

# **NEW Manufacturing Alliance Make it in Northeast WI**

**Chris Linn - Bassett Mechanical**

**Ann Franz - Northeast Wisconsin Technical College**

# The Perfect Storm

**Growth**

**Workforce**

retirement  
advanced skills  
mfg. image

2006

2020





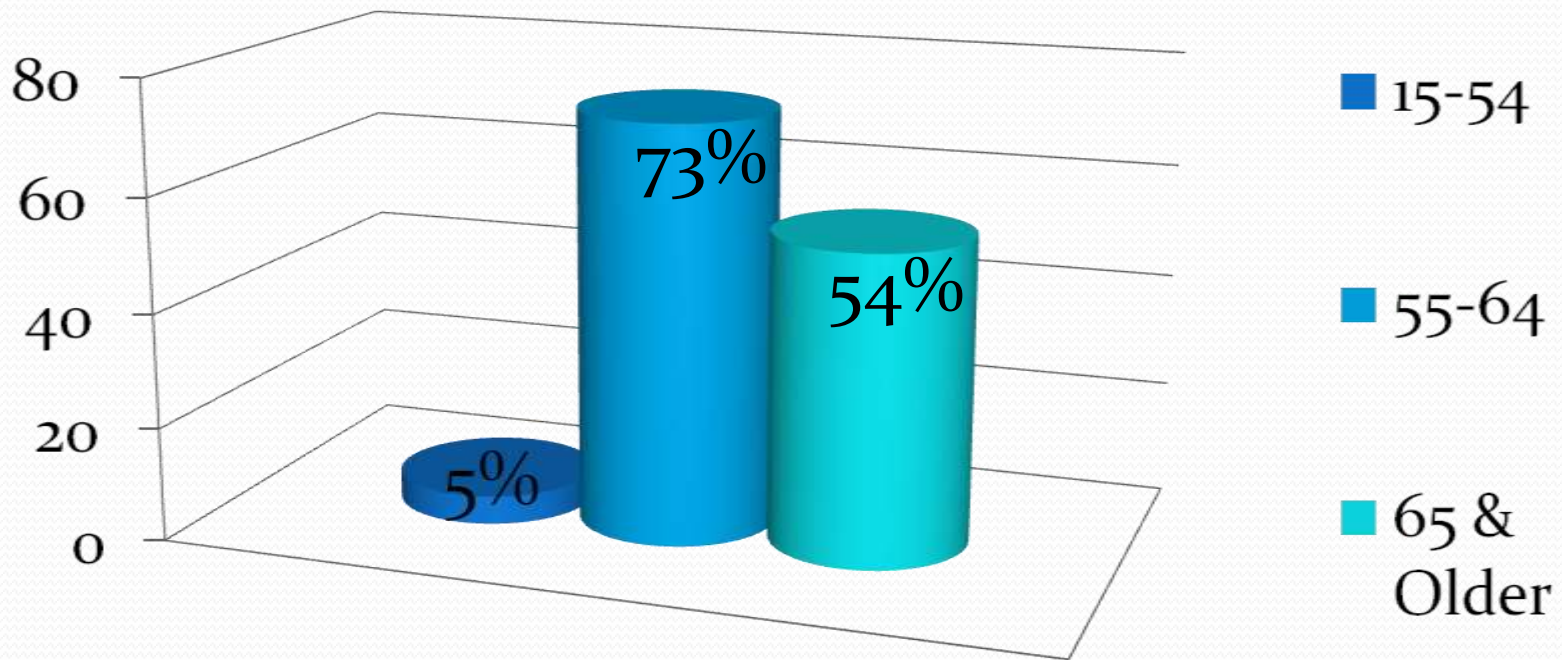
**23%** of all  
northeast Wisconsin  
residents are  
employed in the  
manufacturing  
industry.

