

CoE/AMM Steering Advisory Board Meeting #2
Thursday, October 4, 2018 (MATC)

Meeting Minutes

Present: Richard Busalacci (MATC), Brian Thompson (UWMRF), Nidal Abu-Zahra (UWM), Benjamin Church (UWM), Mike Andrew (UWM), Jessica Silvaggi (UWMRF), Danielle Jones (WEDC), Joe Hamann (Rexnord), Scott Wollenberg (Modine), Matt Panhance (MSOE), Mike Miller (HellermanTytonUS), Steve Russek (Astronautics), Gordon Nameni (Brown and Associates)

Call-in: Dane Morgan (UW-Madison), Marv Klowak (Briggs and Stratton), Babu DasGupta (UWM)

- Meeting started at 3:00 pm
- Introductions, call in and in-person
- Nidal started the discussion with the pyramid graphic introduced in the agenda slide deck

Mission and Vision

1. The need for the center should be rephrased from “solving problems...are becoming more expensive, slower, and less accurate” to “*Solving R&D problems and validating new opportunities with higher accuracy, shorter timelines, lower costs; while creating a pipeline of high-skilled workers and talents.*”
2. Highlighting the broader impact of the CoE on the manufacturing sector in WI and the attractiveness of the state to new businesses.

Operations and Structure

3. The board endorsed the three areas that were identified in the CoE plan: pre-competitive research, contractual research, and lab/consulting services. RM²N was presented as the body that will manage the lab/consulting services under AMM.
4. A balance between pre-competitive and contractual research should be maintained to preserve the financial advantage of leveraged resources in pre-competitive research, while tending to specific and proprietary needs of industry members.

Funding and Sources

5. Contractual research that is funded by the CoE should be discussed in the CoE advisory board meetings for strategic benefits (or compromise) to the mission of the center
6. Key assessment (performance) metrics need to be created in line with the CoE strategic mission (*and based on the adopted technology roadmaps*)

Membership and Benefits

7. Consensus on starting with one-tier membership which offers IP benefits on precompetitive research. Additional membership tiers (lower cost/benefits) can be added in the future.

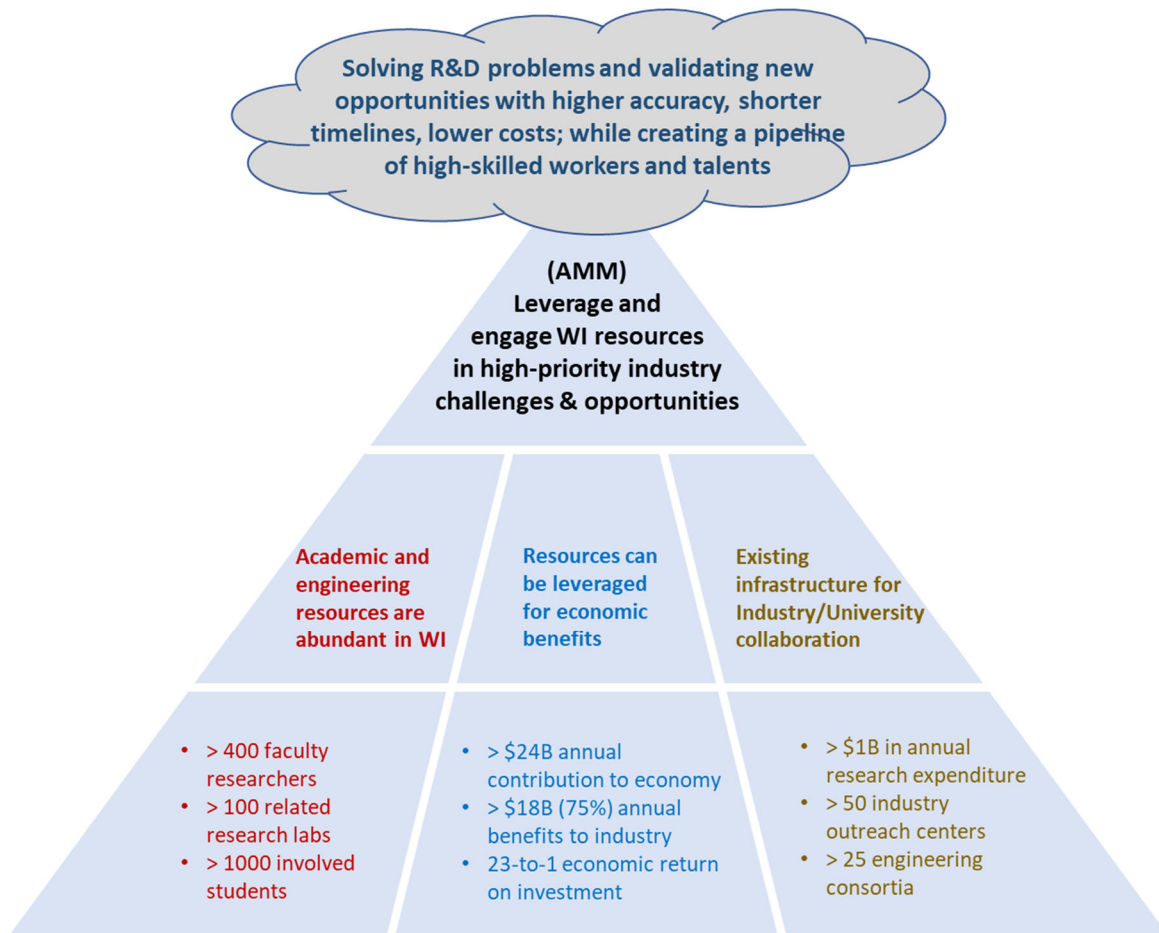
- While contractual research offers ROI on a short-term basis (helps in selling the CoE benefits internally), it compromises the talent pipeline sought from a consortium membership.

Workshop (October 18th)

- Survey advisory board members and companies who signed up for the workshop on (1) pressing company needs and (2) high-value research project ideas
- Present these ideas in the context of the CoE themes for industry attendees to discuss collaboration with peers and academic partners during the workshop breakout sessions

Concluding Remarks

- Dani emphasized the role of the steering advisory board in helping the CoE organizers to be successful in making a strong case for funding from WEDC.
- Nidal emphasized the critical role of comprehensive institutions and technical colleges in the comprehensive mission of the CoE of creating and maintaining a pipeline of skilled workforce with the needed talents in advanced materials and processing technologies. Nidal and Dani (WEDC) are engaged with several 4-yr and 2-yr campuses to discuss participation opportunities.



Meeting adjourned at 5:10 pm.