



**PHOENIX BUSINESS AND WORKFORCE DEVELOPMENT BOARD
BUSINESS AND WORKFORCE ENGAGEMENT COMMITTEE
INDUSTRY IMPACT ROUNDTABLE WORKGROUP
Meeting Minutes**

**VIRTUAL MEETING
October 7, 2020
1:00 p.m.**

Members Present:

Robert Cain
Jesus Love

Brenda Schmidt

Public Attendees:

Christina Edwards
LaSetta Hogans (PBWDB Exec. Dir.)

Hayden Maynard
Rob Stenson

Action items taken are noted in **bold** print.

1. Call to Order / Roll Call:

The Industry Impact Roundtable Workgroup (IIRW) October 7, 2020 meeting was called to order at 1:01 p.m. Roll call was completed and a quorum of three members were present.

2. Bagels and Business Debrief:

IIRW Member Brenda Schmidt confirmed that the Business and Workforce Engagement Committee (BWEC) voted to schedule the next virtual Bagels and Business Event at 9 a.m. on Wednesday, December 9, 2020. The BWEC agreed the event should be an industry impact roundtable focused on manufacturing. Brenda asked if anyone on BWEC had connections to employers in the manufacturing industry to participate on a panel. ARIZONA@WORK City of Phoenix (COP) Business Engagement Supervisor Rob Stenson shared that he has connections with manufacturing associations, owners of manufacturing companies, and manufacturing educators.

Brenda asked how much time needs to be allowed for marketing. Rob shared that marketing for Bagels and Business events starts between two weeks to a month before the event, he suggested having enough lead time on marketing materials for the COP Public Information Officer (PIO) to approve them before

distribution. The approval and editing of marketing materials typically takes two weeks. The IIRW agreed to continue calling the event Bagels and Business with a virtual event subtitle to maintain the Bagels and Business branding.

Brenda suggested a work plan to identify speakers for the panel and move forward with marketing. She said that she liked the diversity of perspectives that was presented during the healthcare Bagels and Business event and asked if they could assemble a similar panel for manufacturing. Rob said that the BWEC usually identifies a topic and chooses speakers based on the theme. Rob shared that he usually speaks with the panelists and those discussions refine the structure of the panel. He said that the most successful event structure, the panel moderator identifies a problem statement and the panelists are able to present and expand upon the issue with Q&A session after presentations.

Rob Stenson suggested contacting manufacturing associations, apprenticeship groups, career and technical educators, and manufacturers to identify barriers to attracting youth into manufacturing careers and solutions to the barriers and the aging manufacturing workforce. BWEC Member Robert Cain suggested finding a manufacturer who has taken advantage of automation to attract candidates into the manufacturing industry. Rob said he would contact Mark Lashinke, Vice President of New Product Development for Modern Industries and member of the National Tooling and Machining Association (NTMA), NIMS, and the Arizona Tooling Machining Association (ATMA), and Dante Fierros, President and Owner of Nichols Precision and member of Arizona Manufacturing Partnership (AMP), and speak with them about youth engagement and what the manufacturing initiatives focus on attracting youth and to verify that youth engagement as a panel focus would attract the members of the manufacturing community. Robert Cain agreed to focus on marketing and Brenda Schmidt agreed to focus on developing the program content with staff.

3. Matters for Future Discussion:

None

4. Call to The Public & Open Discussion:

None

5. Adjournment:

BWEC Member Brenda Schmidt motioned to adjourn, BWEC Ad-Hoc Member Robert Cain seconded.

Jesus Love approved the motion and the meeting was adjourned at 1:30 p.m.