# Aging Population

Change in U.S. Population  
2000-2020



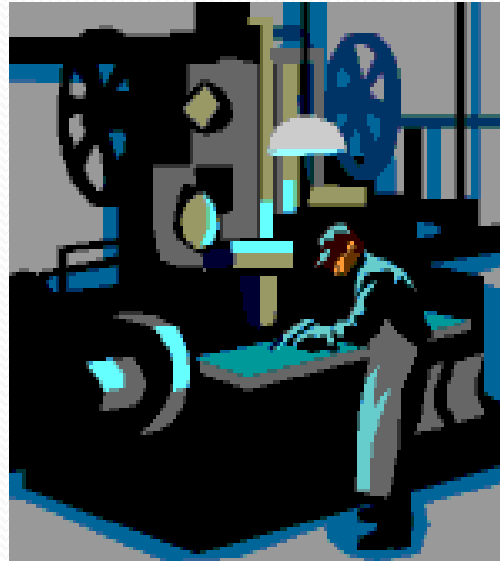
Percent



Source: U.S. Census Bureau

# Perception of Manufacturing by Students, Parents and Teachers

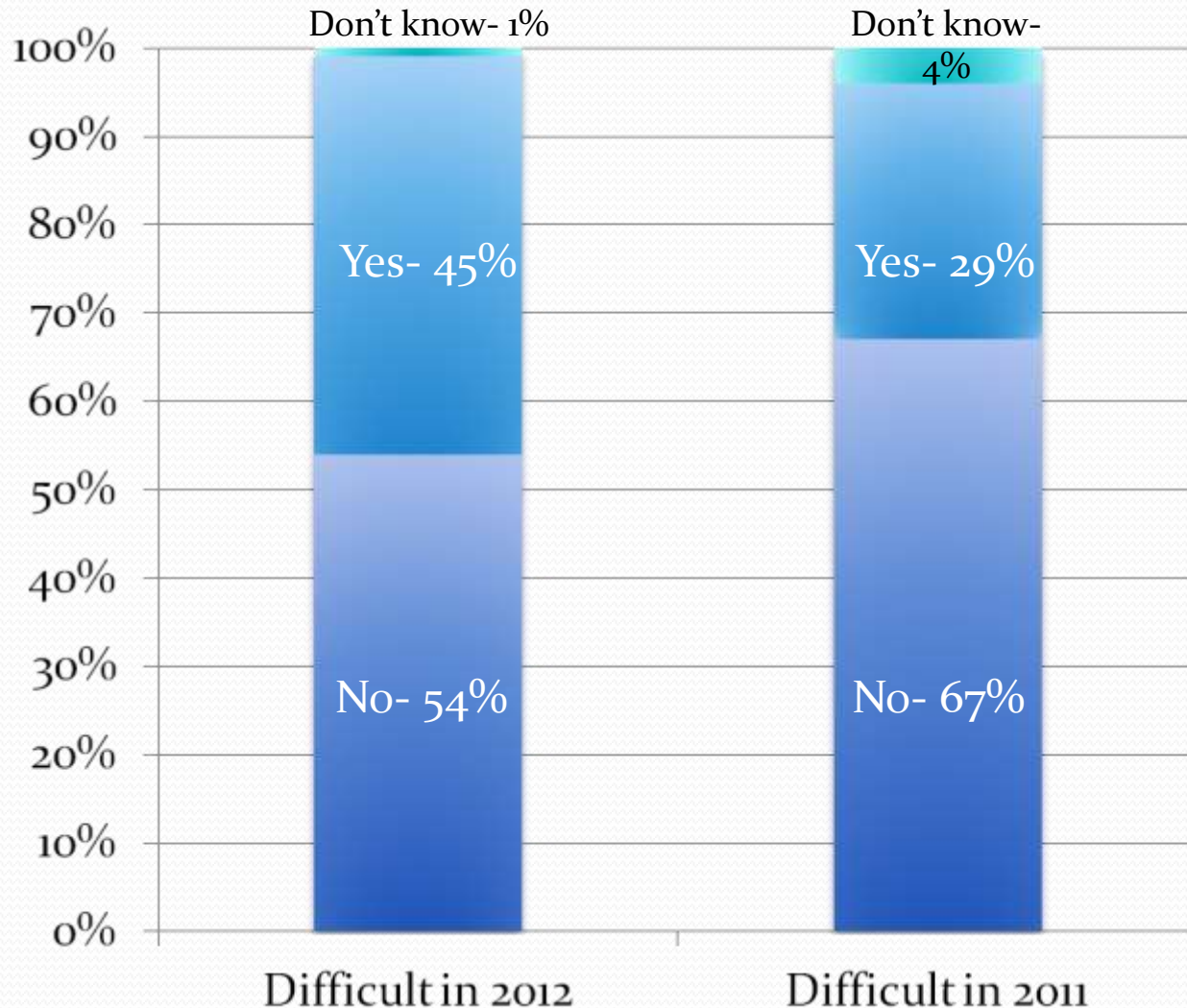
**Dirty, Repetitious, Manual Labor, Boring, Low Pay, and Jobs are going over seas**



Source: NAM & Deloitte & Touche, 7/2002 survey



# Manufacturers are hiring but cannot find the skilled workforce needed



# NEW Manufacturing Alliance

- Founded June 2006.
- Over 90 members including: manufacturers, educational institutions, workforce development boards, chambers of commerce, economic development, and government entities.
- 18 counties in the New North.
- The **Vision** of the NEW Manufacturing Alliance is to have Northeast Wisconsin recognized as a world leader in advanced manufacturing opportunities.

