



Where Manufacturing Meets IT

Being a Board Member at MESA

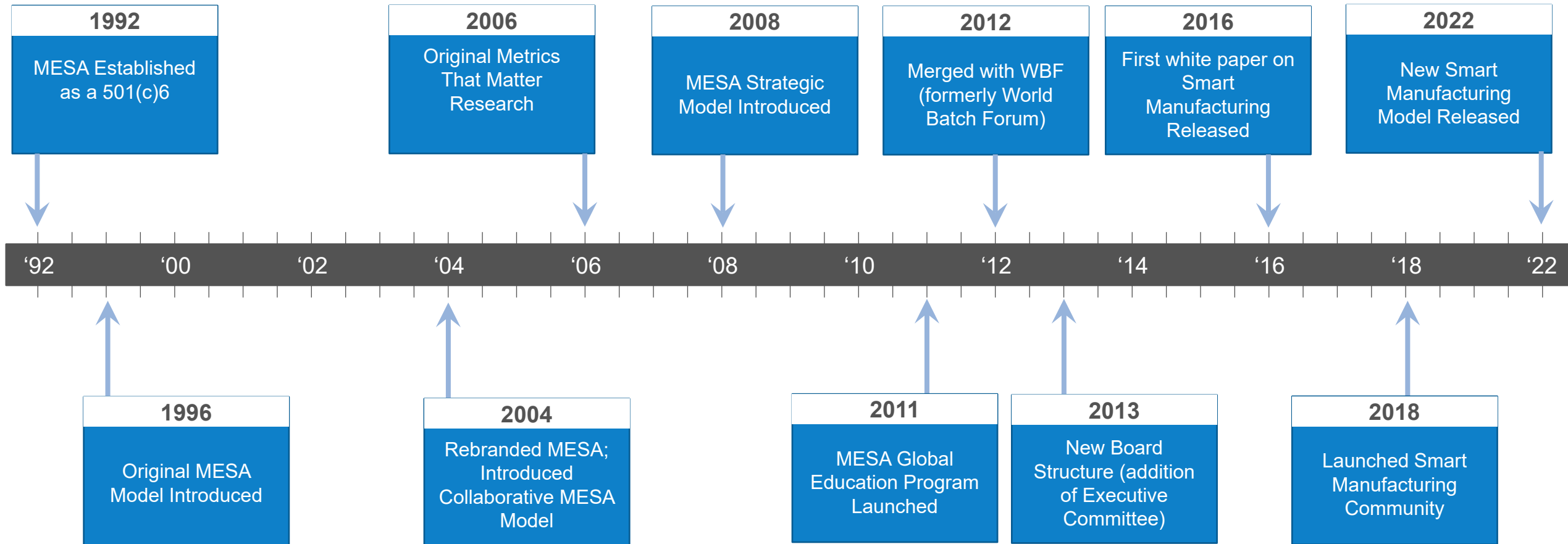
It's good for you ! - and us !



Benefits of Board Membership

- Front line awareness of latest trends and research
- Plugged into the global knowledge of your fellow board members
- Your personal sounding Board for ideas and strategies
- Global recognition of your expertise
- Global recognition of your voluntary contribution
- Getting involved means you can influence and guide the future of manufacturing at many levels
- What is good for you is good for us!
- Your participation will have significant benefits for your organization

Understanding our Heritage... To Guide Our Path Forward!



What members & sponsors tell us they expect when coming to MESA



- Content and perspective that's highly strategic and aligned with my current needs
- Objective, peer-reviewed material that doesn't promote an agenda
- A place for Manufacturing IT practitioners and leaders to interact and learn from each other
- Practical Thought Leadership & guidance/best practices



- No sales or commercial agenda

„If I want to hear <vendor>'s opinion on something I ask on of their sales guys and expect being sold to. MESA however should be neutral.“

- Standards Development?

„There are tons of technical standards out there. I need somebody to help my bring them to a good use in my company.“

In essence, we strive to be two things

A beacon

Providing orientation and guidance in the rough seas of technology & market trends.

A safe harbour

Where new ideas can be discussed free from immediate commercial interest.

Summarizing

CHANGING/REFINING THE WHAT.

Model

- Providing a reference model that helps Manufacturers/Producers derive value from the use of IT
- **Deliverable: a model & an approach for how to use MfgIT that is based on business value**

Initiatives

- Platform for initiatives executed in working groups and committees, constantly feeding the MESA resource library
- **Deliverables: working group activities and growing MESA resource library, MESA IP**

Education

- Global Education Program
- **Deliverables: # of MESA trained individuals in the technical and business domain, increased level of understanding of MfgIT in the market**

Community

- A place to come to in order to share one's experiences and/or to look for help
- **Deliverables: Website, MESA events, case studies, forum for manufacturing community leaders, etc.**

Ultimately: more & more people speaking the same language means the entire industry will grow.

How are we going to do it? –

CHANGING/REFINING THE HOW.

Engagement

- Joining MESA means wanting to contribute
- Reciprocity: Those benefiting from MESA should feed back their learnings and experiences

Endorsement

- Every MESA deliverable has to be thoroughly peer-reviewed before getting the MESA stamp of approval
- Every MESA member actively offers and asks for feedback for their contributions
- MESA members endorse each other for what they are doing

Compliance

- We act in compliance with all rules & regulations of a global not-for-profit organization
- We are committed to full transparency of any and all of our activities
- Our members follow the MESA code of conduct

Common interest

- MESA is a not-for-profit organization and, as such, focused on the common interest of all in the MfgIT community of end users, vendors, solution providers and all other stakeholders in Manufacturing/Production
- The common interest is the growth and prosperity of the Manufacturing IT community and Industry

Establish these 4 principles of how we work.

Lifecycle of a MESA Initiative

1 MI Idea Source
Board of Directors

- 2 Director: Present Idea
- Recommend Leader
 - Recommend Resources
 - Champions, Sponsors...
- 3 Board: Debate, Prioritize

4 Select Best MESA Org

5 Form C/SC/WG/SIG

6 Execute

7 Complete

8 Launch



Official MESA Organizational Groups

- **Committee**
 - A standing or permanent committee, with a continued existence, formed to do specific work on an ongoing basis.
- **Sub-Committee**
 - A subordinate committee composed of members appointed from an established committee that is formed to work on a specific task or area of responsibility for a specified time period. The parent committee will oversee the sub-committee.
- **Working Group**
 - A group that must produce deliverables such as white papers, guidebooks, webcasts, etc. They may be in existence for a specified amount of time, or remain active as long as the members are working on deliverables related to the group's charter. The International Board or Executive Committee will designate a Committee or Sub-Committee to oversee each Working Group.
- **Special Interest Group (SIG)**
 - A community with an interest in advancing a specific area of knowledge or learning where group members cooperate to affect or to produce solutions within their particular field or region. There is no intellectual property publishing requirement for a Special Interest Group. The International Board or Executive Committee will designate a group to oversee each SIG.

As a board member – What is expected from me?

- ▶ Contribute to the strategic direction of MESA
- ▶ Act as a brand ambassador of MESA in public
- ▶ Secure sponsorship, recruit new sponsors
- ▶ Take responsibility for a MESA initiative
- ▶ Recruit talent into MESA initiatives
- ▶ Knowledge Transfer back to our Orgs
- ▶ Drive membership



Uncle Ben to Peter Parker in Spiderman
Source: imdb.com

Engage

Learn & educate

Communicate your ideas

Now's the time.

Let's talk. Join us.

It's good for your organization, you, and MESA!