

Vision: Minnesota is to be the recognized world leader in precision manufacturing and related technologies.

Mission: *To drive success* in Minnesota precision manufacturing.

Goal #1: Drive efforts to increase awareness of manufacturing industry.

Obj 1: Increase awareness of manufacturing industry to:

- a. Government
- b. Educators/ Counselors
- c. Community

GOVERNMENT

- Manufacturers Summit sponsor (October 2009, October 2010)
- Manufacturers Week sponsor (October 2010)
- September 2010 meeting with Senator Al Franken, area educators and manufacturers on the workforce shortage and support needs at high school, tech school programs.
- Attended NTMA Legislative Conference (May 2009, April 2010)
- Business Day at the Capitol participants and sponsor (March 2009, March 2010)
- Worked with DEED to reinstate the Manufacturers Advocate position (Feb 2010)
- January 2010 Member Meeting: Q&A interaction with State Senators Kathy Saltzman and Julie Rosen
- Sponsor and focus group participant of Enterprise Minnesota 2010 and 2011 State of Manufacturing Surveys which is distributed to every State legislator and Minnesota U.S. Senators, Congressman
- Mike Yeager, Government Relations Committee Chair, hosted a tour of his facility with Rep Kurt Zellers (Dec 2009)
- Coordinated meetings with MNSCU on industry's need for technical education programs to remain open (December 2009)
- Building strong relationship with Senator Al Franken's office and working together specifically in the areas of technical education (July 2009 – present);
- Organized tours of manufacturing job shops with Senator Franken and staff (November 2009-present);
- Organized meeting with Senator Franken and MPMA Board of Directors through Manufacturing Coalition (September 2009)
- Representation at NAM meeting with Congressman John Kline (Sept 2009)
- Increased attendance of DEED and other state workers at Grand View events

EDUCATION

- Participation in iSeek manufacturing careers website launch and spoke about importance of careers in Manufacturing to counselors, administrators, and job placement counselors
- Recipient of Organization Support Award at the Minnesota Technical Education & Engineering Association (MTEEA) Fall Conference (Sept 2010)
- Grand View Summit (April 2010)
- Presentation to Project Lead the Way school teachers, administrators, counselors (March 2010)
- Exhibited at the Great Manufacturing Get Together (January 2010)
- Keynote speaker (Jaime Nolan) and manufacturing panel participant (Dave Fiedler) at the Minnesota Technical Education Association conference (September 2009)
- Participation in President's Meetings organized through MNCEME (college deans, presidents) (September 2009)
- Exhibitor at the Minnesota School Counselors Association (May 2009)
- Exhibitor at the SW Metro Job/Education Fair (April 2009)
- Grand View Conference (April 2009)
- St. Cloud Tech High School 9th Grade Career Exploration Day (Dan Meyer – April 2009)
- Presentation at Minnesota Association of Career and Technical Administrators (April 2009)
- Two postcard mailings to Minnesota high school counselors on benefits of careers in manufacturing (Feb, March 2009)

COMMUNITY

- Served as a sponsor of STEM Day at the Minnesota State Fair, which exposes hundreds of fairgoers to the careers available in science, engineering and manufacturing. (8/26/10)

COMMUNITY - *continued*

- Launched @MPMA Twitter account in July 2009 and have been actively promoting the association and manufacturing industry to followers (184 as of 10/27/10)
- Exhibitor / Major Sponsor at Veteran's Fair (October 2008, May 2009, planned May 2010)
- Dave Fiedler presented at the Minnesota Momentum Conference through Twin West Chamber (September 2008)
- Increased media coverage from July 2008 – Present
- Partnership with TwinWest Chamber of Commerce on their Workforce Ready grant which focused on precision manufacturing (May 2008 – Dec 2009)

