

**Next Generation Manufacturing Council  
Meeting Minutes April 30, 2008**

**IN ATTENDANCE:**

- NGM Council Members: Bill Berezowitz, Mary Isbister, Mark Rolison, Dave Tomczak
- NGM Guests: Rob Cown, Ken Heins, Jim Kerlin, Manuel Perez, Kathy Rogers
- NGM Staff: Dean Amhaus, Pete Beitzel, Kathleen Cady Schilling, Shelley Jurewicz, Pat O'Brien, Colin Scanes, Jim Scherer, Elizabeth Thelan, Sam White, Marjorie Yoshida

**DISCUSSION AND NEXT STEPS**

- **Benchmarks and Base Metrics**, Mike Klonsinski (WMEP), Colin Scanes (UWM), Elizabeth Thelan (RWA)  
See Attached Document. Measurable metrics are being developed. **ACTION: WMEP to organize proposal and solicit study for (1) NGM definition refinement, (2) base metrics defined, and (3) initial benchmark study.**
- **M7 organization and website should be a resource center** / one touch access to information
  - Act as conduit to link funding for available programs. Funding is often an issue and the barrier to entry in utilizing these programs.
  - M7 needs to streamline the process, cut the red tape; website to be business friendly. **ACTION: (1) Establish agent to work on to gather information on programming, (2) format for businesses, and (3) put on choosemilwaukee.com website.**
  - Manufacturers want options. WMEP is a very good resource. Are there are other organizations out there that carry out similar useful programs. M7 needs to offer the options. (MSOE Business Excellence Program) **ACTION: Analyze and list programs/entities and areas of expertise.**
- **Workforce Development is key.** Needs to be part of planning...and not expected to happen at the end. Manufacturers need workers TODAY. Most of the strategies talked about will take effect 2-3 years down the line.
  - Trained workers exist...but where are they? This connection must be made...could EMSI be a tool for resolving this issue? **ACTION: M7 and RWA to investigate EMSI potential.**
  - A single employer won't attract talent. Need a regional "cluster."
- **Transportation**
  - Trained workers exist but they can't get to work. No car, bus lines being cut, etc. Infrastructure is an issue. Transit should be a priority, inner city workers need to be able to get to work in the suburbs. Menomonee Valley is an example of manufacturers moving to where the workers live.
  - "Ways to Work" mentioned as tax incentives to buy a car for work.
  - JNA Staffing (Manuel Perez) has transportation for their trainees. When the trainees are hired on full-time they get help in finding and purchasing a car.
- **Education/Marketing**
  - Educational systems need to train in LEAN. When they graduate they are knowledgeable and ready.
  - Companies go through LEAN training but don't have the workforce to carry it out.
  - In some instances, colleges have the courses but students are not enrolling.
  - Talent pool shrinking – need to do more with less – people need to be more productive
  - Need success stories. **ACTION: Dean, Elizabeth, & Mary Isbister – committee to create and collect these stories.**
  - MPS and City of Milwaukee – looking for companies to take on interns (compliments of Bill Berezowitz)
    - Terri Salzer - MPS District Youth Apprentice Coordinator  
**email:** [salzertj@mail.milwaukee.k12.wi.us](mailto:salzertj@mail.milwaukee.k12.wi.us)      **phone:** 414-475-8019  
In addition to apprentice efforts, Terri is a great contact for graduating teens who are doing very well and need full time summer (or longer) employment.
    - Bill Malone - City of Milwaukee Youth Development Coordinator  
**email:** [william.malone@milwaukee.gov](mailto:william.malone@milwaukee.gov)      **phone:** 414-286-5894  
He leads the efforts to find employment for youth for summer and other part-time employment.
  - Teachers, administrators, and parents need to buy-in. They are not supporting manufacturing as a profession. It is perceived as dark, dirty, and unskilled. Not so.
    - Perception of your company in the eye of the public is important. **ACTION: FUEL Milwaukee has established strategies in branding your company.**
    - Bring students in for tours of manufacturing.
    - Work with school systems in promoting companies with tours.
    - Have manufacturers in to guest speak.
    - Need to sell quality of life = work...earn \$...enjoy
    - Help people to realize the possibilities...then lead them through what they have to do in order to get there.

- Be proactive in dealing with minorities in suburbs...there is a hesitancy. Dispel the untruths and create a comfort level.

## **PRESENTATION OF REVISED PURPOSE:**

Whereas Manufacturing is the dominant industry employing 173,305 of the 300,000 driver (primary) jobs in the Milwaukee region at an average wage of \$50,000, well above the overall regional average of \$35,000 and whereas Manufacturing is the key driver industry in the Milwaukee 7 region and whereas manufacturing in the region holds both great risk and opportunity for the economic health of the region, the Milwaukee 7 Regional Economic Development Council has authorized the formation of a regional Council centered on Next Generation Manufacturing.

