



San Joaquin Valley Water Technology Cluster

May 16, 2002, 9:00 a.m. – 11:00 a.m.
Central Valley Business Incubator
2555 Clovis Avenue
Clovis, CA 93612

I. Welcome and Introductions.

Co-chair Ray Dunn welcomed the participants, and self-introductions were made.

II. Action Team Presentations and Discussion

The chair of each of the Action Teams presented the results of the group's activity since the last cluster meeting.

A. Technology Collaboration/International Center for Water Technology.

Angelo Mazzei (Chair), Claude Laval, Ray Dunn, Jerry Todd, Bob Funk, David Zoldoske, Dan Clawson, Ashley Swearengin

- Angelo Mazzei presented the activities.
- Members of the team met with George Radanovich and Jim Costa to request support for the ICWT.
 - Funds from the Water Institute are available to the water cluster
 - The team is optimistic that funds will be available for the ICWT building in 2004.
 - Congressman George Radanovich submitted an appropriations request for \$7.98 million from the Environmental Protection Agency, Sciences and Technology account.
 - Congressmen Cal Dooley and Bill Thomas submitted letters of request and support.
 - The ICWT request is ranked in the top 5 of Congressman Radanovich's requests.
 - A decision will be made in August or September.
 - Cluster members should send letters of thank you to Dooley, Thomas, and Radanovich, with a copy to CIT. Letters should be sent within 4 weeks and can be faxed to the congressmen's' Washington offices.
- Vern Highley discussed political aspects and need for members to send letters including scope of business, numbers of employees, etc.
 - Important to follow up
 - Trip to Washington
 - Follow up with emails

- Letter campaign
- Use contacts
- The American Groundwater Association's Board meeting is in mid-June. Claude Laval will request that the ICWT be on the agenda and seek endorsement.
- Ray Dunn is chairman of the Hydraulic Institute and will pursue support from that group.
- There is a farm bill with funding for water-related research. How do we apply?
- Ashley Swearengin will put together a one-page summary of what needs to be done

B. Workforce Committee (Russ Densmore (chair), Richard Meno, Sheri Abercrombie, Mike Morrill, Rita Mell, Larry Wimmer)

- Russ Densmore presented team activities.
- The purpose of the team is to develop industry-education alliance.
- The goals include:
 - Training programs to increase interest in manufacturing
 - Promote employment opportunities, particularly in the cluster
- An industry survey showed a need for trained welders and machinists.
- Meetings have been held with Fresno City College and Reedley College instructors.
 - The colleges have good programs
 - Problems:
 - First year attrition rate
 - Most students are night students
 - Very few feeder program from the high schools
 - Action:
 - Developing internship/work experience program with Reedley College and Fresno City College
 - Continue dialogue with the colleges
 - Continue input from industry
 - Develop expectations
 - Get cluster companies better known by students
- Committee size has dwindled. Need additional companies to make internships a meaningful experience
- Need to send email to complete water cluster list seeking participation
- A staff person is being added at the Futures Institute who will be the water cluster workforce coordinator.

C. Industry Advocacy. (Don Thompson (chair), Ashley Swearengin, Dan Clawson, Allison Larsen.)

- Full marketing program is being developed
- Gary Janzen (Janzen Idea Corp) has been selected to develop marketing program.

- Suggested logos were distributed
 - Group will make recommendation on logo
 - Final date for log decision: May 31
- A rough draft collateral piece (brochure) was distributed.
 - Need to explain cluster concept
 - Use graphics/pictures; not a lot of words
 - Define what “ask” is going to be from membership standpoint
 - Asking for people to get involved
 - Asking for interest, buy-in, commitment
 - Endorsements
 - Be involved and become a member
 - Get companies outside the SJV and legislators involved
 - Need global buy-in
 - Need to get articles in magazines – send names of magazines and associations to be contacted to Dan

III. Update on CALIFT

Report by Dan Clawson

- International trips to Chile and Brazil
- CALIFT is short on referrals. Send job openings to Laura Ramos (lramos@csufresno.edu)
- Workforce Investment Board projected funding for next year is \$200,000
- Starting web site work
 - Two web site names have been reserved: ICWT.net and ICWT.edu

IV. Wrap-Up/Next Steps

- Ashley Swearengin introduced Terry Tomlinson, president and CEO of the BioEconomic Development Corporation in Kansas City. He is opening a west coast office in the Fresno area.
- **The next meeting of the Water Cluster will be Thursday, July 18, 9 a.m.–11 a.m. at the Central Valley Business Incubator.**
- The meeting adjourned at 11:00 a.m.