Obj 2: Work with local media to increase coverage of manufacturing industry

- Established relationships with local reporters and have increased frequency in media coverage relating to manufacturing issues with MPMA and/or its members used as sources in over 20 articles since July 2008. Some of the known published stories include:
 - “State Needs to Train More Skilled Workers” - *Star Tribune*, July 1, 2008 (article about MPMA's new website and the job posting page)
 - “Reaction Split on Stimulus Effect” - *Business Journal*, July 11, 2008 (article about MPMA's survey to members on the stimulus package with a focus on Roberts Automatic)
 - “Overcoming Major Challenges, Parts Maker Starts New Plant” - *Finance & Commerce*, July 16, 2008 (article about Yeager Machine starting construction on new building)
 - “New manufacturing software could improve efficiency and productivity” - *Finance & Commerce*, July 29, 2008 (article about MTConnect)
 - MPMA was contacted by Pioneer Press writer John Welbes for manufacturing contacts in St. Paul for a feature story he was writing. Provided several names. As a result, an article about MPMA member Laser 1 was published: “Scrappy Laser 1 Gets Its Cut of the Market” - *Pioneer Press*, August 16, 2008
 - MPMA was contacted by Minnesota Public Radio for a story on the economy and issues that the Republican National Convention may address; supplied names of several manufacturing members whom they could contact for an interview on issues related to workforce development. As a result, Dave Fiedler was interviewed by Minnesota Public Radio for their evening Marketplace series which aired on August 29, 2008.
 - “The New China Price” - *Star Tribune*, September 7, 2008 (article discussing transportation costs with interviews of MPMA member John Huot, Huot Manufacturing and a quote from Dave Fiedler as vice president of MPMA)
 - “Minnesota's Small and Mid-Sized Banks Still Doing Well – For Now” - *Finance & Commerce*, October 10, 2008 (article features MPMA member Yeager Machine)
 - “Small Shop, Big Opportunity” - *Star Tribune*, Oct. 27, 2008 (article featured MPMA member Mack Engineering)
 - “Some Companies Thrive Despite Economic Turndown” - *St. Cloud Times*, Oct. 31, 2008 (article featured MPMA member Metal Craft Machine & Engineering)
 - MPMA was contacted by Star Tribune writer Dee DePass for our members perspective on the economy. Results were forwarded to her. We are unaware of any article that has been published as of now regarding these results.
 - “Businesses stung as Pawlenty delays equipment tax refunds.” - Minnesota Public Radio. July 6, 2009
<http://minnesota.publicradio.org/display/web/2009/07/06/equipmenttax/> - Dave Fiedler, Checker Machine, was interviewed for the segment.
 - John Welbes, Pioneer Press, contacted MPMA in December 2009 for story ideas of entrepreneurs in St. Paul. Several names were provided, however we are unaware if anything was published. The Denny Hecker trial was monopolizing the news media at that time.
 - “Business Leaders Interested in Franken Jobs Plan” - *Minnesota Public Radio*, Feb. 3, 2010.
<http://minnesota.publicradio.org/display/web/2010/02/02/franken-seedplan/> - MPR contacted MPMA for people to interview for the story. Mike Gramse, MRG Tool & Die, was interviewed for the segment.
 - MPMA was contacted by Annie Baxter of MPR radio on January 29, 2010 for comment on the state of the industry, and specifically whether companies are hiring back employees.
 - “An end in sight to Minnesota hiring slowdown?” - *Star Tribune*, June 17, 2010 (article quotes Dave Fiedler and mentions MPMA)
 - “In a shift, more companies decide to make, not buy” - *Star Tribune*, August 7, 2010 (articles features Permac Industries)
 - “Senator Franken Visits Grant Manufacturer” - *Stillwater Gazette*, September 10, 2010 (articles discusses Franken visit to Haberman)
 - “Manufacturing Help Wanted, but Unavailable” - *Faribault Daily News*, September 17, 2010 (features MRG Tool & Die)
 - “Seeking a manufacturing job? Minnesota Department of Employment and Economic Development launches new website.” - *Finance and Commerce*, October 27, 2010 (includes interview with MPMA Associate Director Luann Bartley)

Goal #2: Support leadership and workforce development initiatives consistent with demands of industry (measured by number of unfilled positions for industry)

Obj 1: Support increased enrollment in technical colleges and customized training programs through marketing efforts

- Continued annual sponsorships of Supermileage, Solar Boat, MN SkillsUSA
- Representation on M-Powered Advisory Boards (both the primary and the Youth Offenders)

- Exhibitor / Major Sponsor at Veteran's Fair (October 2008, May 2009, May 2010)
- Exhibitor at the Minnesota School Counselors Association (May 2009)
- St. Cloud Tech High School 9th Grade Career Exploration Day (Dan Meyer – April 2009)
- Presentation at Minnesota Association of Career and Technical Administrators (April 2009)
- Exhibitor at the SW Metro Job/Education Fair (April 2009)
- Two postcard mailings to Minnesota high school counselors (Feb, March 2009)
- Grant support to M-Powered St. Paul program (\$5,000 – Oct 2008)
- Increased support through Education Foundation scholarships
 - \$500 scholarship to Ross DuVall, student at Hennepin Technical College (June 2009)
 - \$1,200 scholarship to Brian Koehn through Dunwoody's scholarship program (August 2009)
 - \$1,200 scholarship to Daniel Klas through Dunwoody's scholarship program (August 2009)
 - \$1,200 scholarship to James Cihlar, University of North Dakota mechanical engineering student (October 2009)
 - \$1,200 to Hennepin Technical College for manufacturing scholarships (Nov 2009)
 - \$1,200 to Alexandria Technical College for manufacturing scholarships (Nov 2009)
 - \$1,500 to Fridley High School Strive Program for manufacturing scholarships (Dec 2009)
 - \$2,000 scholarship for Supermileage programs from the Steve Forsythe Memorial Fund (Dec 2009)
 - \$1,000 to South Central College for manufacturing scholarships (March 2010)
 - \$1,200 scholarship to Wayzata High School graduating senior (March 2010)
 - \$1,800 to Alexandria Technical College for manufacturing scholarships (Aug 2010)
 - \$1,500 to Hennepin Technical College for manufacturing scholarships (Oct 2010)