The vision of the Milwaukee 7 Next Generation Manufacturing Council is for the Region to serve as a center of excellence for next generation manufacturing operations: technology driven, innovative, lean, agile and skilled.

Our goal is for the Milwaukee region to become the next generation manufacturing research, engineering, design and production center of excellence, making Southeast Wisconsin the best place to locate, build and grow small to mid-sized manufacturing operations.

The role/purpose of the NGM Council is to:

1. Discuss and Identify NGM qualities, principles, and objectives.
2. Identify, discuss and evaluate new and existing best practices, strategies, resources, programs and services for NGM.
3. Communicate and advocate for the above principles and practices to the Milwaukee 7 Council and within the Milwaukee 7 region,
4. Identify and designate lead partners willing to pursue and achieve Milwaukee 7 NGM principles and objectives
5. Evaluate and measure the impact of existing and new strategies, programs and services on NGM principles and objectives.
6. Adapt the strategies to changing conditions and promote new more effective strategies.

Through its involvement in the process of identifying, promoting and evaluating key NGM strategies, the NGM Council will serve to communicate to the Milwaukee 7 Council the work undertaken within the region in furtherance of Milwaukee 7 regional NGM strategies.

Additionally, the NGM Council will serve to identify key strategies needing the support of the Milwaukee 7 Council. The NGM Council will facilitate regional support for its lead partners to promote policy to better achieve the principles, goals, objectives and strategies of Next Generation Manufacturing in the Milwaukee 7 region.

## **PRIORITY UPDATES**

### **Transition Manufacturing, Mike Klonsinski, WMEP**

- Added 3 staff for lean and innovative manufacturing.
- *Manufacturing Matters!* Conference April 23, 2008
  - 636 attendees this year (711 last year)
  - John Brandt luncheon sponsored by the REP
    - 58 attendees (23 manufacturers)
    - Break-out sessions and hands-on Milwaukee related discussion suggested.
- 114 manufacturers ID'd w/ technical issues from call program.
  - Call Program question changed to "dig deeper" for more useful follow-up
- Launch *Eureka Winning Ways* Innovation Service
  - Officially launched @ Mfg Matters Conference
  - 56 Presidents and Vice Presidents indicated interest after conference keynote speaker. Follow up within next 2 weeks.
  - 2 companies have completed the process. Both are moving forward with new product development.
    - WMEP
    - American Lazer

**International Manufacturing Support, Pete Beitzel, Milwaukee World Trade Association**  
GO TO MWTA.COM FOR FURTHER INFORMATION

- WMEP Manufacturing Matters Conference
  - MWTA Booth and brochures were at the conference.
  - Included *"How to Enter the Global Marketplace"* session.
- Wisconsin International Trade Conference May 13, 2008 @ Italian Community Center
  - Workshops on International Opportunities and Issues
  - Trade Reps from Brazil, Mexico, Europe, Japan and China
- U.S. Midwest - Japan Conference, September 7-9, 2008 @ Midwest Airlines Center
  - Outreaching to Industry, Education, and Government in the Midwest Area
- JohnsonDiversey Company Tour, May 20, 2008
  - Largest LEED-certified distribution center in US
  - NAIOP Green Development Award for 2007
- Selling to Sub-Saharan Africa with US Ex-Im Bank Financing
  - July 31, 2008 @ GE Healthcare Global Institute, Waukesha
- Other opportunities: China (July) and Vietnam (May 15)

**Marketing/Branding**, Dean Amhaus, Spirit of Milwaukee

- Perception Survey results presented May 28.
- Marketing plan roll-out @ June 4<sup>th</sup> M7 Council Mtg

**Workforce Development**, Mike Mortell and Elizabeth Thelan, Regional Workforce Alliance

Dream !t Do !t

- Marketing program targeting 16-26 year olds to attract and develop talent in manufacturing related careers.
- \$50,000 to buy the program and related software. Hundreds of thousands of advertising dollars are needed. Prospective national sponsorships may bring this price down.
- Program would be adapted for our region.
- Marketing Council creating our own regional campaign for fewer dollars. Considering targeting youth at an even younger age.
- Dreamitdoit.com has links to states using the program now.

**EMSI presented as a tool for assessing workforce availability.**

- M7 has access to EMSI and can provide information (Government data of occupational codes by county)
- Contact Mike Mortell or Jim Paetsch