manufacturers actively incorporate “green” in their strategic planning? Sample Metric:

- Energy and raw material use productivity gains (output/watts)

NEXT STEPS

- Survey: August 25 – September 30 (extended to Oct 15)
- 750 Responses Statewide – 250 in Milwaukee 7 region
- Editorial Board visits in Oct, Nov & Dec, policymaker briefings, industry association briefings
- Drive policy, partnerships, services

Development of Certifications (\$2 million grant to develop 14 certificates)

MATC – Herb Conteno

Current Manufacturing Certificates in the Education System

Certified Welding Inspector
“Express Ramp” Flux Core Welding

Foundry / Metal Casting
Metallurgical Technician

Current Manufacturing Certificates:

Sustainable Facilities Manager
Sustainable Facilities Operations
Environmental Controls Technician
CNC Setup and Programming for live Tooling and Sub-Spindle
Mastercam Programming for CNC Turning w/ Live Sub-Spindle
Swiss Screw Machining Setup and Programing

Others:

Commissioning Agent
Measurement & Verification
LEED Accredited Professional
Certified Energy Engineer

Discuss and List Manufacturing Certificates needed in the M7 Region (If an area requires too much training – create smaller modules.)

- Printing (only WCTC)
- ISO Standards (auto, medical)
- All LEAN Tools: Ability to do Value Stream, 5 S's, understand TAKT, Single Piece Flow
- Six Sigma – DMAIC Framework, Execute a gauge, Capability Study
- Mastercam programming
- Quality Management Inspection

MATC Markets Certificates

MATC shares Certificates with Wisconsin Tech. System

Track our recommendations

**Next NGM Meeting
Monday, October 20
MMAC, Wisconsin Room
noon-1:30**