

**The Boars Head Inn
Charlottesville, VA**

**Friday, December 1, 2023
11:00 AM – 2:30 PM**

Members Present

Mr. Matthew Clarke (virtual)
Dr. Tracy Fitzsimmons (virtual)
Mr. Rick Gagliano
Mr. John Gaskins
Mr. Jeffrey Jaycox
Mr. Gabriel LaMois (Gab)
Mr. Alexander Marcus (Alex)
Mr. Wesley Reid (Wes)
Ms. Cathy Roberts
Ms. Karen Sorber
Dr. Wayne Stilwell (virtual)
Dr. Jerry Wallace

Members Absent

Dr. Makola Abdullah
Mr. Marc Foglia
Hon. Aimee Guidera (rep)
Dr. Quentin Johnson
Dr. Shannon Kennedy
Mr. Abdelkarim Moharram
Ms. Lisa Papini
Hon. G. Bryan Slater
Dr. Bob Stolle (rep)
Dr. Eileen Van Aken
Mr. Kaushik Vashee
Dr. Kristen Westover

Representative Present

Hon. Nicholas Kent (rep for Hon. Guidera, virtual)
Mr. Conaway Haskins (rep for Dr. Stolle, virtual)
Ms. Flora Hezel
Mr. Chris Lomax (rep for Dr. Kennedy)
Mr. Andrew Nobleman (NIST; virtual)

Representative Absent

Dr. Dawit Halle (rep for Dr. Abdullah)

Others Present: Mr. Tony Cerilli, Mr. Josh Dawson, Ms. Cindy DeOms, Mr. Bill Donohue, Mr. Teddy Martin, Mr. Scott Schein, Ms. Valerie Simpson, and Mr. Dean Young.

~Call to Order~

Mr. Jaycox welcomed everyone and thanked them for attending. Next Mr. Jaycox asked Ms. Simpson to call the roll to establish a quorum. Ms. Simpson verified that there was a quorum, and Mr. Jaycox called the meeting to order at 11:05 A.M.

Approval of Minutes

Mr. Jaycox asked the board members to review the minutes from the September 2023 meeting. Mr. Jaycox next asked for any additions, corrections, changes, or discussion to the minutes. Mr. Jaycox then called for a motion to accept the minutes. Mr. LaMois made a motion to accept the minutes. Mr. Gaskins properly seconded the motion, and the minutes were approved.

~FY24 Meeting Dates~

Ms. Simpson informed the board of the FY23/24 meeting dates:

- March 8
- June 14
- September 20
- December 6

Ms. Simpson concluded by stating that the venues are TBD (to be determined).

~Financial Updates~

Mr. Dawson began by reviewing Operating Metrics FY24 (4 months). He stated that Gross bookings were \$1,539,903. Gross billings totaled \$782,706. Net billings were \$378,587. The backlog was \$2,036,548 and net cash position was \$1,365,849.

Mr. Dawson next reviewed the billings by program YTD FY24 (4 months), bookings by program YTD FY24 (4 months) and the Proposal Pipeline YTD FY24 (4 months). He stated that the number of proposals was 41, the number of contracts booked was 26, and the number of new manufacturers booked was 5.

Mr. Dawson next reviewed the results of Operations cash basis for FY 2024 (4 months). He then reminded the board members of the Conflict-of-Interest requirements. He stated that it starts in January, and they have until February to complete.

Mr. Dawson concluded by reviewing the 2023 External Audit with the board members. He was happy to inform the board members that there we no findings to report.

~Board of Trustees Officer Selection~

Mr. Jaycox stated that a committee was needed to conduct the search for new officers. Ms. Sorber volunteered to chair the committee. The new slate of officers will be presented and installed at the March 8, 2024, meeting.

~Lines of Business Organization~

Mr. Donohue began presenting the Organization Alignment with Service Offerings and the GENEDGE Organization Chart to the board members. He highlighted Client Services greater than 20 full time employees, Programs and Grant Pursuits, and Client Services less than 20 full time employees.

To conclude, Mr. Donohue reviewed the GENEDGE Organizational Chart with the board.

~ Client Services~

Mr. Schein began by informing the board that the 15-Week Plan and Campaign kicked off on October 30, 2023. He next reviewed the Client Development Campaign timeline which runs from October 30, 2023, through March 1, 2024.

Next Mr. Schein spoke on Lead Generation. He stated that the prospect list consists of 50 firms for each Regional Growth Manager (RGM) leading up to the campaign.

Mr. Schein next presented the Business Services / Delivery 15 Week Plan, to the board members stating that they will continue to support client development activities, develop full bench of third parties in targeted service areas, support assessments and client interactions for more complex discussions to increase probability of converting qualified leads to engagements, and content generation.

Mr. Schein concluded by reviewing the Client Service Pipeline, Client Services Proposals & Bookings Trend. He stated that the takeaways for the first 30 days are: expectations have been set and urgency has been communicated, there is an increase in client development activity and improved usage of Salesforce, and that client development behaviors are still in progress.

