

# Minutes

North Coast Marine Manufacturing Alliance Meeting

Wednesday, September 11, 2013

1:00 – 3:00 PM

NWTC

**Type of Meeting:**

Steering Committee Meeting with Associate Members

**Note Taker:**

Debbie Thompson

**Attendees:**

Chuck Balboa, Vicki Csida, Joe Draves, Frank Formas, Dave Geitner, John Hauser, Phillip Henslee, Mike Karpe, Brenda Kulibert, Steve Popp, Curt Prokash, Andy Shaw, Randy Smith, Ron Tupper, Ann Franz and Debbie Thompson

**AGENDA TOPICS:**

**Introductions and Explorers Guide Maritime Academy**

All

- Ann showed the video created by Ron Tupper for the Tall Ship Festival. Ron generously donated his time to create the video that showcases our local boat builders and a variety of maritime careers. The video played on a continuous loop at the Festival.
- Brenda Kulibert of [Explorer's Guide Maritime Academy](#) represents a mariner's school based out of Appleton. They offer online and classroom captain's license courses, as well as blended courses. The captain's license is approved by the United States Coast Guard. Classes are available at NWTC, as well as Milwaukee and other Midwest locations. Their 2013/2014 course/license listing includes the following.
  - Small Boat Licenses (USCG Approved)
  - Licenses up to 200 Ton (USCG Approved)
  - Standards of Training Certification and Watchkeeping (STCW) Courses (USCG Approved)
  - Deck Crew – *Entry Level Classes*
  - Ship Handling Classes (Not USCG Approved) – *Entry Level Classes*
  - Federal Communications Commission Licenses (FCC)

**Member and Subcommittee Updates**

All

- Frank Formas of Kohler Power Systems reported they recently released a product that allows generators to be paralleled. They are preparing for the Ft. Lauderdale Boat Show, as well as the METS Boat and Monaco Yacht Shows.
- Chuck Balboa represented the newest member company, Twin Disc. Their headquarters is located in Sun Prairie, WI. Twin Disc designs, manufactures, and distributes power transmission equipment. They offer joy sticks for yachts up to 120', as well as newly released marine transmissions and electronic controls.
- Phillip Henslee of Marinette Marine Corporation reported they are looking to hire approximately 160 employees. They have been working with Marinette officials on a rail line inlet for steel.
- Ron Tupper of Momentum Media & Marketing, LLC is currently working on a project for the U.S. Coast Guard. He will be revising the NCMMA video, using some of the behind the scenes footage.
- Dave Geitner of NWTC reported they have had good feedback from students during 2013. The 2014 curriculum is being developed. Composites classes will be a part of 2014 course offerings.
- The 2<sup>nd</sup> half of the Marinette Training Center is being purchased by NWTC. Joe Draves reported that proposals are on the table to decide what to do with the 2<sup>nd</sup> half of the building. The center will be marine focused. NWTC is in the process of hiring a new dean on the Marinette campus, as Pat O'Hara will be retiring. ¾ of students enrolled in the Marine Engineering Technology associate degree also get the Marine Construction technical diploma. For programs that are full, NWTC staff has been working with students on the wait list. Welding graduates have increased considerably. In 2008, NWTC had 19 welding graduates. Currently, there are 250 students enrolled in welding courses.
- Curt Prokash of Marquis Yachts shared August had strong sales and fall also looks encouraging for their company. Marquis has new designs coming out in spring and fall, along with two redesigns.
- Steve Popp shared that E.H. Wolf and Sons recently purchased a company in Waukesha, which will increase their offerings.
- Ann reported the Supply Chain Subcommittee will be meeting in October to connect on a moving forward strategy for dealing with waste and surplus goods.

