

Minutes

North Coast Marine Manufacturing Alliance Meeting

January 8, 2014

1:00 PM

NWTC Green Bay Campus - BA101 Classroom

Type of Meeting:	Steering Committee
Note Taker:	Debbie Thompson
Attendees:	Josh Delforge -Marquis Yachts, Joe Draves -NWTC, Dave Geitner -NWTC, Jeff Hawthorne -Bentley World Packaging, Phillip Henslee -MMC, Michael Howard -EX-IM, Barb LaMue -WEDC, Curt Prokash -Marquis Yachts, Mark Rhoda-Reis and Beng Yeap -WEDC, Ann Franz and Debbie Thompson -NWTC

	AGENDA TOPICS	PARTICIPANT(S)
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	Review 2013 NCMMA Activities	All
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- NCMMA was very involved in the planning and staffing of the August 2013 Tall Ship Festival. Over 50,000 people attended the event. This facilitated the creation of the Alliance video by Ron Tupper, voiced over by Steve Baue. The video has been and will continue to be used by the NCMMA for school presentations and other events.
- The NCMMA made a concerted effort to restore the Higgins boat.
- Submitted for the Fast Forward Grant on behalf of Marquis Yachts and Marinette Marine Corporation. Ann reported that the submission is in the running. She will be giving a presentation to the State and will communicate the grant results to the membership in late January.
- Plant tours were provided for teachers and students, with great reviews.
- Partnered in sponsoring teachers who spent four days in Northeast Wisconsin learning about shipbuilding and shipping on the Great Lakes. Teachers who completed the course earned two graduate credits from Michigan Tech University and developed valuable lessons to share with their students.
- Wrote a letter of support for the NCMMA Center of Excellence. They will break ground in spring. The Center will house the Navy and have space for an incubator and suppliers.
- Supply chain members saved over \$100,000 by collaborating on their surplus goods.
- The supply chain subcommittee hosted presentations from four recycling companies, in an effort to identify and save money on waste streams.
- The November 2013 vendor expo featured one-on-one meetings between boat builders and suppliers (associate members). Many business partnerships were established and enabled some member companies to identify solutions to similar problems.
- Met with the Delta County consortium of suppliers. Prior to this event, most Alliance members were unaware of these companies and their offerings. Two of the companies came on board as Alliance associate members.
- ABYC presentations were given, as they are establishing a Midwest Center for training.
- Presentations were given from the WEDC and U.S. Commercial Services regarding grants and exporting opportunities.
- Julie Balzano of the National Marine Manufacturing Association (NMMA) gave a presentation on exporting opportunities.
- Five new associate members joined the NCMMA.

	WEDC Presentation on EX-IM	Mark Rhoda-Reis, Michael Howard and Beng Yeap
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Mark Rhoda-Reis of the WEDC discussed global business opportunities. The **Export Education Grant** reimburses up to \$3,000 and is designed to help small-medium sized companies develop an export strategy by providing training to employees directly involved with implementing a company's export strategy. This grant covers export seminars, international educational events, and developing a company export strategies. The **International Market Access Grant** reimburses up to \$10,000 to assist Wisconsin companies that have made some successful export sales for expenses associated with executing their new and/or expanded international market access strategy. This grant covers activities like international trade exhibitions/missions, and business matchmaker service.

The CMAG and IMAG are grants available to support a company's export capacity building efforts and the activities associated with the positioning of their export strategy. For example, the CMAG could be provided to the NCMMA a grant for \$50,000, which would be distributed to member companies who participate and host an NCMMA booth in an event like the METS. The grant includes funding for the creation of an exhibit booth. Travel and lodging expenses can be matched. Trade ventures organized by the WEDC were discussed. Participants receive support and market research, country briefings, conference calls. One-on-one meetings can be scheduled with potential distributors and partners. These ventures also include networking opportunities and airport, hotel transportation.

Beng Yeap of the WEDC reported a trade venture group will be leaving the early part of June 2014 to Singapore and Indonesia. Beng can provide resources for anyone interested in attending this trade venture. She can be contacted by phone at **(608) 210-6888** or email **beng.yeap@wedc.org**.

Mark Rhoda-Reis reported that there is an upcoming trade venture to South America (Brazil/ Columbia/ Chile). The full trip costs \$25,000 and includes 6 to 10 significant meetings, airfare, lodging, and meals. Participants do not have to be in the marine industry to attend. On Wednesday, February 19 there will be a representative from Brazil in Madison to further discuss this opportunity. For more information, contact Mark Rhoda-Reis at **(608) 210-6757** or **mark.rhodareis@wedc.org**.

