

Milwaukee 7 – NGM Council August 17, 2009 Meeting Minutes

Present: Dean Amhaus (Spirit of Milwaukee), Peter Beitzel (MMAC), Bill Berezowitz (GE Healthcare), Karl Grunewald (The von Clausewitz Group), Terry Hansen (Ultra Tool and Manufacturing), Cathy Harrison (MMAC), Mary Isbister (GenMet), Shelley Jurewicz (FUEL Milwaukee), Jim Kerlin (Wiscraft, Inc.), Pat O'Brien (MDC), Dale Raab (WMEP), Kathy Rogers (Toolcraft), Colin Scanes (UW-Milwaukee), Jim Scherer (DCD), Kathleen Cady Schilling (Ozaukee Cty Economic Dev't), Duane Schultz (MATC), Elizabeth Thelen (RWA), Sammis White (UW-Milwaukee), Marjorie Yoshida (MDC)

Executive Summary

- ▶ NGM Council to take on Steering Committee format
- ▶ New Council format will update regional practices and share best practices and ideas
- ▶ NGM Council to meet two times per year with action teams focused on specific strategies and tactics meeting as needed.
- ▶ Mary Isbister to merge and distribute for review: NGM priorities, characteristics and strategies.
- ▶ Purpose of next meeting is to discuss questions and comments raised at the last meeting and discuss viability of an NGM strategy forum for 60-75 diverse manufacturers.
- ▶ The next meeting and forum is to identify strategic and tactical initiatives around which action teams will be built.

NGM Accomplishments

- **Collaborate:** regular meetings around manufacturing
- **Advocate:** state budget funding for WMEP, R&D Income Tax Credit, Jobs Tax Credit, Biotech Machinery & Equip. Tax Exemption
- **Support:** WIRED proposals aligning with NGM priorities, Engineers & Scientists of Milwaukee – STEM, Mfg Skills Standards Certification
- **Identify and Evaluate:** WMEP Survey
- **Influence:** RWA influencing workforce activity in region
- **Advise:** MATC direction for new certificates
- **Communicate and Centralize:** Website connection with wiscareers.com promoting manufacturing careers statewide.
- **Adapt:** Proactive expansion and attraction strategy (Navigation, Measuring, Electro-medical & Control Instruments, Food Processing, Water)
- **Resource:** choosemilwaukee.com website for property searches
- **Attract, Expand, and Retain:** 7 manufacturing based prospects to M7 Region; 724 new jobs; \$58,253,700 capital investment

NGM Vision:

Serve as a center of excellence for next generation manufacturing operations: technology-driven, innovative, lean, agile and skilled.

Become the best place to locate, build and grow small to mid-sized next generation manufacturing operations

NGM Council taking on a Steering Committee format

Share: best practices and ideas

Update: regional progress in all areas

Focus: Identify 1 or 2 areas or projects for NGM

Meetings: Steering Committee: 2 x / year
Action Teams: as needed

NGM Priorities and Priority Partners

Workforce Development

Michael Mortell & Elizabeth Thelen, Regional Workforce Alliance (RWA)
Shelley Jurewicz, FUEL Milwaukee

Transitioning Existing Manu. Capabilities

Mike Klonsinski, Wisconsin Manufacturers Extension Partners (WMEP)

Technology and Innovation

Colin Scanes, UW-Milwaukee
Mike Klonsinski, WMEP

International Manufacturing Support

Pete Beitzel, Milwaukee World Trade Association (MWTA)

Marketing/Branding

Dean Amhaus, Spirit of Milwaukee

Secure Public Policy

Steve Baas, Milwaukee 7 Policy Committee

WMEP NGM Characteristics

	Performance Indicator	Current	Desired
Customer-Focused Innovation	% investing >5% of sales in R&D	27%	80%
Advanced Talent Management	Training Hours >20 per employee	28%	80%
Systemic Continuous Improvement	% with >75% of work-force engaged in CI	42%	80%
Extended Enterprise Management	% view suppliers as strategic partners	22%	80%
Sustainable Product & Process Development	% with >90% of products completely recyclable	25%	80%
Global Engagement	Companies with >1 out of country sales office	37%	80%

When looking at the NGM Top 10 Strategies, the NGM 6 characteristics, and the NGM priorities, many of these overlap or can be categorized under each other. Mary Isbister will merge these three lists into a working draft of a new strategic document.

NGM Top 10 Strategies

1. Lock-in attainment zone approval for the region by June 15
2. Create single point of contact for NGM workforce needs through the Regional Workforce Alliance and its local partners
3. Accelerate and market industry-specific training programs
4. Create a "Next Generation Manufacturing Resource Center"
5. Market the Milwaukee 7 Region to targeted Next Generation Manufacturers
6. Secure \$1.5 million for the Get Lean Initiative
7. Support roll-out of Manufacturing Skills Standards Certification
8. Secure biotech machinery and equipment tax exemption
9. Expand global reach by sharing best practices on exporting
10. Build and connect regional engineering excellence

NGM Council member may decide to "champion" an initiative and will compile his own "action team." Action Team will work and report back progress twice yearly at the NGM Council meeting. Action Teams are more strategy oriented rather than project oriented.

Possible Action Teams could include:

- ▶ Power automation sector
- ▶ Great Lakes Manufacturing Council
- ▶ Manufacturing education, i.e. WMEP workshops rotating through each county. Racine has been doing this. Waukesha will be next.
- ▶ NGM attributes. Have list of five places for each attribute that a manufacturer can immediately go to get information on improving their company.
- ▶ Aid manufacturers in finding outsourcing opportunities in the M7 region. Rather than losing business elsewhere, is there someone locally who can provide what is needed.
- ▶ Come up with policies in the state that could result in more manufacturing jobs.
- ▶ Business Recruitment and Retention

Questions and Comments:

- ▶ How do we determine what the initiatives are?
- ▶ How do we find the "champion" to head up the action team?
- ▶ Should we connect with industry trade groups?
- ▶ Many of our current strategies are actually short-term tactics and are not an all-encompassing vision.
- ▶ Use specific numbers as benchmarks rather than percentages.
- ▶ Look at Vision statement. Time to update/revise? (See bottom of page 2)
- ▶ Need more manufacturers to take action. Current priority partners would be resources.
- ▶ Need to take action, get work done. Need more than conversation.
- ▶ Need to identify two CEO co-chair manufacturers to work with Pat.
- ▶ Do we want to start an on-line community?

GLMC 2009 Forum, October 14-15

State of Wisconsin: Team of 10

Purpose: To work with State/Provincial teams to develop a road map of policy recommendations and actions to advance manufacturing in the Great Lakes Region

NGM Council – next meeting

October 20, noon-1:30, lunch will be served

We Energies, M7 Resource Center

Agenda:

- ▶ Review Vision statement and overall strategy.
- ▶ Confirm steering committee format
- ▶ Review and comment on Isbister merged draft
- ▶ Evaluate and plan for NGM format
 - Commitment
 - Task/Assignments