

Minutes

North Coast Marine Manufacturing Alliance Meeting

January 11, 2012

1:00 PM – 3:00 PM

NWTC

Type of meeting:

Strategic Planning

Note taker:

Ann Franz

Attendees:

Mark Spicknall, Pete Bilski, Josh Delforge, Jeff Guenther, Mark Rahmlow, Mark Weber, and Ann Franz

Agenda topics

Introductions and member updates

All

Jeff shared that the Florida boat show Marquis participated in was successful and they are getting orders. Mark Spicknall reported that Marinette Marine submitted its final proposal to the Navy for the ship-to-shore connector. It has taken two years to go through the process for submitting this bid. If Marinette Marine is awarded the contract it will mean 250 new jobs to the Green Bay area. Mark expects to hear the Navy's decision in the next 6-8 weeks. ACE Marine was awarded 20 more RBMs. Bay Shipbuilding is ramping up manpower for the winter fleet and the two new ships.

Mark Weber shared that there are 39 students enrolled in the new Marine Construction technical diploma. Many of the students are focused in the welding or electrical track. There are 6 students enrolled in the Marine Engineering Technology Associates degree. NWTC will be marketing the program to attract more students. Mark added that he has 3 advisors from Fincantieri on the Marine Construction Advisory committee and 2 additional representatives on the Marine Engineering Technology business advisory committee. He stressed the importance of having industry represented on the curriculum committees, in order for the program to have the content needed by industry. NWTC will be offering a marine composites class that has ten students enrolled. Unfortunately the instructor quit just a week prior to the start date of the class. Because of the relationship built with the Alliance, Mark was able to reach out to the marine manufacturers and find a replacement. Pete shared that he has 28-30 laid off employees attending advanced welding training. The Alliance members will be receiving an invite to the ribbon cutting of NWTC's North Coast Marine Manufacturing Training Center on Feb. 20 at 11 a.m. The members would also like to host a future meeting at the facility.

Mark Rahmlow aide for Cong. Ribble

Mark

Mark explained his role as aide for Congressman Ribble. His primary responsibility is to find out what are the issues important to constituents and share that with the congressman. Cong. Ribble has spearheaded a regulations moratorium bill. Mark Rahmlow then asked the members to share their thoughts and concerns. Pete explained that "prevailing wage" is a huge issue. His company has been battling with the state to determine how the wage is calculated. Another issue Pete has is with the duplication in federal and state laws (i.e., FMLA). Jeff agreed that he has seen firsthand the duplication between federal and state laws related to regulations. Mark Spicknall inquired if Cong. Ribble could inquire about their competitor, Austal's LCS ship. There have been issues related to Austal's corrosion problems that Marinette Marine would like to learn more about this topic. Mark Rahmlow concluded by sharing that Cong. Ribble will be holding a job fair in Marinette from 9 a.m. until noon at UW-Marinette.

Discuss Supply Chain subcommittee meeting with leadership from Wisconsin Economic Development Corp. (WEDC)

All

WEDC met with the Supply Chain subcommittee and members of the Steering committee on January 5, 2012. The WEDC is looking to invest in a 3 year project. It will match 3 to 1. Other areas of assistance other than financial include: legislative, regulatory, federal funding, and workforce development. In addition, specific to the supply chain, WEDC can provide supplier training, site selection for potential suppliers moving to the state, recruitment of companies outside of the state to move to the area or encourage an additional location in Wisconsin.

There was discussion on potential joint ventures with the WEDC and the Alliance:

Glass – marine builders (Cruiser, Marquis, Burger Boat) are currently getting curved glass from European companies. WEDC could promote having the company have a division in Wisconsin.

The Steering committee thought that reaching out to aerospace manufacturers on where they purchase their glass would be a good first step. Tilsa is a large yacht glass supplier in Europe. Mark Spicknall has a relationship with the president and will inquire on the possibility of a US location.

Composites R&D lab – several of the marine builders use composites and need help with R&D. WEDC will inquire what universities are conducting research. In addition to the marine builders that are using composites, Mark shared that the Navy has increasing interest in composites. The Alliance might want to explore a partnership with WEDC to establish a R&D lab in northeast Wisconsin. This could be of value to other manufacturers that use composites including the wind industry. Mark shared that the Navy had a composites lab in Wisconsin, but closed it approximately 8-10 years ago. There is a sailboat company in southeast Wisconsin called, “Melges Boat Works,” that might be a good contact regarding composites R&D. Ohio State has a strong composites research department. NWTC’s new training center could possibly house this R&D lab. The building could be leveraged as part of the 3 to 1 match.

Lee suggested the Alliance develop a matrix of key supply constraints and identify a priority list as another action item for the Alliance. Ann will contact Shelly on how the Alliance would like to proceed.

Discuss marketing strategy and plan 2012 activities

All

Ann asked each member to contact their marketing department about writing one story for the Alliance in 2012. These press releases will be sent to the trade publications, including *Maritime Reporter, Trade Only, Professional Boat Builder, Showboats, and Yachts International*. The stories should have an Alliance focus to them. Marquis will be taking out an ad in *Yachts International* in February/March issue. Jost will contact Scott about bundling an advertisement or press release for the Alliance. The Alliance members reviewed the marketing action plan developed from the December 2011 meeting:

Action item: Marine builders and education should include in their annual review literature their membership in the organization.

- Each member should contact their marketing department about this action item.

Action item: Marine and education should have a link on its website to the NCMMA website.

- Each member should contact their marketing department about this action item.

Action item: Add a historical perspective about the region on the Alliance’s website.

- Ann will work on this action item.

Action item: Invite Cong. Ribble to a future meeting.

- Completed.

Action item: Jeff will contact NMMA’s Policy & Government Contracts representative to meet with members.

- Jeff has a call out to the representative and report back at the next meeting.

Action item: Have an Alliance member speak at the University of Michigan’s marine building related classes about the organization and the vast opportunities within the region. Mark Spicknall is a graduate of the program.

- Mark Spicknall shared that there is a monthly meeting of the student chapter of the naval architect degree program. He will attend one of those meetings, hopefully in April or in the Fall. University of Michigan has the largest naval architect degree in the country.

Action item: Job fairs that members attend should promote the website.

Action item: Work on one K-12 outreach in 2012 with teachers/administrators/counselors with a program including food, boat ride, tour and presentation on careers in the industry.

Action item: Consider placing a trade journal ad about job opportunities in the North Coast.

- Josh will explore with his company regarding their ad in *Yachts International*

Action item: Pat will contact NPR about a piece it ran about marine building.

Action item: Contact marketing managers at each company to write one press release about the North Coast for 2012.

- Steering committee members will contact their marketing managers.

Action item: Email blast sent by each member to their distribution list about the North Coast Alliance.

Action item: Each Steering committee member will meet with marketing department about the Alliance and encourage co-branding (i.e. print material, press releases, link stories on Facebook).

Action steps identified from meeting

All

In addition to what was listed in the marketing plan, the Alliance will need to work on a Associate member supplier fair. The two new Associate members will attend the February meeting and share their thoughts on the supplier fair. In addition, the Steering committee will need to develop a strategy to recruit new members. Ann will also report back to the committee WEDC's thoughts on next steps. Members should also update the 2012 Marine Show on which events they will be participating in throughout the year.

Set next meeting date and agenda

All

The next meeting is Wednesday, Feb. 8 at 1 p.m. at NWTC at the Business Assistance Center in the Boardroom .

Agenda:

1. Welcome & Introductions
2. Member and Subcommittee Updates
3. Supplier Fair
4. WEDC update
5. Marketing plan updates
6. Set next meeting date and plan agenda