

Minutes

North Coast Marine Manufacturing Alliance Meeting

March 12, 2014

1:00 PM

NWTC Business Assistance Center – BA133 Boardroom

Type of Meeting:	Steering Committee
Note Taker:	Debbie Thompson
Attendees:	Josh Delforge -Marquis Yachts, Dave Geitner -NWTC, Grayson Gerndt -Cruisers, Jim Golembeski -BAWDB, Phillip Henslee -MMC, Barb LaMue -WEDC, Brian Lancour -NWTC, Mick Reid -Marquis Yachts, Ann Franz and Debbie Thompson -NWTC

	AGENDA TOPICS	PARTICIPANT(S)
	Member and Subcommittee Updates	ALL

- Phillip reported the U.S. Navy has announced they will have the LCS 17 and LCS 19 constructed. MMC is currently working on the LCS 5.
- Josh said the Miami Boat Show was well attended with attendees focused on buying boats. They brought their Carver to the show. Marquis has been very busy hiring and building various VanDutch models.
- Cruiser's also had a booth at the Miami Boat Show. Grayson shared they had a lot of foot traffic through their booth and met their sales goals. Things look good as they continue to move forward.
- Barb and Ann went to Northport Marine in Gillett to introduce them to the NCMMA and its member benefits. Their key line is pontoon boats. Grayson will follow-up with them to encourage their membership. Barb mentioned that Northport Marine outsources their upholstery outside of Wisconsin and that perhaps one of NCMMA members could offer this service to them, in an effort to help local business and keep jobs in Wisconsin.

	Supply Chain Subcommittee 2014 Strategy	ALL
--	--	------------

The supply chain subcommittee has discussed many products but has been unable to find a true opportunity for a group buy. Numerous product variations complicate the process. **Ann asked the boat builders to go back to their company to strategize some ideas for a group buy.** Goals can be set for the subcommittee based on the ideas generated.

	NCMMA Job Fair/WBAY Boat Show Recap	ALL
--	--	------------

97 job seekers attended the first ever NCMMA job fair. Job seeker statistics from the job fair are as follows.

Area From	Top 7 Occupations of Interest	Learned About Event
50% Green Bay	51 – Welding	66 – NWTC
20% Marinette	10 – Maintenance Mechanic	6 – Wisconsin Job Center
15% Door County	10 – General Labor	5 – Newspaper
10% Fox Valley/Shawano	8 – Mechanical	---
---	7 – General Production	---
---	6 – Electrician	---
---	6 – Engineer	---

Phillip commended the group for having the job fair and asked that it be continued in the future as long as companies are hiring. He felt it was a great experience, received numerous resumes, and was impressed with the number of veterans in attendance. Josh and Grayson also stated the job fair was advantageous for Marquis and Cruisers. On the education side, Dave shared it was a valuable experience for students to engage them and get face-to-face time with employers.

It was agreed to plan the next job fair towards the end of February 2015. Phillip also recommended inviting the associate members to the event, in an effort to assist in their hiring needs. The WBAY Boat Show will not be used to promote next year's event. Although it did give the NCMMA job openings a spot on Channel 2 news, there was not enough foot traffic.

	Fast Forward Grant (FFG)	ALL
--	---------------------------------	------------

Jim Golembeski reported the NCMMA was awarded \$92,340 for Marquis and MMC. The grant is good until the end of February 2016. Jim discussed the importance of setting up the timetable for recruiting, scheduling the Work Certified program, training, and tracking the match. Those involved in the scheduling process agreed to meet next week at Marquis.

Josh said Marquis has immediate need for composites employees and plan to recruit 10 new people. Phillip said MMC is looking to include some graduating seniors in their training. MMC will train two groups of 10 students for five weeks. MMC plans to hire high school graduates and is working on a recruiting strategy. Phillip shared they have a meeting scheduled with the entire CESA 8 staff and NWTC. They also plan to invite Menominee High School and Schoolcraft ISD to participate. WorkKeys® will be a component of the training.

The second round of FFG grants are due April 2. There will be additional FFG manufacturing grants available in the future.

Plan WEDC Grant Opportunity/November Expo	ALL
--	------------

Ann contacted some of the NCMMA sales managers and owners in an effort to unite them to take advantage of the WEDC grant opportunity to help fund a foreign mission or boat show. Ann will be scheduling a meeting with interested members to determine if they will work separately or as a group for this grant opportunity.

The NCMMA expo will be held on **Monday, November 10** at the NWTC corporate conference center.

ABYC & NCMMA Scholarships	ALL
--------------------------------------	------------

NWTC is moving forward with the effort to provide ABYC certification classes. Dean Stewart is working with Mark Weber to get this effort underway. Barb LaMue shared that her boss is supportive of being a partner in financially supporting the ABYC certification training for Alliance members. Josh reported Marquis is very interested in having this certification training offered locally. In the past, Marquis has sent employees out-of-state with overnight stays to acquire ABYC training, resulting in a lot of extra costs. **Ann asked members to go back to their company and try to determine the number of employees that would take part in ABYC certification training.**

Two \$1,000 scholarships will be offered to two high school graduating seniors with at least a 2.5 GPA and pursuing a marine program of study. NWTC will process their applications to determine the recipients, along with monitoring their college GPA. Each \$1,000 scholarship awarded will have a \$500 payment disbursed each semester, for a total of two semesters. Ann will follow-up with NWTC to get the process started. Ann reported this practice has been done in the past for NEWMA scholarships and has worked very well, with the membership pleased with the results.

NSRP	ALL
-------------	------------

Ann will be attending the National Shipbuilding Research Program (NSRP) meeting the end of March in Mobile, AL. The NSRP funds training initiatives that saves the Navy money in long run. The virtual shipyard was funded by the NSRP. Ann is now serving as the vice chair of the workforce development panel for the NSRP. She asked members to continue to determine areas of needed training. Members must keep in mind that this Navy funded **training must be shared with all U.S. shipyards.**

Other	ALL
--------------	------------

2014 New Membership Goal

Josh suggested setting a yearly, new membership goal. It was agreed to acquire at least seven new associate members prior to the November Expo.

Maritime Center of Excellence

This \$5 million project is looking for an alternative site in Marinette. The center will feature a marine industry focused incubator.

Plan Agenda for April's Meeting	ALL
--	------------

There will not be an April NCMMA steering committee meeting. However, there will be an April NWTC trades advisory meeting and a Fast Forward Grant timetable meeting. In addition, Ann will be scheduling an April meeting with NCMMA sales managers and owners in an effort to unite and take advantage of the WEDC grant opportunity.

The next NCMMA steering committee meeting will be held on **Wednesday, May 14**. Ann will contact Palmer Johnson Yachts in an effort to have them host the May meeting. Ann will confirm the meeting place/time with the membership once it has been finalized.