

Production Brainstorming Minutes

May 22, 2019

10:30am – 12:30pm

Attending: Beth S., Ann K., Charlie C., Nancy B., Carrie P. and Steve H.

- A. Overview of Netsuite systems progress:** Charlie, Ann and Beth presented that significant progress has been made filling gaps and refining Netsuite processes to allow for a better flow of information once Charlie begins to seek work for WACOSA. Each staff will have a dashboard that will be personalized for each leadership team member. Charlie explained that the format used to during the recent meetings was to track a quote from start to finish, working to improve sales functionality. A part of this included the process of flowcharting.

WACOSA's Operations Department is more complex than many other manufacturing and/distribution departments. Jenna helped establish an efficient workflow that she will share at next week's meeting. Right now, we are walking through each step of our work processes, naming things, and developing an effective way of keeping up with both past and present customers.

Charlie shared that one of the key aspects related to how unique WACOSA's system of work is has to do with the fact that WACOSA is a blend between manufacturer and distributor. One of the ideas Charlie has had that WACOSA will be moving forward is developing a script for one or more of our clients to use to contact customers to gather names and information. Charlie hopes to be out selling in the very near future once a few final loose ends are wrapped up with the data collection, presentation and assimilation.

- B. Exploring Python's** - Ann shared that Python's recycling is expected to close in the next few years. She has had conversation with Tom Gruska, Python's owner related to his plans to close. Ann felt it might be worth exploring whether or not WACOSA might become the local "go to" place for dropping off recycling. We may not want to take all recycling items. Perhaps we could look at the ones that stand the best chance of being profitable. It might even work to have Tom stay on board for a period of time to help out with running the venture. Tom is retiring and could possibly need additional work following retirement without having to be the one to run the entire operation. Ann will approach Tom to chat about his plans and the recycling market in general to see if this idea is something that might have merit. As always, Steve asked how many of our folks this business could keep busy. This will also be a question we can ask Tom when we meet.

Charlie advised caution since China has not been taking recycled paper of late. Beth shared that our paper is more attractive to various outlets since we sort our paper. Charlie asked if the land the Python's is sitting on might be worth more to develop into something else. More discussion would be needed on this aspect of any Python's discussion.

- C. Building on DocuShred** - Ann presented that we need to continue to expand our efforts if we are to continue to keep DocuShred healthy and growing. This might include growing our service area, examining our service model to see if changes may be needed and/or holding more events geared around shred. This might involve being certified for other items to destroy.
- D. Pet Products** - Steve explained to Charlie that he had mentioned to this group of the possibility of developing something around the pet industry, since pets often get more pampering than human children do. This might include partnering with a local pet groomer to develop welcome baskets for animals etc. Charlie felt the discussion has merit. He did, however, caution to be prepared for anything developed in America to be knocked off by Chinese industry. It is best to become involved in a niche industry if we can. Charlie explained that, when developing such relationships, it works best if we can be a full service provider for a business partner.
- E. WACOSA Product** – Charlie shared that he believes that WACOSA might have an opportunity to develop its own product at some point in the future. The key, he says, is asking what WACOSA can offer that ties our customers personally to our mission. Charlie shared that we can't be afraid of going out to explore larger markets should we develop a product. All things considered, MN is a small market, when total population density is considered. Other states have much larger populations that might present greater opportunities.

Next steps –

1. Ann will arrange a time to chat with Tom G., the owner of Python's.
2. Steve will arrange another Brainstorming Meeting time.
3. There will be a meeting on Wednesday, May 29, 2019, to go over, in more detail, the progress made related to recent NetSuite improvements and processes.

Meeting Adjourned at 12:30pm.

Next meeting – June 25, 2019 – 1:00pm – 2:30pm