**C.A. Lawton**  
**Centerline Machining & Grinding**  
**Coating Excellence Int.**  
**EMT International**  
**Foth**  
**Fosber America**  
**Fox Valley Metal-Tech**  
**Georgia-Pacific**  
**Green Bay Pallet**  
**KI**  
**Lindquist Machine Co.**  
**MECA**  
**Optima Machinery**  
**Renco Machine**  
**Robinson Metal Inc.**  
**Romo Durable Graphics**  
**Schwabe North America**  
**Wisconsin Plastics Inc.**  
**WPS**

**Centerline Machining**  
**Walker Forge**  
**World Class Mfg.**

**Bassett Mechanical**  
**CMD Corp.**  
**Great Northern Corp.**  
**Miller Electric**  
**Mid Valley Industries**  
**Nestle Pizza Division**  
**Plexus**

**Oshkosh Corp.**  
**Nercon Eng. & Mfg.**

**Brenner Tank**  
**Sandoff & Rudoy**

**Aarrowcast**  
**WI. Film & Bag**

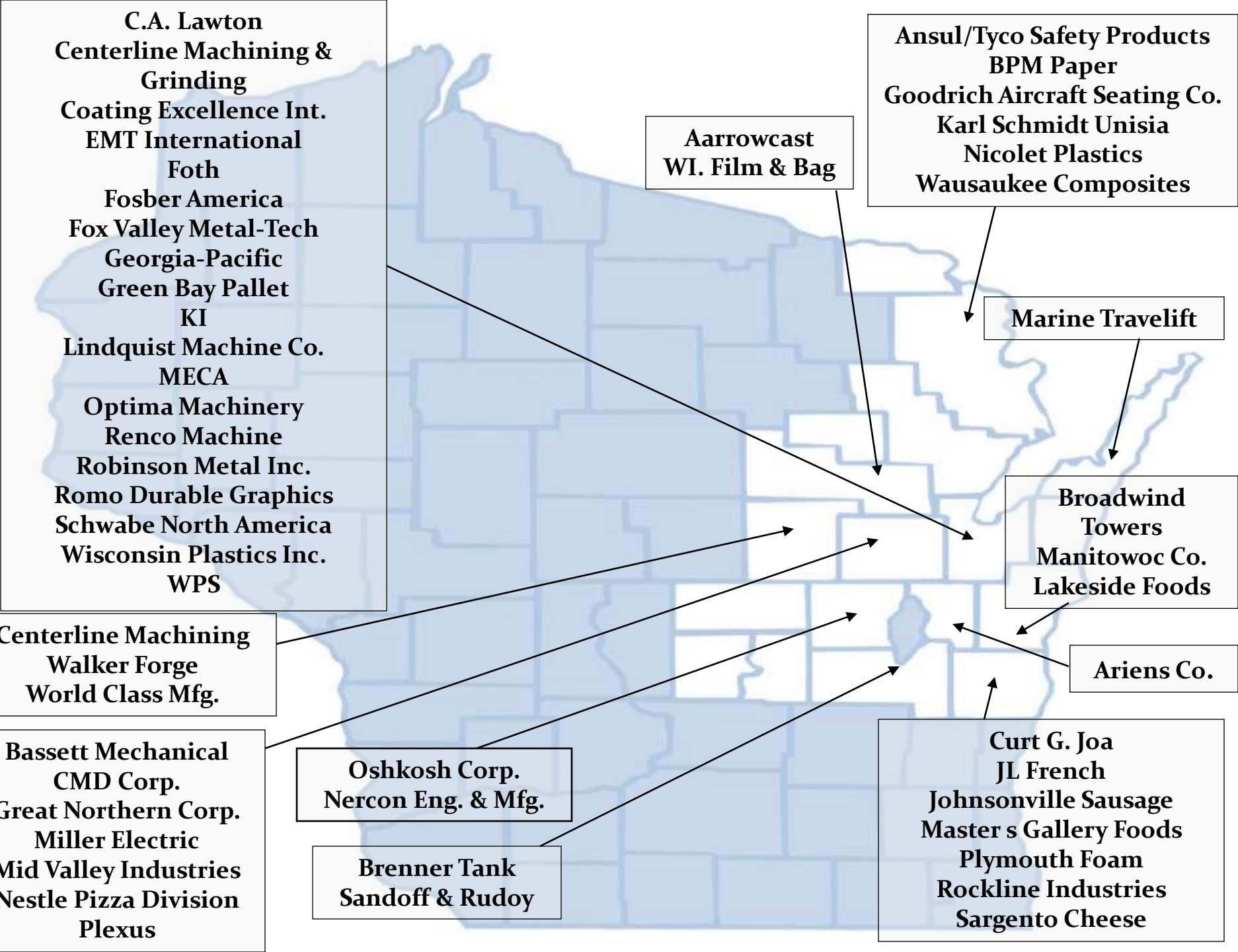
**Ansul/Tyco Safety Products**  
**BPM Paper**  
**Goodrich Aircraft Seating Co.**  
**Karl Schmidt Unisia**  
**Nicolet Plastics**  
**Wausaukee Composites**