Obj 2: Serve as an industry advisor to technical colleges and customized training programs as they develop curriculum for their programs

- Representation on M-Powered Advisory Boards (both the primary and the Youth Offenders)
- "Preserve the Programs" campaign (Oct 2009-Present)

Obj 3: Serve as a resource for training incumbent workers

- Development and implementation of Workforce Enhancement Education Workshops (July 2008-present)
- Ongoing workshops through the Management Education Workshops
- Addition of webinars as option for members to attend MEWs
- Support of M-Powered program for incumbent and displaced workers

Obj 4: Support leadership development opportunities for members

- Continued publication of *Precision Manufacturing* and *Scratchpad*
- Ongoing workshops through the Management Education Workshops
- Insights Leadership Book – in progress (expected publication date December 2011)
- Sponsor Manufacturers Summit (October 2009, October 2010)
- Initiated manufacturing plant tours for members only (February 2010 – present)
 - Dynamic Group (Feb 2010)
 - MINNCOR (June 2010)
 - Frasia USA (Nov 2010)
- Monthly Member Meeting Topics:
 - Leadership in Uncertain Times (March 2009)
 - Business Leadership Fire Drill (June 2009)
 - Working with the Defense Industry (September 2009)
 - State of Manufacturing Industry (October 2009)
 - Mining the Legal World (Nov 2009)
 - Energy Smart (March 2010)
 - Health Care Reform: Impact to Minnesota Manufacturers (May 2010)
 - Introduction to Nanotechnology (September 2010)

Goal #3: Support measurable Industry Expansion (metric to be determined).

Obj 1: Facilitate opportunities for members to learn about and engage in new/different industries for their businesses (e.g. wind, biofuel, etc.)

- Wind Energy Opportunities keynote speaker (June 2008)

GOAL #3 • OBJ 1 - *continued*

- Wind Energy Roundtables (Spring 2008)
- Sponsorship of BBAM Destination 2025 (March 2009)
- Continued involvement in MD&M Show (2008, 2009)
- Working with the Defense Industry – Member Meeting (September 2009)
- Participation in focus groups for Minnesota Environmental Initiative's (MEI) Green Manufacturing initiatives (Sept 2009 – Jan 2010)
- IMTS Air/ Travel packages (Sept 2008, Sept 2010)
- Great Lakes WIND Network Wind Supply Chain Workshop Sponsor (July 2010)
- Launch of Nanotechnology focus group (Sept 2010)
- Journal articles:
 - ARRA opportunities for manufacturers (May/June 2009)
 - Green manufacturing opportunities (May/June 2009)
 - Opportunities in Bioscience industry (July/Aug 2009)
 - Introduction to Nanotechnology (Sept/ Oct 2010)

Obj 2: Facilitate opportunities for members to engage in new business opportunities in additional geographic markets (e.g. Europe, Asia, southern U.S., etc)

- Distribute notices of export summits as received from the Minnesota Trade Office.
- Built relationship with MTO trade representatives and have MPMA listed on MTO website as a resource for supply-chain needs
- Promote Enterprise Minnesota "ExporTech" series (Oct 2010)

Obj 3: Educate members on emerging technologies

- Journal articles:
 - Social Media (Nov/Dec 2008)
 - Emerging Technologies (July/Aug 2009)
 - Engine Technology (Sept/Oct 2009)
 - IMTS Special Edition (July/Aug 2010)
 - High Technology Storage Batteries (July/Aug 2010)
 - Disruptive Technology (Sept/Oct 2010)

Goal #4: Increase marketing and branding efforts of the Association.**Obj 1: Develop marketing/branding plan for Association**

- Redesigned MPMA website, booth materials (2008, 2010)
- Staff and membership committee working on developing a plan for marketing (Feb 2010-present)
- Journal awards – 2008, 2010
- Sponsorship of BBAM Destination 2025 (March 2009)
- Sponsor of Enterprise Minnesota 2010 and 2011 State of Manufacturing Survey
- Development of Region 9 to develop a Satellite group in southern MN (Jan 2010-present)

Obj 2: Serve as point of contact for media for manufacturing issues in Minnesota

- Established relationships with local reporters and have increased frequency in media coverage relating to manufacturing issues (see Goal 1, Obj.2. above)

Obj 3: Increase membership by 10% annually

- April 2008 – 274 Members (143 Manufacturers)
- April 2009 – 297 Members (164 Manufacturers)
 - Increased by 23 members (approximate 8% overall, 14.6% manufacturing)
- Working with Region 9 to develop a Satellite group in southern MN (Jan 2010-Present)
- September 2010 – 314 Members