

# Minutes

North Coast Marine Manufacturing Alliance Meeting

February 8, 2012

1:00 PM – 3:00 PM

NWTC

**Type of meeting:**

Strategic Planning

**Note taker:**

Ann Franz

**Attendees:**

Pete Bilski, Josh Delforge, Tom Buske, Curt Prokash, Steve Popp, Ian Schumacher, Craig Wolf, Doug Lackey, Paula Langteau, Pat O'Hara, and Ann Franz

**Agenda topics**

Welcome & member and subcommittee updates

All

Associate members from J.F. Ahern and E.H. Wolf were welcomed to the Steering committee meeting. Pat O'Hara shared that NWTC's North Coast Marine Manufacturing Training Center is now open. The ribbon cutting ceremony will be held on Feb. 20 at 11 a.m. All NCMMA members are invited to attend. The front entrance will spotlight the marine craft that is made in the North Coast by having a picture of each Alliance member's ship/yacht/boat. Ann requested that members send her photos that they would like to see be used for the entrance. The center is 16,000 square feet and will train a variety of skills including welding, mechanical and electrical. The facility also has a computer lab, assessment center and conference room. Paula suggested that in addition to the photos of the member companies, she would like to see that the educational institutions that are members be represented at the center.

Josh said that the 63' Marquis was launched for the Miami boat show. It is the world debut of the yacht, the first brand new model in three years. Wisconsin Economic Development Corp's Shelly Harkins met with Josh about composites research and testing. She brought along an expert to discuss the needs Marquis has with composites. Tom shared that ACE Marine is anticipating a 40 RBM award. ACE's safety record continues with 681 days without a loss time.

Paula informed the committee that the online shipyard orientation program is coming along well. It is currently in the testing phase. She explained that the program is a virtual 3D simulation of a shipyard, whereas a person can use an Avatar to go through a shipyard. It is targeted at new employees along with students. She will have a demonstration at the next Steering committee meeting. In addition, Congressman Ribble will be hosting a job fair on February 24 from 9 a.m. – noon at UW Marinette.

The Educational subcommittee is working on a joint marketing piece on career pathways in marine manufacturing.

Associate Members & Supplier Fair

All

The Associate members gave an overview of their companies. J.F. Ahern has a marine fire protection division, along with mechanical and pipe fabrication. The company's expertise is with marine craft between 50 – 100 feet long. One of the reasons why they joined the Alliance is due to the barriers of entry into working with the marine builders in the area. In addition, the company would like to promote the marine industry. Pat shared that J.F. Ahern has been an excellent partner in NWTC's fire protection program. E.H. Wolf is a third generation company. It specializes in bulk oil and fuel, along with lubricants and synthetics. It is certified by the U.S. Coast Guard. Chevron is the fourth largest in the world. It has many specialized oils for the marine industry. The reason why they joined was to develop relationships with the members of the Alliance.

Members discussed the Associate Member Supplier Fair. The event will have booths for each Associate member, along with an area in the booth where members can meet one-on-one (approximately 15-20 minutes) with each marine builder. The attendees should include marine manufacturers' maintenance, purchasing, manufacturing, and engineering departments. The event should have an event program given to marine builders prior to the event, so they can see what types of suppliers are at the show and who would be the appropriate person to meet with the supplier. The date of the event will be in late fall, so not to conflict with boat shows. The committee members targeted the first week in November. The location of the event will be in the Green Bay area. There will also be an educational portion to the event. Suppliers will present on topics of interest to the marine builders, as well as the marine builders will speak on topics of interest to the suppliers. The draft of the format:

- Supplier presentations (vetted by the Steering committee)
- Expo with one-on-ones
- Marine builder presentations (vetted by the Associate members)

## Continuation of Associate Member &amp; Supplier Fair

All

All of the committee members believe this type of event will help suppliers with having a better understanding on how to meet the needs of industry. Suppliers also have resources to expand the marine industries knowledge and technical skills in a variety of areas. Craig shared that he knows of an expert that he will invite to present at the show. Josh shared that he prefers doing business with local companies and this event will help build relationships with suppliers.

There was discussion on whether the Steering committee is going to limit the number of suppliers from any one sector. The Steering committee members do not want to have only one representation from each industry, but will be mindful not to have too many of any one type of vendor. The Steering committee is encouraged to invite 2-3 vendors to join the Alliance. Doug said that he liked that the membership dues is \$750, so it's not too inexpensive that every vendor wants to join. The Steering committee targeted to have at least twelve Associate members by November. The Associate members will be invited back to the April 11 meeting to further discuss the Supplier Fair.

## Discuss Supply Chain subcommittee meeting with leadership from WEDC

All

The Supply Chain subcommittee, along with some members of the Steering committee met with representatives from the WEDC. Identified at that meeting were two key needs: composites R&D and curved glass. The WEDC will be investigating what is currently available. WEDC also encouraged the Supply Chain subcommittee to identify gaps in the supply chain and send that information to them.

## Discuss marketing strategy and 2012 activities

All

Josh shared that Scott who is Marquis' marketing manager is willing to write some press releases for the organization, but suggests all press releases for the Alliance be sent by the Alliance. Pete said that his marketing manager is also able to help with press releases, but would like an outline of what the organization would like written.

The Alliance wanted to do at least one K-12 outreach event in 2012. Parkview Middle School is going to host a summer camp and will focus the week-long event on marine manufacturing careers. ACE Marine and Marquis Yachts have agreed to give tours. The committee would also like to explore a hands-on build project for students in boat building. Old Dominion University has developed a boat building competition that could be reproduced. Ann will contact Dr. Verma from Old Dominion on the details of the build project. The competition could be between students at different schools and utilize Marquis's test pond for the contest.

Tom discussed another group activity for the Alliance. He was approached by an Oshkosh museum that has a 36ft. Higgins boat that needs to be restored. There are only a few Higgins that have survived from D Day. The goal of the museum is to have the boat restored by 2014 and have it as a traveling display. Tom suggested that the Alliance could help restore the boat as a group project. He will have more details at the next meeting.

## Set next meeting date and agenda

All

**The next meeting is Wednesday, March 14 at 1 p.m. at NWTC at the Business Assistance Center in the Boardroom .**

## Agenda:

1. Welcome & Introductions
2. Member and Subcommittee Updates
3. Member Recruitment (Marine builders & Associate)
4. Virtual Shipbuilding Training
5. Higgins Project
6. Update on marine manufacturing related educational programs
7. WEDC
8. Set next meeting date and plan agenda