**Marine Travelift**

**Broadwind**  
**Towers**  
**Manitowoc Co.**  
**Lakeside Foods**

**Ariens Co.**

**Curt G. Joa**  
**JL French**  
**Johnsonville Sausage**  
**Master s Gallery Foods**  
**Plymouth Foam**  
**Rockline Industries**  
**Sargento Cheese**





# 4 Objectives

- **Improve the image of manufacturing careers**
- **Grow partnerships with K-12, media and manufacturers**
- **Workforce development**
- **Advance collaborative efforts that promote the health of manufacturing**

# Keys to a Successful Partnership

- Identify Industry Champion(s)
- Identify Other Partners
- Staffing Support and Sustainability
- Establish Vision and Goals
- Early Success
- Understand that it will take time and careful relationship building

# IDENTIFY INDUSTRY CHAMPIONS



# Initial Partners in the formation of the NEW Manufacturing Alliance

- Bay Area Workforce Development Board
  - improve business services
- EMT International
  - concern about the manufacturing workforce shortage

# Profile of industry champion

- CEO/president
- Passionate
- Roll up his/her sleeves
- Willing to advocate with industry peers
- Provide direction and goals for partnership
- Service commitment



# Identify Potential Partners

- Large, medium and small mfrs.
- Educational representatives (K-12, Technical Colleges/Community Colleges, Universities)
- Economic Development/Chambers of Commerce
- Workforce Development Board
- Department of Commerce
- Labor Market Analyst



# What are you willing to invest?



**If You Build It . . .**





**Someone has to mow the grass!**



# Sustainability

- BAWDB and FVWDB agreed to provide staffing and funding support (i.e. mileage, printing, refreshments)
- Grants
- Manufacturers agreed to pay dues
- Technical Colleges agreed to provide in-kind support (i.e. printing)



