

Minutes

North Coast Marine Manufacturing Alliance Meeting

September 10, 2014

1:00 PM

NWTC Green Bay Campus - BA101 Classroom

Type of Meeting:	Steering Committee
Note Taker:	Debbie Thompson
Attendees:	Jerry Clusen-NLUS, Josh Delforge - Marquis Yachts, Dave Geitner-NWTC, Grayson Gerndt-Cruisers Yachts, Phillip Henslee-MMC, Margaret Jaberg-Milwaukee Community Sailing Center, Barb LaMue-WEDC, Lori O'Connor and Janessa Widzinski-Gannett Media, Ann Franz and Debbie Thompson-NWTC

AGENDA TOPICS

PARTICIPANT(S)

Member & Subcommittee Updates

All

- Manufacturing First Expo & Conference speakers include the following.
 - **Seth Mattison**, Founder and CEO, Futuresight Labs, Keynote Topic: [Engineering Next Generation Talent](#)
 - **Diego Tamburini**, Manufacturing Industry Strategist, Autodesk, Keynote Topic: [The Future Factory](#)
 - **David DeLong**, President at David DeLong & Associates, Breakout 1 Topic: [How to Minimize the Costs of Lost Knowledge with a Retiring Workforce](#)
 - **Rajan Suri**, Emeritus Professor of Industrial Engineering, UW-Madison, Breakout 2 Topic: [Quick Response Manufacturing](#)
 - **Bob MacIntosh**, President of Nicolet Plastics, Breakout 2 Topic: [A Manufacturer's Perspective on QRM](#)
 - **Greg Morris**, Additive Technologies Leader at GE Aviation, Keynote Topic: [3D Printing/Additive Manufacturing Present & Future](#)
 - **Steve Sakai**, President of CMD Corp., Keynote Topic: [How to Develop an Innovative Culture](#)
- Visit www.manufacturingfirst.com to learn more and register.
- The NWTC marine program classes recently began. There are four students enrolled in Marinette and nine in Green Bay. Construction and engineering are offered on the Green Bay campus, while welding is offered in Marinette. The composites track is finalized and ready to be implemented.
- Marinette Marine Corporation will be starting their Fast Forward Grant math class on Monday, 9/15. They have over 100 enrollees.
- Marquis Yachts has started working on a new Carver.
- Cruisers Yachts recently introduced their new 390. The vessel was well received at the dealer show.
- Barb LaMue shared that the WEDC would very much like to include NCMMA and NEWMA in their Gannett media campaign. Discussions can be held on how to broaden the scope and sphere of these industries.

Milwaukee Community Sailing Center (MCSC)

Margaret Jaberg

The [MCSC](#) is located in Milwaukee at McKinley Marina and serves as the easiest, fastest entry point to sailing. They provide educational and recreational sailing programs to people looking to gain access to Lake Michigan regardless of their age, ability, and financial status. The organization received a grant to promote sailing to middle school students. The grant enabled the MCSC to work with the school district to develop curriculum. Students learned and experienced the following.

- Sailing, wind, and water displacement – culminating with a field trip
- CAD programming using student designs
- Boat building out of recyclable materials

The MCSC has served as a feeder program. Due to interest being generated from around the state, the program will be expanded next year. They have gone from a fleet of 10 to 100 boats and also host a class on boat maintenance and repair, in addition to taking on a national sailing championship. Next week the organization is kicking off a campaign for a new hands-on learning lab. They are planning to build a new facility that will enable them to start teaching job skills in woodworking, fiberglass, and marine systems. **Incorporating industry needs is a part of their plan; therefore, Margaret requested NCMMA feedback to enhance their programs.**

SeaPerch

All

Ann recently purchased two SeaPerch kits. Attendees reviewed the SeaPerch flyer created by Josh. The flyer will be used to generate interest and will also include the NLUS logo. Grades 5-9 will be targeted, with an average of four students per kit. Older students can serve as judges and can design and build the obstacle course. Josh offered to use Marquis Yachts test ponds. The goal is to hold a local competition, with winners competing in Madison or Milwaukee, followed by the national competition. Suggestions included having a traveling trophy and giving participating schools a small monetary reward to help cover costs such as busing. **NEXT STEPS: A) Determine boat builders who will serve as sponsors. B) Josh will edit the flyer and contact Pulaski High School. C) SeaPerch updates will be discussed at the October 8 meeting.**

	Associate Member Expo	Ann Franz
<p>The Associate Member Expo is scheduled for Monday, November 10, 2014 at the corporate conference center on the NWTC Green Bay campus. Attendees approved of the space and table skirting used last year. Last year's agenda and company profile form was reviewed. Each meeting will be up to 30 minutes in length. Attendees also agreed to invite MirroCraft, a pontoon boat builders located in Gillett, WI. NEXT STEPS: A) Ann will email the company profile form to associate members next week. B) Associate members will need to return their completed form to Ann by the end of September. C) Ann will email the Associate member's completed form to the boat builders so they can identify who they would like to meet with. It is critical boat builders identify who they want to meet with on the form.</p>		
	Gannett Media – Promotion of Marine Manufacturing Careers	Lori O'Connor & Janessa Widzinski
<p>Gannett Media has partnered with DWD, Nicolet Bank, NWTC, and WEDC to communicate the skilled worker shortage. Gannett is looking for additional partners to assist with this message. See the attached PDF. This will be a <u>nine</u> month initiative (normally one month), encompassing 689,000 readers. Gannett will have a website dedicated to this effort, with a scholarship attached. Members can submit stories, guest columns, videos, and related content to increase their visibility throughout Wisconsin. Gannett <u>cannot</u> promise everything submitted will get published. Ad space can be purchased. This initiative will also educate parents. Phillip Henslee requested Gannett include the Eagle Harold in this initiative. An insert will be printed on the weekend following New Year's 2015. Each of the seven member boat builders can spotlight a marine career; including education and school programs. NEXT STEPS: A) Follow-up to determine if the Eagle Herald will be included in this initiative. B) Establish the careers members would like to highlight; including accounting and IT. C) Conduct journalistic research and possibly consider purchasing ad space for the NCMMA.</p>		
	Maritime OSHA Certification & ABYC	Ann Franz
<p>Joe Draves recently shared with Ann that there have been no major updates. As discussed at the August meeting, NWTC has achieved OSHA Maritime Certification and will be running courses this fall. Visit https://corporatetraining.nwtc.edu or call 920-498-6971 to learn more.</p>		
	Plan Agenda for Next Meeting	All
<p>The next NCMMA steering committee meeting will be held on Wednesday, October 8, 2014, at the NWTC Business Assistance Center (BA133 boardroom), 1:00 p.m. The agenda will include the NCMMA SeaPerch program, Associate Member Expo, and the Gannett media initiative. Ann will have associate members send their expo information to her by the end of September so she can email it to the boat builders. Ann will reach out to the boat builders who have not responded to confirm their participation in the Associate Member Expo.</p>		