Tall Ship Festival Recap	All
<p>54,782 people attended the Tall Ship Festival, per Cindy Rasmussen of PMI. They will be giving the Alliance the banner that was on the concert stage. Comments by Alliance members regarding the event included the following.</p> <ul style="list-style-type: none"> <li>• This was the perfect event for our group.</li> <li>• There should be more banners out front.</li> <li>• The scale ship models were a hit with kids.</li> <li>• Cineviz had over 500 people stop at their photo shop for images. Cineviz suggested offering more props and better lighting.</li> <li>• In the future, put the boat builders more outside where the ships are.</li> <li>• Engaged a lot of good conversations.</li> <li>• Layout should be different, but got some good leads. Pretty happy with the event.</li> <li>• Out of 150 open position packets printed, over 140 were distributed to interested attendees.</li> <li>• Get more ships and crafts to draw people in.</li> <li>• Continue to have a booth, but be more front and center of the event grounds or by the Coast Guard boat.</li> </ul> <p>Steve Baue's opening speeches and concerts held on Friday and Saturday had roughly 200 people in attendance each night.</p> <p>Since the Tall Ship Festival, Ann reported there has been a 30% increase in NCMMA website traffic. People viewing the website are visiting (<i>in order by most viewed</i>); 1. Member Companies, 2. Galleries (Boat Images), 3. Job Postings.</p> <p>The Alliance spent \$14,000 on the festival. It is beneficial for the Alliance to be a part of the Festival, which is held every three years.</p>	
Manufacturing Leadership Program	Randy Smith
<p>Randy Smith and Vicki Csida of NWTC gave a presentation regarding a new <b>Manufacturing Operations Specialist</b> program that is being developed. This program is intended for someone currently working in or moving into a supervisory or mid-management role. The program will have a combination of supply chain, quality, lean, leadership, and supervisory skills. Randy and Vicki asked the attendees for feedback regarding the curriculum for the program. The boat builders agreed that this is a much needed program and will be well-received when it becomes available. NWTC is looking to launch the Manufacturing Operations Specialist program in fall of 2014.</p> <p>Randy shared that is has been a successful degree program at Lakeshore Technical College. He added that many supervisors are not hired outside of a company; instead the person usually works up the ranks. Courses can be delivered at companies through NWTC Corporate Training. Students could also complete the coursework online or by attending evening classes. Currently there are 434 Operation Specialists in Northeast Wisconsin. Median pay for someone in this position is \$35.26 per hour. Vicki will check into transfer opportunity with a UW-Stout degree program.</p>	
Fast Forward Grant	All
<p>Grant requirements will not be coming out for a few weeks. The state is taking careful steps to assure the grant succeeds. The Alliance will focus on the Leadership Academy for the first round of grants. Ann suggested packaging certain modules or chunks of the Manufacturing Operations Specialist for the 2<sup>nd</sup> round of grants, along with a job seeker training program that Bill with Bay Shipbuilding presented at a past meeting.</p>	
Associate Member Vendor Expo on 11/12/2013	All
<p>Each of the seven ship builders will have one-on-one meetings, approximately 30 minutes in length. The booth spaces will be 10' x 15'. Attendees reviewed and edited the company profile form. It was noted that the form should ask who it is they need to meet with and the type of specialist. Ann will need the completed forms back by 9/30/13, so she can distribute to the marine builders.</p>	
Manufacturing First Expo and Conference on 10/31/2013	
<p>Go to <a href="http://www.manufacturingfirst.com">www.manufacturingfirst.com</a> to view the agenda, buy tickets, and follow the event on LinkedIn.</p>	
WEDC/NMMA Request	Ann
<p>The attendees agreed to have a representative of the NMMA and WEDC present at the October 9 meeting. The focus will be on opportunities for exporting and trade show. The NMMA has the resources and people to facilitate these opportunities. The NMMA representative would like to tour Marquis and Cruisers Yachts. Associate members interested in exporting are invited to attend the October 9 meeting.</p>	
Plan Next Meeting	All
<p>The next meeting of the North Coast Marine Manufacturing Alliance will be held at <b>1:00 p.m. on Wednesday, October 9 at Cruisers Yachts in Oconto.</b></p>	