

Minutes

North Coast Marine Manufacturing Alliance Meeting

February 4, 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, Phillip Henslee -MMC, Barb LaMue -WEDC, Brian Lancour , Dean Stewart , Ann Franz and Debbie Thompson -NWTC

AGENDA TOPICS	PARTICIPANT(S)
Member and Subcommittee Updates	All

- Group buys were attempted in 2013; however, due to ordering difficulties, none were able to come to fruition. Ann asked for attendee's input as to whether or not there is still value in attempting group buys. Cruisers and Marquis traded supply lists and were able to save over \$100,000 in 2013. Supply chain subcommittee members will be invited to the March steering committee meeting in an effort to generate ideas for moving forward.
- Ann is a member of the National Shipbuilding Research Program's (NSRP) workforce development committee. There is a meeting at the end of March in Mobile, AL. The NCMMA will consider training or other projects for funding through NSRP. The projects must come from Marinette Marine, since it is a tier shipbuilder. Ann asked Phillip Henslee to go back to MMC for their ideas for this opportunity.
- Barb LaMue of the WEDC reported that the NCMMA should know in two weeks the results of the Fast Forward Grant (FFG). Ann recently presented on behalf of the NCMMA to the State for the FFG.
- Marquis Yachts completed a new 37' Carver two weeks ago. It is currently being tested in Miami. They have the first VanDutch hull in production. Josh reported that by summer 2014, all four current VanDutch models will be going through their facilities. Currently, only VanDutch employees are working on the new line. They have hired 30 new employees so far. Marquis will be hiring in waves and are looking to hire 120 to 150 new employees.
- Jeff Frank of Ace Marine emailed Ann and said they will be busy doing work for MMC.
- Phillip Henslee reported that MMC has five ships on the assembly line. They are working with Bay Shipbuilding and are also using Ace Marine as their aluminum specialist.
- Dave Geitner shared that NWTC will be having an open house on Tuesday, March 4. Josh asked Dave to use Marquis' open positions as a student recruitment tool.

WBAY Boat Show/ Marine Job Fair	Ann Franz
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Ann thanked members who volunteered to work the WBAY Boat Show, in an effort to promote the February 27 NCMMA job fair. The following is the work schedule.

WBAY BOAT SHOW – NCMMA WORK SCHEDULE	
THURSDAY, FEBRUARY 13	Debbie Thompson 3:45 - 8:00 p.m. Dave Geitner 5:30 - 8:00 p.m.
FRIDAY, FEBRUARY 14	2 people from MMC 12:00 - 4:00 p.m. Ann Franz MMC 4:00 - 6:00 p.m.
SATURDAY, FEBRUARY 15	2 people from MMC 10:00 a.m. - 2:00 p.m. 2 people from Marquis 2:00 - 6:00 p.m.
SUNDAY, FEBRUARY 16	Debbie Thompson 10:00 a.m. - 1:00 p.m. Dave Geitner 12:00 p.m. - 3:00p.m. Ann Franz 3:00 - Close

Ann distributed exhibitor passes and handouts listing NCMMA open positions. Job seekers will be encouraged to bring their resume to the February 27 job fair, if possible. Six laptop computers have been reserved for the event. The job fair has been posted on the home, calendar, and job seeker pages of the NCMMA website. The event will run from 10:00 a.m. to 2:00 p.m. Items for the show include; the NCMMA banner, event flyers, educational information, and handouts of positions being recruited.

The following tasks will need to be done for the February 27 job fair.

- Josh will bring a Marquis boat model, and Phillip may be able to bring an LCS model.
- Joe Draves and Dave Geitner will promote the job fair at NWTC. Joe will publicize it to the welding, electrical, automotive and business departments. Dave will arrange for some classes to attend. Dave and Joe will also provide educational information at the WBAY Boat Show and job fair.
- Debbie Thompson will create a legal size flyer announcing the job fair and listing the occupations being recruited. NWTC printing services will print the final flyer copies.
- Ann will contact FVTC, LTC, NWTC, UW Marinette, Forward Services, DVR, workforce boards and job centers to promote the event. A newspaper article will not be purchased; however, Ann will ask Rich Ryman to run a story in the Green Bay Press-Gazette. She will also contact WBAY to do a story during the boat show, in addition to promoting the event to her statewide business services group.
- There will be a front desk person at the corporate conference center to gather demographic information from job seekers; i.e., how they found out about the event, where they are from, etc.
- A short form will be created for job seekers to complete if they do not have a resume with them.
- Ann will advertise the event on the NEW Manufacturing Alliance (NEWMA) social media campaign, as is also a member of NEWMA. Phillip Henslee requested social media access for NCMMA members.