~Programs / House Accounts~

Mr. Cerilli began with the Reconfigure Virginia’s Manufacturers for Modernization Program (Re-VAMMP). He stated that the program will provide machine shops with the knowledge to adopt metal Additive Manufacturing (AM) technology, to connect with DoD facilities and prime contractors to provide AM services in the nationwide Defense manufacturing supply-chain.

Next Mr. Cerilli reported on the Medical Manufacturers MedAccred Accreditation Pathway (MedMMAP) – Phase 3 stating that we are continuing the NIST MEP National Network MedMMAP program of assisting medical device manufacturers in MedAccred preparation and expanding into assistance with ISO 13485 certification preparation and continuous improvement training and work with key medical device OEMs to accelerate MedAccred as an industry requirement.

Mr. Cerilli continued by reviewing the Virginia Supply Chain Optimization Program (VSCOP) – FY24. This program is designed to help Virginia companies evaluate and streamline their supply chain management and import / export processes. This program provides counseling, strategy development, and resources to improve performance and reduce costs.

Mr. Cerilli concluded by stating that the House Accounts are PEO Carriers (CACI), Activation Capital – BBB Pharma, and Port of Virginia.

~Emerging Business Update~

Mr. Young began by reviewing Serving Emerging Business through Digital Services. He stated that the Alliance subscription model launched in January of 2023. The initial offering was focused on CONNEX Virginia, Manufacturing Now Podcast, discounted Tooling-U SME online training, and digital content. A pilot was added for Emerging Business Program subsidized coaching model in June 2023. The initial response of the program is good thus far. Some initial learnings are the need to better position digital content as a resource for users to access it for educational purposes and impact, Learning Management System (LMS) is an opportunity for increased online, on-demand services targeted to small manufacturers, need to expand partnerships to reach more emerging businesses, and digital content services require continual expansion and update to drive engagement.

Mr. Young next reviewed the increasing clarity of Digital Services for Emerging Businesses. He stated that the GENEDGE Alliance Membership is the gateway to digital service offerings which includes a restructured resources page, NIST MEP and GENEDGE generated Blog content, first releases of Manufacturing NOW in Virginia Podcast episodes, GENEDGE Alliance Newsletters, and free state level CONNEX Virginia Marketplace & paid National CONNEX subscription access with direct access to dedicated one-on-one support. He also stated that coming in December a “Ask an Expert for answers to common questions, is being added.

Mr. Young concluded that the primary goal of the Emerging Business line of business is to provide clients served by the Alliance.

~Marketing Shared Services~

Mr. Young began by presenting the Marketing and Content Delivery Strategy to the board members. He then reviewed Evolving the Face to Market stating that the goal is to better clarify messaging to our two distinct target segments.

Next, Mr. Young gave a demonstration of the GENEDGE website and then reviewed the 2023 Annual Report with the board members. He stated that the expected changes from the 2022 Annual Report was a 50% reduction in document size, a redesigned document to align with the new consulting services and to add more clean space, and new infographics and content to better tell the GENEDGE story.

Mr. Young informed the board that a brand awareness kickoff is scheduled for December. He stated that the goal is to understand baseline awareness and perception of GENEDGE brand across our two distinct target segments to determine whether they are aware of GENEDGE as a resource for manufacturers and if aware of GENEDGE, what is their perception of GENEDGE as a resource.

Next, Mr. Young reviewed the upcoming 2023 GENEDGE Annual Report. He gave examples of the new design elements and expected changes and what the expected milestones will be.

Mr. Young concluded by informing the board members of the GENEDGE Perception Survey. He stated that Phase 1 will be the kickoff (December), to identify participants, and a social media audit. Phase 2 (January / February) consists of a virtual survey deployment and external interviews. In Phase 3 (March / April) consists of a draft a report review and the final report presentation.

~Funding, Opportunities, Wins, Business Calendar~

Mr. Donohue began by reviewing the State Funding Strategy.

He then updated the board members on the Mobile Technology Insertion Program, stating that the demand letter from Senator Tim Kaine was rejected by the Assistant Secretary of Defense for Industrial Base Policy. The rejection was disappointing, but not unexpected.

Next, Mr. Donohue informed the board members of the Virginia Smart Manufacturing Accelerator Facility. This will address the gap in Industrial Assessment Center (IAC) coverage in Virginia. This is in partnership with Virginia State University (VSU). A request has been made to build a facility in the downtown area of Petersburg. A budget amendment to cover start-up costs will be introduced to the General Assembly in January.

Mr. Donohue next informed the board of the cancellation of the Offshore Wind Supply Chain initiative that was a part of GoVA regions 1 and 5. Next, he highlighted that we won the Virginia Smart Manufacturing Accelerator program and the VAMMP, a program that consists of metal additive manufacturing for DIB machine shop commercialization.

Mr. Donohue concluded this by reviewing the Board of Trustees (BOT) Calendar Q1 (Jul – Sep) through Q4 (Apr – Jun). The calendar consists of BOT actions.

~Other Items, Public Comment and Adjournment~

Mr. Jaycox called for other items and public comment. There being none, Mr. Jaycox and Mr. Donohue thanked everyone for attending. Mr. Jaycox made a motion to adjourn the meeting. The motion was properly seconded, and the meeting was adjourned.