

Minutes

North Coast Marine Manufacturing Alliance Meeting

September 9, 2015

1:30 to 3:00 PM

NWTC Green Bay Campus – BA101 Classroom

Type of Meeting: Steering Committee
Note Taker: Debbie Thompson
Attendees: **Jerry Clusen**-Navy League, **Josh Delforge**-Marquis Yachts, **Joe Draves**-NWTC, **Jeff Frank**-Ace Marine, **Dave Geitner**-NWTC, **Grayson Gerndt**-Cruisers Yachts, **Allan Motquin**-NWTC, **Curt Prokash**-Burger Boat, **Cindy Rasmussen**-PMI, **Dean Stewart**-NWTC, **Dave Young**-Bay Shipbuilding, **Ann Franz** and **Debbie Thompson**

AGENDA TOPICS

PARTICIPANT(S)

MEMBER & SUBCOMMITTEE UPDATES

- Bay Shipbuilding continues to work on new construction, in addition to winter fleet activities.
- Dean recently traveled to Canada as part of his doctorate program. He learned about programs that could be implemented regionally. A website learned about during his travels, [Highway H₂O](#), offers shippers direct access to the commercial, industrial and agricultural heartland of North America. It is comprised of the St. Lawrence Seaway, St. Lawrence River, and the Great Lakes and promotes the marine mode's ability to deliver cargo efficiently. Companies can use the website to determine shipping costs. Dean stated ship repair could be advertised on the site. Members are encouraged to review the website for additional potential opportunities.
- Marquis Yachts is working on a new 50' boat, in addition to a couple of other projects. The organization is hosting a job fair this evening. **Members are encouraged to email to Ann their job fair notices if they would like them posted on the website.**
- Ace Marine is currently working on the LCS retrofit, in addition to other various programs. The organization currently has 38 employees. If awarded pending contracts, they will be hiring a considerable amount of people in 2016.
- Burger Boat has a number of projects in the works. If contracts are awarded, the organization will also be in hiring mode.
- The NWTC fall semester began last week. NWTC's welding and CNC enrollments are at capacity. There are currently 55 international students at NWTC, with the intent of recruiting more.
- The North Coast Marine Manufacturing Training Center in Marinette has been focusing on providing various training courses for MMC and Bay Shipbuilding.
- Cruisers Yachts has been busy with a steady workload.
- Palmer Johnson currently has 80 employees and will be moving their facility to Europe by the end of November. They are asking Alliance members to consider recruiting their employees.
- **Ann asked members to reach out to other boat builders who may be interested in joining the Alliance.** Grayson will be contacting Mirro about joining the organization.

TALL SHIP FESTIVAL

Cindy Rasmussen, PMI

The Tall Ship Festival is scheduled for August 5-7, 2016 at Leicht Memorial Park in Green Bay. Packers Family Night will be held on the evening of Saturday, August 6, bringing many people to the area. Therefore, evening activities will be held only on Friday night.

Cindy asked for suggestions to improve the 2016 event, as she would like a great display and presence that works for the boat builders.

- NCMMA's location needs to be changed to a high traffic area.
- Consolidate NCMMA booths, taking less space and staff.
- Locate closer to the kid's area.
- Continue to provide models, as many of the kids liked them.
- Expand the educational tent.
- Exhibit equipment like welders, subassemblies, etc.
- Provide a SeaPerch exhibit.
- Consider having the mobile lab(s) there.
- Lineup a great display of vessels together.
- Allow attendees to tour a history of boats. Cindy suggested including an antique boat show.

- Provide an area that focuses on what is currently being built.
- Have educational speakers discuss careers in the region.
- Determine if and how the NCMMA will promote their open positions.
- Decide on a level of sponsorship.

Three ships have been contracted to take attendees on tours. A kid's day sponsor is being sought. This will allow kids an opportunity to attend the event for free. Cindy will continue to work with the Alliance as they plan the staging of the event.

SEAPERCH COMPETITION

Edison Middle School is able to host the competition on February 27, 2016. Ann distributed the promotional sheet that will be edited for the upcoming competition. Jerry Clusen shared that he has been working on SeaPerch kit sponsorship. Members can use Jerry as a point of reference to help out and answer any SeaPerch questions.

NEXT STEPS

- By the end of September, members should start contacting schools for their interest in participating in the competition.
- Ron Tupper has been working on other projects for Ann, but will send the video by the end of September. Josh suggested sending the packet and then following up with the video.
- Identify participating teams by December 1.

Jerry was sent a list of people/organizations from Wisconsin who have purchased SeaPerch kits. He will share the list with members, as this could help with recruiting more teams for the local and state competitions.

ASSOCIATE MEMBER VENDOR EXPO & MEMBER RECRUITMENT

The event is scheduled for Monday, November 16, from approximately 8:00 a.m. to 4:00 p.m., on NWTC Green Bay's campus. **Ann stressed the importance of the boat builders being in attendance.** Two best in class companies have reached out to Ann regarding membership. Members were asked to reach out to at least one best in class company to encourage them to join the Alliance and be part of the Associate Member Vendor Expo. The goal is to have great companies there that boat builders will want to meet with.

REVIEW NCMMA WEBSITE

Attendees reviewed the website. **Members are asked to email to Ann any of their images, logos, and/or information they would like posted and/or updated on the website.** Website suggestions and updates include the following.

- Provide a SeaPerch page with images.
- Consider doing something more for the education page.
- Setup a YouTube channel for videos by the end of October or early November. Include the marine All Star's video.
- Change the 'Careers' tab to 'Education & Careers'.
- Update the leadership team list.
- Update the LinkedIn page.

The site has hundreds of hits per month, as Ann receives the analytics. Josh will have Marquis' marketing person review the site for additional improvements.

NCMMA COLLEGE OUTREACH

Ann needs to know from the boat builders, by the end of this week, if they can travel to the College of DuPage the end of October or early November in an effort to recruit graduating students. The college is willing to facilitate time for NCMMA members to meet with their students.

NEXT MEETING

The next NCMMA Steering Committee meeting will be held on Wednesday, October 14, 2015 from 1:30 – 3 p.m. in the Business Assistance Center's BA133 boardroom, on the Green Bay campus. Agenda items include; Member Updates, SeaPerch, Tall Ship Festival, Associate Member Vendor Expo, and a College Recruitment Update. The December meeting will include a discussion of reviewing the organization's initiatives and goals.