WEDC Grant Opportunity

All

Ann recently spoke with Mark Rhoda-Reis of the WEDC about funding two \$50,000 grants for the NCMMA. He suggested that the marine builders should consider having the grant pay for trade ventures in Australia, Singapore/Indonesia/Hong Kong, or South America/Brazil. Attendees discussed doing a group venture vs. individual. Ann reported there would be less administrative costs if an international business venture was done as a group. It was suggested to look at the opportunities of the NMMA and leverage off of their international ventures. The other \$50,000 grant would be targeted to the Associate members in having them attend the annual METS show in November 2014.

- Ann will contact each member to setup a meeting with their presidents/owners and sales people in an effort to do something jointly or individually. Ann will setup a meeting in March or early April.
- Ann will determine the associate members who are looking to do international trade and write them into the grant.
- Ann will reach out to the NMMAs membership and encourage them to join the NCMMA, also enabling them to be written into the grant.

2014 Initiatives

All

- There was discussion on making it a priority to have each marine builder member represented at the steering committee meetings. Ann will contact members individually who have not regularly been in attendance. Josh suggested meeting less if that will bring full representation to the meetings.
- Set a course for the supply chain subcommittee.
- Pursue the National Shipbuilding Research Program grant,
- Participate in the WBAY Boat Show.
- Host the NCMMA job fair on February 27.
- Host the November Associate Member Expo. A date will soon need to be determined, as NWTC space is limited.
- ABYC Certification Courses available at NWTC - Josh shared that Marquis is very interested in the ABYC certification course offerings being taught locally. Joe Draves will find a contact through ABYC. Brian Lancour will contact Cruisers in an effort to determine their training needs. Dave Geitner shared that NWTC may be able to add some of the ABYC courses in their curriculums.
- Launch the new NWTC Composites Program. Not only is there interest from the marine industry, other companies using composites have also expressed interest in the program. Phillip Henslee asked if NWTC could develop a video to promote the related programs. Debbie Thompson shared that NWTC created an excellent recruitment video for the Administrative and Office Professionals Programs at NWTC. The video involved interviews with graduates and their employers. She will find a contact person for the group.
- Consider hosting a special event with a speaker to present to member companies, inviting additional employees/leadership from marine builders to attend. This event will assist in helping other members of the company to learn about the NCMMA.
- Ann will research national experts in composites. When the program is launched, she will arrange to have one of them come and speak. Barb LaMue will contact a professor at UWM who has expertise in composites for further

insight.

- Promote NCMMA social media.
- Barb LaMue suggested getting Northport Marine involved in the NCMMA. They manufacture pontoon boats, have four owners, are growing and doing very well. Ann and Barb will set a date to meet with their owners.
- Dispel misconceptions of working in the marine industry - Joe Draves shared that they recently took NWTC students to Arrowcast, Inc. and had company spokespeople discuss what employers demand. They talked about career opportunities at their company and fed them. Students enjoyed the event.
- Ann will do outreach to the high schools in an effort to schedule some plant tours. Josh asked that groups be kept to no more than 20 students in 7th grade or above.
- MMC and Marquis are again open to having educators from the Michigan Tech program tour their plants.
- Ann will follow-up with Erica Plaza or Megan Popkey in regard to getting K-12 interactive events for boat builders, in an effort to show some of the different high demand jobs. Barb LaMue shared that Brillion High School does a student boat building competition. Students utilize science, engineering and mathematics to build the boats.
- Scholarships – **Dave Geitner reported that any scholarship money that can be devoted to marine degree programs is greatly appreciated. It would help kickoff the new Composites Program and get people interested.** Ann shared that NEWMA supports \$20,000 in scholarships through membership dues and NCMMA could do something similar. Ann will determine how much the NCMMA has available for scholarships and report back at the next meeting. Phillip Henslee will talk to officials at MMC regarding donating funds for scholarships.

	Plan Agenda for March 12 Meeting	All
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The next meeting of the North Coast Marine Manufacturing Alliance steering committee will be held on **Wednesday, March 12, 2014 at 1:00 p.m.** on the **NWTC Green Bay campus** in the BA133 boardroom. Topics of discussion will be as follows.

- Member and Subcommittee Updates
- Supply Chain Committee Ventures – Supply chain committee members will be invited to this meeting.
- Fast Forward Grant
- Job Fair Review
- WEDC Grant Opportunity
- NSRP Opportunity
- ABYC Courses at NWTC
- Scholarship Funds
- Determine the November Expo Date