



Montana Department of
LABOR & INDUSTRY
State Workforce Investment Board

State Workforce Investment Board Sector Strategies Committee

Minutes

Lewis & Clark Library, Conference Room
Helena, Montana
6 – 9 p.m., May 30, 2012

BOARD MEMBERS PRESENT: Mike McGinley; Alan Skari; Pat Wise (Evan Barrett's Designee); Mike Cooney (Keith Kelly's Designee); Connie Eissinger; Rodney Miller; Tina Bundtrock

BOARD MEMBERS ABSENT: Henry Dykema; John DeMichiei; Mike Grove, Jacquie Helt

STAFF: Leisa Smith & Kali Wicks

GUESTS: Dave Morey, Steve Olson, Vernetta Torgerson, Steve Holland, Rhonda Huseby

I. Welcome and Introduction

Chair Grove was unable to attend the meeting at the last minute, so committee member Pat Wise made a motion that Mike McGinley act as Chair in his place. Mike Cooney seconded the motion and the committee unanimously agreed that Mr. McGinley should chair the meeting. Acting Chair McGinley called the meeting to order at 6:15 p.m. He welcomed Committee members and guests.

Roll call, Housekeeping, and Meeting Documents

Kali Wicks conducted roll call, addressed housekeeping items, and reviewed meeting materials. Ms. Wicks stated that a quorum was present. Acting Chair McGinley explained the committee conducts business under Roberts Rules of Order.

Agenda

Acting Chair McGinley reviewed the Agenda. Mike Cooney motioned to approve the agenda as presented. Connie Essinger seconded the motion. The agenda was unanimously approved by the committee.

Minutes

Acting Chair McGinley reviewed past meeting minutes from January 11, 2012. No changes were suggested, and Mr. Cooney moved for approval. Rodney Miller seconded the motion, and the minutes were unanimously approved.

II. Informational Updates

Kali Wicks reported to the committee on the Montana Governor's Conference On Tourism and Recreation, which took place in April in Great Falls. Speakers at the conference covered the current trends in internal and international travel, and Montana Tourism. Main points included the rebound of the industry, which is expected to grow about 2% in Montana pending gas prices, the new focus on Generations X & Y as target audiences, the use of social media as a marketing tool, and the Brand USA initiative, which is a public/private partnership with the mission of promoting increased international travel to the U.S.

Connie Essinger provided information on a summit held in Miles City to address the "Bakken Boom", which was sponsored by Montana's Workforce Development Task Force. The task force was created as part of the movement to implement and address the workforce and educational needs of Eastern Montana due to coal and gas development. The summit identified energy development concerns in three different forums: the community forum, workforce forum, and industry forum. The group will continue as part of the conversation to address the needs of infrastructure, education, and workforce needs in this region.

Lisa Smith gave an account of the Montana Energy 2012 Conference, which was held in Billings in April. Topics of conversation at the conference included the Otter Creek Coal Development, the impacts and opportunities created by energy, wildlife concerns, legal considerations, fracking, the and the 'Bakken Boom'. Industry professionals from across the nation were on hand to present materials and participate in the trade show.

III. A Look At Manufacturing In Montana

Steve Holland, Director of the Montana Manufacturing Extension Center (MMEC) gave a presentation on the manufacturing industry in Montana. He informed the group as to the roles of several programs, including the Montana State University Technical Assistance Program (UTAP), Montana Manufacturing Extension Center, and MilTech, which have been active in the state since 1986, 1996 and 2004, respectively. UTAP focuses on helping graduate students, typically those in the engineering field, gain experience in manufacturing and research marketing. Typical services of MMEC include process improvement, innovation and growth services, quality systems and standards compliance, business to business marketing, and energy efficiency. Miltech offers services related to transitioning innovative technology to the military. Some of the industries that are currently served by manufacturing in Montana include: Aerospace/Data Control Systems, Electronics/PCB/IT, Medical Devices, Machine Shop, Automotive, Wood Products, Brewing, Business Ownership, Outdoor Sporting Goods, Lasers/Crystalline Products, & Semiconductors. Mr. Holland informed the committee that manufacturing in Montana accounts for more than \$10 billion in output sales per year, \$1.6 billion in exports, and is responsible for 20% of Montana's basic industry. Montana features over 3,100 manufacturing companies which employ more than 20,000 workers, which account for over \$1.1 billion per year in wages.

Following the presentation, the Committee had several questions for Mr. Holland, including specifics on the manufacturing industry and how MMEC works. Mr. Holland will keep the committee updated on future manufacturing developments, and will send the SWIB staff a finalized 2012 manufacturing report as soon as it becomes available, which will then be posted on the SWIB website. The committee expressed that they would like Mr. Holland to present to the full Board at a future meeting, as they felt the information was very important, and Mr. Holland stated that he would be pleased to do so when it was convenient for the Board.

IV. The Bakken Workforce

Steve Olson, Region IV Director for the Montana Department of Labor, and Vernetta Torgerson, Sydney Job Service Manager, gave an informal presentation on Eastern Montana and the Bakken Oil Boom. The presentation focused on the current workforce needs of the area as a result of the boom, as well as how the area's job services and educational partners are coping with the increased demand for skilled workers. Ms. Torgerson addressed some of the challenges facing the communities in the area, including infrastructure and housing needs. Both Ms. Torgerson and Mr. Olson discussed some of the rumors and myths circulating about the Bakken, and the committee heartily engaged them in a question and answer period, which was cut short when the committee was informed that the Library would close in five minutes.

V. New Business

The next Committee meeting will be held on Oct. 10, 2012 in Helena. Staff will compile feedback from the meeting evaluation sheets and will coordinate with Chair Grove on the meeting agenda.

VI. Adjourn

With no further discussion or public comment, Acting Chair McGinley closed the meeting at 8:57 p.m.