



# NORTHWEST FLORIDA

MANUFACTURERS COUNCIL [NWFMC]  
QUARTERLY REPORT

## OBJECTIVE

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To update NWFMC board on partnership activities with the University of West Florida [UWF]

## FINANCIAL INFORMATION

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Invoice mailed to Ed Phelan, Chair NWFMC. The report came from Kari Nowak, dated Jan 9, 2017.

## ACCOMPLISHMENTS QUARTER 4 2016

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### Events:

- Provided support during October General Membership Meeting And presented training programs selected for 2017 (Panama City OCT 19)
- Provided support for "Next Step Planning" (Northwest Florida State College Oct 26)

### Advocacy, Marketing, Creative, and Technical Services

- Assumed Responsibility for web hosting
- Coordinated marketing discussion with NWFMC (MTG at UWF on October 27 and conference call on NOV 10)
- UWF Creative team led by Jenny Hinely began to develop templates for NWFMC manufacturing monthly newsletter
- UWF coordinator, Kati Touchstone, edited content for Web and for Newsletter
- UWF coordinator, Kati Touchstone, edited email contact lists with Cindy Anderson
- Developed new brochure/info packet with Cindy Anderson
- UWF coordinator, Kati Touchstone, developed a training page for web site
- Team worked with UWF director of communications, Megan Gonzalez, and Cindy Anderson on WEAR TV interview (posted to NWFMC web site) **NOV 7 and NOV 29**
- Creative team identified cost effective membership recognition items and sought BOD approval
- Purchased and created nametags for participants at NWFMC events
- Managed the RSVPs for all events except the October general membership meeting
- Worked with UWF registered lobbyist, Andrew Romer, on legislative requests to support manufacturing



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- Represented UWF and NWFMC at Advanced Manufacturing Workforce Leadership Council (virtual meeting on Dec 5)
- Represented UWF and NWFMC at CareerSource Florida Sector Strategies Meeting in Panama City on Dec 8

#### **Education Services Provided:**

- Scheduled ArcFlash Training at Chipola College (event will be in Jan 2017)
- Managed training registrations, reminder emails, surveys, etc.
- Participated in Regional Manufacturers Monthly meetings with Florida Makes – discussed best practices in training with peer organizations
- Attended Manufacturers Association of Florida (Gainesville, NOV 15-17)

#### **Established office for NWFMC**

Provided computer, with UWF tech-support from 8:00 AM to 5:00 PM in person on Pensacola campus or remotely by phone: 850-473-7257. Established a physical address for deliveries and mail.

#### **Finalized contract with Florida Makes**

Total contract value from FM at approximately \$436,000 with approximately \$580,000 in match from UWF. Approximately 10 percent of the total match comes from NWFMC. This contract will triple the human resources devoted to expanding manufacturing in Northwest Florida. The key benefit to manufacturers in the region includes two business analyst who will support UWF training and business advising for the NWFMC. Key benefit to higher education involves the 1 to 1 match in state training dollars.

#### **Began Recruitment Process for Two Business Advisors**

All paperwork finalized as of Dec 23, 2016. Anticipated hire date: February 2017.



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## GOALS FOR QUARTER 1 2017

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1. Collaborate with NWFMC Marketing Committee and help NWFMC execute a marketing campaign based on BOD goals and objectives
2. Continue to plan and execute training events
3. Continue to support digital communications on both web site and via email



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