Mark shared that NEWREP and New North representatives are uniting to do their own trade venture to Columbia and a couple of other markets in September 2014 for a 9 to 10 day trip. WEDC is working with them on this and is hosting an informational meeting on the trip on January 24, 2014 at 9 a.m. – 11 a.m. at FVTC.

Barb LaMue of the WEDC works with business and industry development and has an office on the NWTC Green Bay campus. Barb can be contacted for further information by phone at **(608) 210-6760** or email **barb.lamue@wedc.org**.

Mike Howard of Export-Import Bank (EX-IM) of the United States discussed how his organization can increase U.S. company export sales. Their mission is to help American exporters succeed by serving as the federal government's official export credit agency, as foreign markets can be challenging.

EX-IM provides U.S. companies with **export credit insurance** that extends credit and protects against buyer non-payment.

- Minimizes political and commercial risks of buyer nonpayment
- Extends attractive credit terms to foreign buyers
- Increases a company's borrowing capacity and improves cash flow

EX-IM offers **term financing** for international buyers of U.S. capital goods or services.

- Eliminates risk of buyer nonpayment
- Extends repayment terms to customers at competitive rates
- Increases international competitiveness by offering financing support to buyers

EX-IM offers **working capital guarantees** enabling small and medium-sized U.S. exporters to obtain credit lines for the production of goods or services.

- Makes funds available to fulfill sales orders
- Turns inventory and accounts receivable into eligible collateral for the lender
- Offers expedited application turnaround

Call Ex-IM Bank if you:

- Have a foreign buyer that wants credit terms.
- Export routinely but your growth in foreign sales is limited because of fears of non-payment.
- Are losing export opportunities because you will only accept a L/C or cash up front.
- Can't find a lender to finance your overseas purchase orders. Can facilitate big deals but like to keep commercial banker involved.

- Are encountering cash flow problems due to increased foreign sales.
- Couldn't get your lender to confirm a L/C from your buyer's bank.
- Have a buyer that needs several years to pay for capital equipment.

For more information, call **800-565-3956** or visit <http://www.exim.gov>.

NCMMA Job Fair	All
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The Job Fair will take place on Thursday, February 27, 2014 at the NWTC Green Bay campus new Corporate Conference Center from 10:00 a.m. to 2:00 p.m. Marinette Marine is looking to hire 250 people between now and June. Marquis Yachts is hiring roughly 100 people. Associate members will be invited to also promote their open jobs.

NCMMA job fair promotion/next steps included the following.

- Promote the job fair at the WBAY Boat Show on February 13-16.
- Have WBAY do a story about the event.
- Utilize Wisconsin TechConnect to get students to attend.
- Inform instructors to tell students about the job fair.
- Boat builders will need to submit to Ann their open positions. Please include two or three sentences describing the position and its requirements.
- Distribute job fair information at WBAY Boat Show. Members will need to be present to staff the booth.
- Ann will work with Rich Ryman on doing a story about the job fair to be published the Sunday before job fair.
- Use social media. Put on Facebook pages. Encourage people to apply online at the website, if they cannot attend.
- Have a welcome booth the at the NCMMA job fair. We can give job seekers a packet and get some tracking. Where are they from? How did they find out about the position/job fair?
- Debbie Thompson will look into having five to ten laptops in the room.
- Encourage job seekers to bring their resume to the job fair.
- If a job seeker doesn't have a resume, create a short applicant form to be reviewed at the next NCMMA meeting.
- Ann will notify the local Wisconsin Job Centers.
- A newspaper ad will not be utilized to promote the event.

2014 Initiatives	All
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- **Josh asked that all members please make an effort to attend NCMMA meetings, as it is difficult to make decisions without a majority present.**
- Job fair
- Associate Member Vendor Expo in November
- NWTC will be launching the composites track and marine programs.
- WEDC – North Coast Trade Mission Trip
- ABYC
- Plant Tours –Ann will start working with local schools for summer events. Josh offered to speak at schools. The NCMMA will finance busing, if needed.
- Joe Draves of NWTC reported that they will be having an advisory committee meeting in April.

Plan Next Meeting	All
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The next meeting of the North Coast Marine Manufacturing Alliance steering committee will be held on **Tuesday, February 4, 2014 at 1:00 p.m.** on the NWTC Green Bay campus in the BA101 classroom. Topics of discussion will be as follows. Next steps:

- Determine if associate members can attend more meetings.
- Ann will contact Shelly Harkins of the DWD to find out if a modification can be made in regard to the Fast Forward Grant application that was submitted.
- Ann will follow-up as a whole with the group in regard to the results of the Fast Forward Grant.