

Minutes

North Coast Marine Manufacturing Alliance Meeting

Wednesday, September 14, 2016

1:30 to 3:00 PM

NWTC – Green Bay, WI

Type of Meeting: Steering Committee Meeting
Note Taker: Debbie Thompson
Attendees: Jerry Clusen-NLUS, Josh Delforge-Marquis, Joe Draves-NWTC, Mark Hawkins-MHP/Hands On Deck, Dave Young-Bay Shipbuilding, Ann Franz-NCMMA, Debbie Thompson-NCMMA

AGENDA TOPICS

PRESENTER

TALL SHIP FESTIVAL RECAP

The event went well, had great weather, and brought a lot of foot traffic through the NCMMA Shipyard, compared to 2013. Many visitors traveled a considerable distance to be in attendance. Kids and adults liked SeaPerch, the boat build, models, museum items, etc. The huge rubber duck also brought a number of visitors. Staff from the museums were pleased to be asked to participate. The NCMMA, including NWTC, got good exposure.

Attendees expressed their interest in participating again, if offered. Enhancements/suggestions included the following.

- Consider ways to lessen any lines.
- The Door County Museum would like to be located closer to our group.
- Continue to promote marine industry careers.
- Continue to be mindful of the NCMMA's location at the festival. Members expressed their desire for the same location in the future.
- Provide a fact sheet for each model and any display items.
- Rope the area off that displays the models.
- Consider safety aspects of any hands-on display items.

SEAPERCH

Lots of interest has been generated in the SeaPerch program. Members agreed to continue to keep the North Coast's competition to a ½ day. The NCMMA will purchase a maximum of 16 SeaPerch kits. Schools will receive one or two kits, depending on the number of teams participating. Schools can have as many teams participate in their competition as they desire; but will need to fund the purchase of any additional kits. Based on the final teams selected, there may be multiple divisions. The goal is to get middle school kids interested in STEM.

NEXT STEPS

- ✓ Edit the invite flyer over the next two weeks.
- ✓ Finalize the invite at the October 12 meeting.
- ✓ Joe Draves will confirm the location of the NCMMA's two sets of courses. Schools can create their own desired courses for their preliminary competitions.
- ✓ Josh will contact Pulaski to see if the NCMMA can use their pool.
- ✓ Ann will check available dates, considering when nationals will be held.
- ✓ Hold the NCMMA competition in February or the beginning of March, avoiding spring break. Debbie will check the dates of local spring breaks, solo ensembles, and Destination Imagination.
- ✓ Send the invite, with registration information, to the schools by October 15.
- ✓ Order 16 SeaPerch kits.
- ✓ Registrations (from schools) should be received by the first week in December.
- ✓ Joe Draves will contact Dave Geitner to see if he would be able to participate again.

Dennis Rockhill may be able to provide a preliminary competition, with winners advancing to the NCMMA event.

ASSOCIATE MEMBER EXPO

Ann discussed an opportunity to greatly enhance the Associate Member Expo event for all involved. The [Manufacturing First Expo & Conference](#) (MFEC) will be held at the KI Convention Center in Green Bay on October 19 and 20. The event will feature over 1,000 attendees and 200+ exhibitors. This year's keynote speaker will be Adidas president, Mark King, who will discuss The Evolution of Leadership. "Wisconsin manufacturers will have hands-on opportunities to grow their businesses. The MFEC is designed for them to showcase industry advances, highlight successes, announce the latest developments, and provide premier networking opportunities." College and high school students will also be attending on day 2, as manufacturing careers will be showcased.

Ann shared that if members choose to participate, Associate members can receive a free booth and four complimentary tickets. Associate members will still have the opportunity to individually schedule meetings with any of the North Coast boat builders. NCMMA's participation in the MFEC would cancel November's Associate Member Vendor Expo.

For this year's event, since it is too late to have companies participate in Manufacturing First, there will be a revised program for Associate members. Associate members will be asked to coordinate one-on-one meetings at each NCMMA marine builder in the month of November. The NCMMA marine builders will invite other members of their staff that would be appropriate to attend the vendor meeting.

North Coast boat builders and associate members will also be offered other partnership opportunities with the [NEW Manufacturing Alliance](#) (NEWMA) and all of its events/subcommittees. Members will have the opportunity to revamp the NCMMA starting in 2017. Attendees were receptive to the restructure.

NEXT STEPS

- ✓ Ann will contact the membership to announce this enhanced membership opportunity and gauge members' interest.
- ✓ Ann will craft a letter listing the opportunities and contact information.
- ✓ Associate members will have the opportunity to meet directly with the boat builder contact(s) to setup any meetings at each boat builders' location.

HIRING NEEDS & PROMOTION OF MARINE RELATED DEGREE FIELDS

Tech college manufacturing program enrollments have declined locally and statewide. Manufacturers are currently not hiring entry level positions, per Joe Draves. In speaking with the larger manufacturing companies, Joe said they expect to see a turnaround in late spring or early summer of 2017. Ann, Joe, and NWTC Creative Services staff will collaborate on a marketing strategy.

Merging with the NEW Manufacturing Alliance will add value to the promotion of marine related degree fields.

NEXT MEETING

The next meeting of the North Coast Marine Manufacturing Alliance will be on **Wednesday, October 12, 2016 – 1:30 to 3:00 p.m. at NWTC's Business Assistance Center, BA101 classroom.** Agenda items include the following.

- ✓ SeaPerch
- ✓ Associate Member Vendor Expo revision
- ✓ Partnership Opportunities with the NEW Manufacturing Alliance
- ✓ Hiring Needs & Promotion of Marine Related Degree Fields