

NEW Manufacturing Alliance
Steering Committee Meeting
October 7, 2015
2 p.m. – 4 p.m.
Bemis Manufacturing Company
Minutes

Attendees: Bill Bartnik, Jeff Anderson, Scott Kettler, Scott Kuehn, Rick Recktenwald, John Dennis, Bobbi Miller and Ann Franz

Topic 1: Branding & Marketing Analysis of the Alliance by Coalesce Marketing

Andee Voster and Lisa Piikkila with Coalesce shared an analysis of the Alliance's branding and marketing efforts. Jerry Murphy donated the New North's contracted time for this analysis. The key findings are:

NEWMA has a very strong brand presence, with excellent focus on design and message. The sheer marketing volume is impressive on its own and our critique on design is minimal due to the professionalism of the NEWMA Brand.

Overall, our recommendations tend to skew simply toward finding ways to distribute your marketing efforts along various marketing channels, capitalizing on the great content NEWMA already possesses. You will see these suggestions throughout the audit of individual pieces. Truly, great job done by N.E.W. Manufacturing Alliance!

The full report is attached to the email with the minutes. Andee also believe that the Twitter campaign has been very good. In November, the Steering committee will need to determine if it continues its contract with Nikki Kallio. Ann will request Nikki prepare analytics for the account for the next meeting. The Communications taskforce will review the findings from Coalesce Marketing.

Topic 2: Discussion on Strategic Retreat for Steering committee and 10 year anniversary for the Alliance

The Steering committee would like to have a strategic planning retreat, early in 2016. It would be helpful for all of the Steering committee to have an Alliance historical perspective for each member prepared prior to the retreat. There was also interest in having a bio for each Steering committee member. The committee discussed having the retreat in Door County with a start time in the afternoon and then conclusion the following morning. Mark Kaiser suggested having a facilitator for the meeting (i.e. Lee Bouche or Steve Van Remortel). Final plans will be made at the next meeting.

All agreed that having a 10 year celebration at the June 6 meeting is needed. This will be a topic for the next meeting.

Topic 3: Get Real Math! Premiere

The Get Real Math Premiere was a great success. There were 73 different schools in attendance at the event, along with 284 people registered with approximately 250 attending the event. Ann received many emails from schools saying how much they enjoyed the event. The other 6 videos will be debuted throughout the fall. The Steering committee agreed that the Alliance should continue to produce the videos, however the companies spotlighted in the videos should pay for the filming of the video.

Topic 4: Excellence in Mfg/K-12 Partnerships Awards & Manufacturing First Expo

Over 200 are registered for the Awards event, ahead of last year at this time. North Coast Productions is filming the Award winners, they received a complimentary Associate Membership.

Manufacturing First Expo is sold out! 172 exhibitors and over 700 people registered so far, plus 500 high school students coming from Sheboygan North, Sheboygan South, GPS, Bay Port, Ashwaubenon, Green Bay Southwest, Appleton Tech Academy, Denmark, Plymouth, Algoma and Mishicot. The Education Summit has the following school districts attending: Plymouth, Mishicot, Green Bay, Howard Suamico, Sheboygan, Kimberly, Denmark, and Algoma.

Topic 5: Internship Draft Day

28 companies are participating with over 150 internships. The date is November 12 from 3 p.m. – 7 p.m. at Lambeau Field. Mark Murphy will be announcing the number one draft picks from each college.

Topic 6: Financial Requests – New North Summit

The Steering committee approved the \$2,500 sponsorship for the New North Summit.

Topic 7: Next steps and next meeting

Gene Hofer from Plexus will be joining the Steering committee in replacement of Scott Kettler.

The next meeting is November 5. The meeting was changed from the normal 2 p.m. start time to 8 a.m., due to a scheduling conflict. The meeting will be at Precision Paper Converters.