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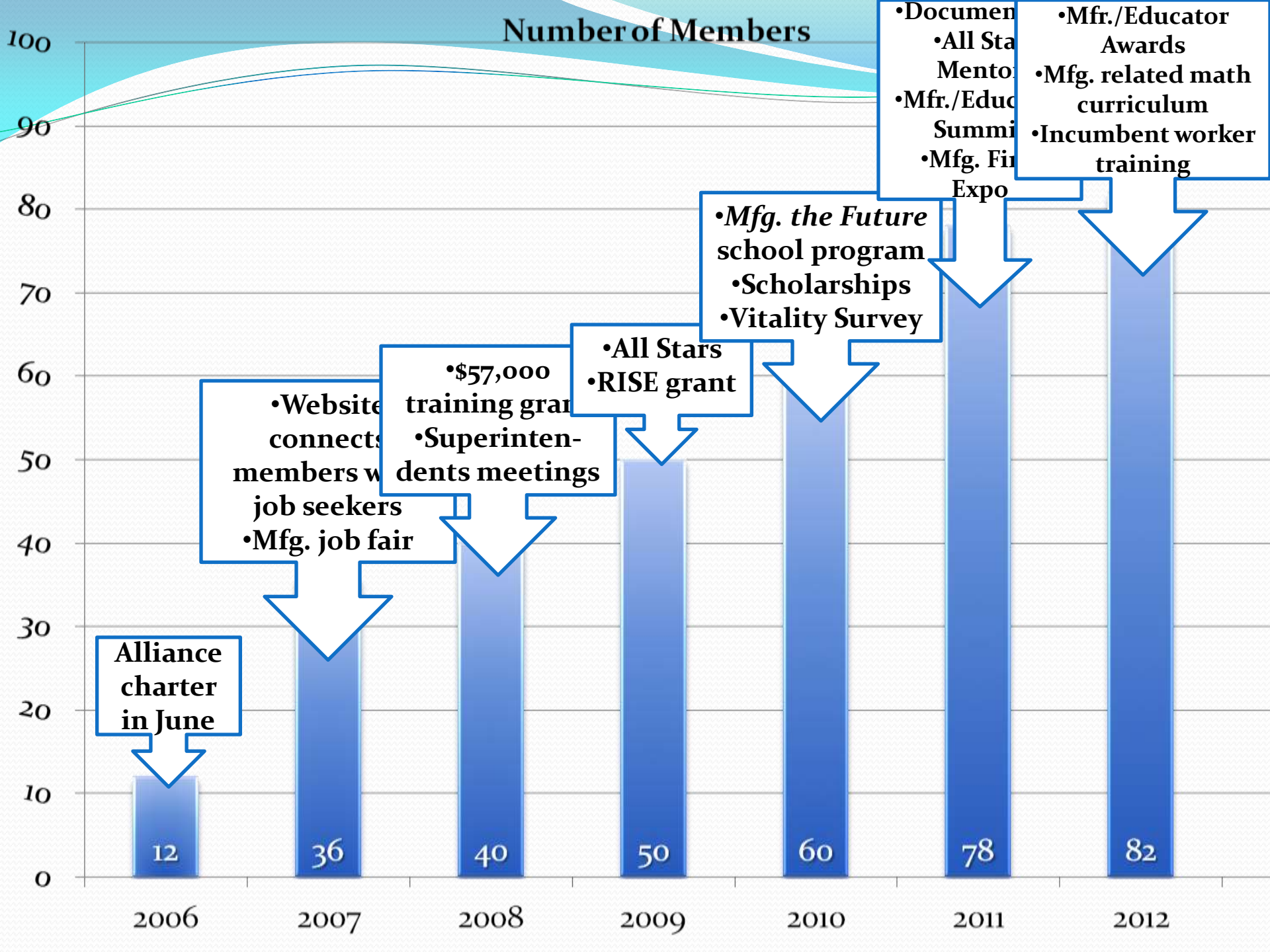


# Connecting Dislocated Workers/Job Seekers with Alliance Members

- Georgia-Pacific downsizing
- Dislocated workers unfamiliar with how to write a resume
- Members wanted skilled workers
- Website was created



# Number of Members



# Task Forces

- Steering
- K-12 Outreach
- Communications
- Development



- All Stars career magazine
- Northeast Wisconsin Manufacturing Vitality Index
- Mfg. the Future career exploration school program & curriculum
- Manufacturing First Expo
- 8 - \$1,000 scholarships





**Questions?**

# Thank You!

## For more information:

[www.newmfgalliance.org](http://www.newmfgalliance.org)

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Home



Manufacturers



Job Seekers



Educators and Students



Career Exploration



Information Exchange/Events

## Welcome to NEW Manufacturing Alliance

The NEW Manufacturing Alliance is a group of manufacturers, working with educational institutions, workforce development boards, chambers of commerce and state organizations to promote manufacturing in our region.

Our vision is to unite northeast Wisconsin manufacturers to strengthen our position as a world-leading region of advanced manufacturing opportunities.

### Our Four Objectives:

1. Create a positive view of manufacturing careers in our area.
2. Grow partnerships with K-16, media and other manufacturers.
3. Promote workforce development.
4. Advance collaboration efforts that promote the health of manufacturing.





# Network Profile Form

## Personal Information

First/Last Name:

Personal ID Number:

Veteran Status:

 **Yes, I am a Veteran.**

County of Residence:

Counties Available to Work:  
(check all that apply, press  
"Ctrl" key while clicking)

Brown	▲
Door	☰
Calumet	
Florence	▼

Available Start Date:

Availability (check all that apply):

 1st Shift  2nd Shift  3rd Shift  Swing Shift  Weekend

Telephone:

Former/Current Employer:

Email/Confirm Email:

## Career Objectives

Objective/Experience 1: