

# **San Joaquin Valley Water Flow Technology Cluster**

June 13, 2001

9 – 11 a.m.

Central Valley Business Incubator  
2555 Clovis Avenue  
Clovis, CA 93612

## **I. Welcome and Introductions.**

Co-chairs Claude Laval and Ray Dunn welcomed the participants. Claude Laval stated he received several questions at the Irrigation Association board meeting about the Cluster and how it is being developed. Ray Dunn stressed the importance of the energy issue and the opportunity for Fresno to be a leader in this area. Self-introductions were made.

## **II. Review of Progress.**

Kim Walesh reviewed the purpose of the Cluster, which is to bring together all the different elements involved in water technology. This is the third of three meetings set up to develop the cluster. Three Action Teams were established at the first meeting (Workforce, Technology Collaboration, Industry Advocacy). These groups have been meeting and developing priorities to be addressed by the Cluster.

## **III. Action Team Presentations and Discussion**

The chair of each of the Action Teams presented the results of the group's activity since the May 17 cluster meeting. (Action Plan Worksheets attached)

**A. Workforce Preparation Discussion** - Bob Early, (Chair), Allison Larsen, Richard Meno, Elizabeth Carlisle, Sheri Abercrombie, Denise Stelling, Ashley Swearengin, Amy Chubb, Russ Densmore, Jenny Amaro.

Bob Early reviewed the action plan worksheet developed by the committee (attached). The Task Force focused on two priority areas:

- Development of industry-education alliances to develop employees with skills needed for manufacturing industry
- Promotion of manufacturing as a career, and development of employment opportunities, especially in cluster companies.

The Fresno Area Workforce Investment Corporation has funds available to assist in the collection of data regarding available educational offerings and companies' needs.

**Discussion:**

- HR personnel should be invited to participate in future workforce committee cluster meetings.
- Discussions should begin with CART about establishing a manufacturing training lab in its program. Bob Early is on the CART board of directors and will introduce the idea.
- Curriculum offered by the educational institutions will be reviewed after companies' needs are determined.

It was agreed that HR personnel would be invited to participate in future committee meetings. A proposal that the cluster move forward with the attached Workforce Action Plan was approved.

**B. Technology Collaboration Discussion** – Angelo Mazzei (Chair), Dan Clawson, Karl Longley, David Zoldoske, Ashley Swearingin, Don Thompson

Angelo Mazzei presented an overview of the action plan developed by the committee (attached). The committee identified the following priority area:

- Create a Center for Water Technology.
  - Vision:  
To develop worldwide prestige for San Joaquin Valley water flow products resulting in increased demand and expansion of the industry.
  - Functions:
    - Marketing exposure for the industry
    - Research and development support
    - Testing and certification
    - Administrative support for the SJV Water Technology Cluster presentations to targeted groups
    - Industry-specific professional development
  - Organization and Structure
    - Fresno State-based center
    - The Center will work in tandem with the Center for Irrigation -- Technology and the California Water Institute.

**Discussion:**

- What will be the geographic scope of the Center for Water Technology?
- Need for guidelines for participation.
- Dan Clawson will solicit input from the cluster in the development of the CWT business plan.

The team will develop a business plan and include guidelines for participation and geographic scope recommendations. Dan Clawson asked for participation to work on the Business Plan on June 21, 10:00 a.m., at the Center for Irrigation Technology.

A proposal that the cluster move forward with the attached Technology Collaboration Action Plan was approved.

**C. Industry Advocacy** - John Brewer (Chair), Allison Larsen, Nick Dvorak, Don Thompson, Ashley Swearengin

Ashley Swearengin presented the action plan developed by the committee. In the past, manufacturers have had a difficult time with legislation and poor relations in Sacramento. The committee, therefore, focused on the development of a survey from which data could be used to advocate for the industry.

- Funds are available from a Workforce grant through the University Business Center to administer the survey.
- The Sociology Lab at Fresno State will develop the survey and administer it to ensure confidentiality.
- Proposed methodology:
  - A letter from the co-chairs will be sent with the survey to manufacturers.
  - Representatives of the Sociology Lab will call each recipient to arrange a time to complete the survey over the phone.
  - The manufacturer will be called at the agreed-upon time to complete the survey.
  - Develop collateral material showcasing survey results
  - Industry presentation for electeds

**Discussion:**

- Many of the proposed questions cannot be easily answered in a phone survey. More time will be needed to research the answers.
- People may be reluctant to answer some of the proposed questions.

**Suggestions:**

- Mail the survey and state that a disinterested third party (Sociology Lab) will collect data.
- Code letters for anonymity.
- Limit number of questions (10) and use a range or check-off for each answer.
- Promote data on web site.
- Include payroll information (how much) on survey.
- Include letter from co-chairs and list participating companies in a cover letter. The reason for the survey needs to be included (development of water technology lab).

A proposal that the cluster move forward with the Advocacy Action Plan as amended with the above suggestions was approved with the need for a fast-track development of the survey.

**IV. Update on University Program**

- The University Business Center is developing a water technology web site to support the cluster.

- A skeleton of the web site will be available at the next meeting.
- Suggested logos for the San Joaquin Valley Water Technology Industry were passed around and participants were asked to make a recommendation
- The participants were asked to complete the First Source Hiring agreements. This agreement is a requirement for utilizing available funds. The agreement is NOT binding, but the participants agree to review the resumes of job applicants referred by the “One Stop” program.
- The University Business Center will be offering additional training sessions next month.

## V. Wrap-Up/Next Steps.

- **Meeting Schedule:** It was agreed that the whole cluster would meet quarterly during the 2001-02 year: (early) September, November, and March. The specific dates will be determined as soon as possible and mailed out to the group. Task forces will continue to meet as needed to complete their action plans.
- **Leadership:** A transition team of leadership will continue to move things forward over the next year until the Center for Water Technology is established at Fresno State and can begin to take the lead on the cluster development. Estimated time frame for establishing the CWT is 12 months.  
*Co-chairs:* John Brewer, Ray Dunn, Claude Laval  
*Support Team:* Ashley Swearengin, Dan Clawson, Amy Chubb, Pam Thomas, Kathe McCall  
*Support Agencies:* EDC, State Center, California Technology, Trade, and Commerce Agency, U.S. department of Commerce, Fresno State.
- **Launch Event:** The development of the Center will be launched with an event once the plan is in place and the industry-university partnership is secured.
- **Membership Committee/Regionalism:** The issue of whether to establish a membership committee to ensure participation from companies throughout the Valley was raised. It was agreed that the county agencies which support cluster development could collaborate to provide training and workforce support in their respective areas and that a separate membership committee was not needed at this time.

## VI. Adjournment.

The meeting was adjourned at 10:50 a.m.

# San Joaquin Valley Water Technology Cluster

Workforce Preparation Committee

June 11, 2001

**Present:** Bob Early (Grundfos), Allison Larsen (Fresno County EDC), Richard Meno (Sterling Peerless Pump), Elizabeth Carlisle (State Center Training Institute), Sheri Abercrombie (HR, Grundfos), Denise Stelling (HR, Fresno Valves and Casting), Ashley Swearengin (Futures Institute), Amy Chubb (University Business Center), Russ Densmore (American AVK), Jenny Amaro (Fresno Area Workforce Investment Corporation)

## I. Industry Survey of Workforce Needs

The group discussed the value of a cluster workforce survey and confirmed that it is the most appropriate next step for the committee to meet its overall goal of “developing industry/education alliances to develop educational and training programs that meet the skill requirements of cluster companies.”

The group began discussions on the specifics of the survey and made the following recommendations:

- The survey should focus on new hires as our primary focus; a secondary focus is upgrading existing employees.
- The survey should collect data on jobs/skill sets the cluster has a difficult time recruiting.
- The survey would best be done with in-person interviews versus mail or phone surveys.
- Cluster members need to be heavily involved in developing the questionnaire before the interviews begin.
- Once collected, the information needs to be presented to the cluster so that they can confirm the results.

Next, the group discussed alternatives to implement the survey, which are:

- (1) Volunteer time and resources from the cluster,
- (2) Partner with the Fresno County Economic Development Corporation in an effort that is already underway to contract with an HR consulting firm, or
- (3) Raise funds to hire another outside consulting firm to implement the survey.

The group agreed to move forward in partnering with the EDC survey as long as it is tailored to answer the questions being raised by the cluster committee. ***The next step is for the committee to meet with the consulting firm hired by EDC in order to provide input on the information the cluster needs. Allison Larsen will provide some meeting dates before the end of June, and Bob Early will advance them to the rest of the committee.***

## II. Catalog of Existing Educational/Training Programs

The committee identified the need for a catalog and assessment of available training programs that serve the industry. The EDC survey will be structured to address this component, as well.

### **III. Promotion of Manufacturing as a Career**

The group discussed a variety of ideas that would begin to promote manufacturing as a viable career path to the future workforce. Suggestions included:

- Create a program similar to the Training Institute's "Tech Teams"
- Start by focusing on school counselors and vice principals
- Develop a collateral piece to distribute to high school counselors
- If one exists, get in touch with a local association of high school counselors and make a presentation
- Work with the youth services counselors at the Fresno Area Workforce Investment Corporation
- Develop company videos to present to targeted audiences
- Develop a web-based video presentation
- Provide "case" or "problem" information for teachers to use in the classroom
- Affect the workforce recruitment issue by creating a higher profile of the cluster throughout the region

*The next step on this initiative for the committee is to conduct a focus group meeting with high school counselors to determine the types of information they need to promote manufacturing as a career path. Ashley Swearingin will coordinate with Elizabeth Carlisle and Jenny Amaro to recruit some school counselors and set up a meeting.*

# San Joaquin Valley Water Technology Cluster Technology Collaboration Committee

## Meeting Notes

June 8, 2001

### **Present:**

Dan Clawson, CIT, Fresno State  
Karl Longley, College of Engineering, Fresno State  
David Zoldoske, CIT, Fresno State  
Angelo Mazzei, Mazzei Injector  
Ashley Swearengin, Futures Institute, Fresno State  
Don Thompson, BSR

The Technology Collaboration Committee met to talk further about the Center for Water Technology and its vision, mission, and structure. After much discussion, the group agreed to advance the following ideas to the cluster for input and finalization.

### **Name of the Organization:**

Center for Water Technology

### **Vision of the Center for Water Technology:**

To develop worldwide prestige for San Joaquin Valley water flow products resulting in increased demand and expansion of the industry.

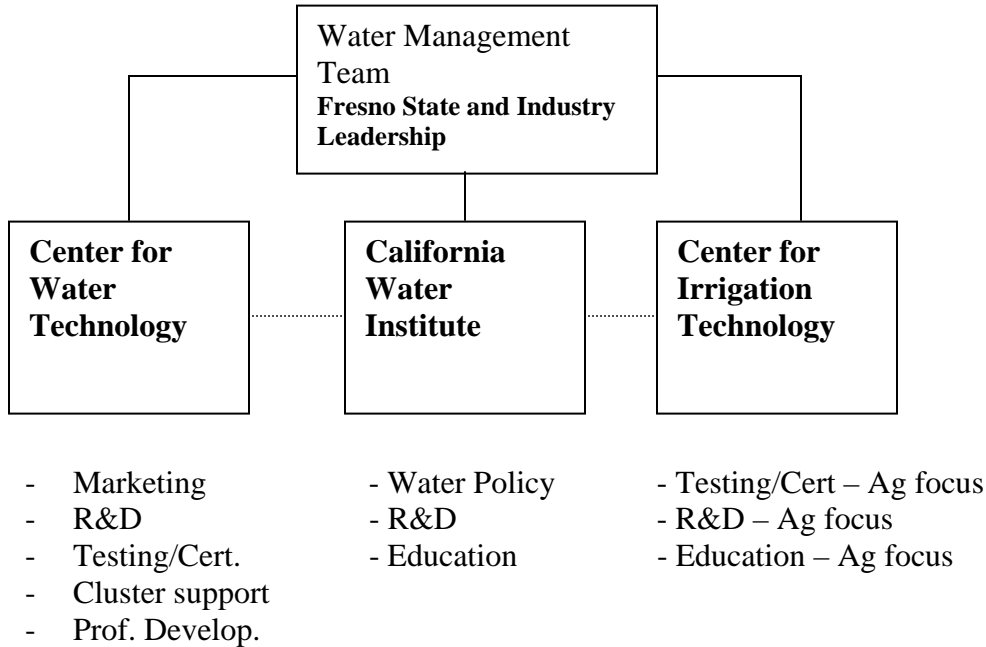
### **Functions of the Center for Water Technology:**

1. Marketing exposure for the industry as a whole
  - Establishment of a “permanent trade show” at the CWT facility displaying products from all cluster companies;
  - Coordination of in- and out-bound trade missions; and
  - General promotion of the industry through web site, collateral materials and presentations to targeted groups by Center staff.
2. Research and development support
3. Testing and certification
4. Administrative support for the San Joaquin Valley Water Technology Cluster (i.e. serve as the cluster’s organizational infrastructure and provide support for cluster activities, including membership and committee activity)
5. Industry-specific professional development (e.g. e-business courses for cluster members, updates on scientific discoveries, etc.)

### **Organizational Structure:**

The Center for Water Technology will be a Fresno State-based center staffed by professionals from the Center for Irrigation Technology and other related entities. However, the Center will be viewed as a joint venture between Fresno State and the industry with the center existing to serve the industry. In exchange, the industry will provide thought and program leadership in the development and operation of the Center.

The Center for Water Technology will work in tandem with two other Fresno State centers that are closely related: the Center for Irrigation Technology and the California Water Institute. A draft administrative organizational chart is provided below:



**Next Steps:**

- Buy-in from cluster on vision, function, and organization of the Center for Water Technology at 6/13 meeting
- Development of CWT business plan – first draft by 7/16 done by Dan Clawson for review by committee and other experts
- CWT business plan presented to and approved by Fresno State administration
- CWT board of directors assembled
- Begin fundraising

# San Joaquin Valley Water Technology Cluster

Advocacy Committee

6/12/01

**Present:** John Brewer (CMB Industries), Allison Larsen (Fresno County EDC), Nick Dvorak (Weather Tec), Don Thompson (BSR Group), Ashley Swearingin (Futures Institute)

## Proposed Survey Items:

### General:

- In what county does your business reside?
- How many years has your organization been in business?

### Employment/Workforce:

- What is the total employment at your organization (full time/part time)
- What type of workforce training does your organization provide?

### Sales – Purchases – Import – Export – Investment:

- What are the total sales of the organization?
- What percentage of your total sales is exported?
- What are the total purchases within your county?
- What are the total purchases in the State of California?
- What percentage of your total purchases (including component parts) is made from firms outside the United States? Percentage 5 years ago?
- What has been the capital investment for the past 5 years?
- What types of products are manufactured at your facility?
- How much local sales tax does your firm generate?
- How much state tax does your firm pay?

### Environmental Issues:

- Do the products contribute to conservation of natural resources? If so, how?
- What amount of electrical power is utilized in your operation per year?
- What amount of gas is utilized in your operation per year?
- What amount of water is utilized in your operation per year?
- What type of environmental monitoring is conducted in your operation?

### Technology:

- In what industries does your firm participate?
- Do you compete with foreign manufacturers?
- How many patents have been issued to your organization since the organization's founding?
- What is your average annual research and development budget?

### Cluster Vision:

- What do you think is the single greatest challenge your businesses faces locally specific to our industry?
- What is your vision for the San Joaquin Valley Water Technology Cluster?

### Next Steps:

- Present survey items to cluster meeting on 6/13 for feedback
- Meet with sociology department at Fresno State to develop survey instrument and methodology
- Conduct survey
- Develop collateral material showcasing survey results
- Industry presentation for electeds (one-on-one or group)