

**NEW Manufacturing Alliance  
COMMUNICATIONS TASK FORCE MEETING MINUTES  
NWTC – Green Bay, WI  
Wednesday, September 16, 2015 – 8:30 to 10:00 a.m.**

**ATTENDEES:** Candy Gravunder-Wipfli, Carol Karls-WPS, Mike Kawleski-Georgia-Pacific, Jerry Murphy-New North, Jeff Sachse-DWD, Andy Sokol-Associated Financial Group, Ann Vande Hei-Green Bay Pallet, Jim Wendt-Lake Companies, Ann Franz, Debbie Thompson

#### **2016 ALL STARS**

Members reviewed the *2015 All Stars* magazine. Comments/suggestions included the following.

- Continue providing the average salary range and action photos.
- Provide All Star companies' website addresses.
- Include additional company facts/figures and product images that will appeal to young people.
- Communicate brands produced that young people can identify with.
- Make the images smaller to provide more space.
- Edit some of the text so it will stand out more.
- Ann will email to Jeff the 2016 All Star winners' list so he can determine the salary ranges. Jeff will also update the three fun facts, in addition to providing other data.
- Ann will consult with Nikki Kallio regarding the layout.

#### **GET REAL MATH! VIDEO PREMIERE - SEPTEMBER 30, 2015**

167 people have registered, with 38 schools represented. **The deadline to register is Wednesday, September 23.** Pete Petoniak will serve as the emcee. Ann secured a photographer through NWTC. From 5:30 to 6:30 p.m. will be cocktails and hors d'oeuvres. Bags of popcorn will be provided as attendees enter the theatre. The event will begin at 6:40 p.m. Videos and speakers will be featured from the following organizations; Sargento Foods Inc., Ariens Company, NWTC, Robinson Metals, Inc. and KI. Two \$500 drawings will be held; one for a tech ed department and one for a math department. Welding helmets will be raffled off.

Because the cost free service from Eventbrite could only capture limited information, Ann will send an email to the registrants requesting contact information for any additional people they may have registered.

#### **MANUFACTURING FIRST EXPO & CONFERENCE (MFEC)/AWARDS DINNER**

There are currently 600 people registered for the **MFEC**, in addition to the 500 high school students expected to attend. The exhibit booths have sold out, with 170 exhibitors registered. Ann is finalizing the event with the schools and has begun contacting companies to setup one-on-one meetings.

The **Excellence in Manufacturing/K-12 Partnerships Awards Dinner** currently has 150 registrants, with registrations ahead of last year at this time. North Coast Productions has agreed to do the filming on October 7 and 8 at two locations. This work will be done in exchange for a one year, \$1,500 NEWMA Associate membership.

The **Education Summit** on October 21 will bring industry leaders, school board members and school administrators together from 3:00 p.m. to 4:30 p.m. to discuss the following.

- Best Practices in Technical & Career Planning
- Real-life Examples from People Employed in Manufacturing
- ACP Implementation & Effectiveness Enhancements

This event is by invitation only.

## COALESCE BRANDING REVIEW

Jerry and Ann recently met with Coalesce for an Alliance marketing review. The independent company looked at everything the Alliance has done for marketing and external outreach to determine if the efforts are strategically connected. Suggestions were as follows.

- Make things fit like a puzzle in an effort to maximize return. The Alliance does a lot of great things but occasionally needs to step back and evaluate.
- Develop a database of people. Need to know who the educators are that are using the website lesson plans and videos.
- Segment services and market them appropriately.
- Focus on products for distribution to parents.
- Get out of the mindset to make more; maximize what the Alliance currently has.
- Understand the business plan and growth the Alliance wishes to achieve.
- Determine what the Alliance has done and where it wants to go.
- Monday, June 6, 2016 is the Alliance's 10 year anniversary. Could possibly have the quarterly general membership meeting on this day.

Coalesce will be presenting at the October Steering Committee meeting. They developed a matrix that will be reviewed at the next Communications Task Force meeting.

## VITALITY INDEX STUDY

The UW-Oshkosh Business Success Center will again conduct the survey that will start the end of October and go into the first two weeks of November. 392 companies are in the study, with at least 150 companies needed to participate. Jeff Sachse and Mike Kawleski will be writing the vitality study, based on survey results. Ann suggested refreshing the study and utilizing an infographic in place of some of the text. Ann will setup a time in the next few weeks to meet with Mike and Jeff. Jeff will contact Mindie Boynton of UWO in an effort to get numbers submitted weekly. Results will be announced on December 2 at the New North Summit.

## SET AGENDA & LOCATION FOR NOVEMBER 18, 2015 MEETING

The next Communications Task Force meeting will be held on **Wednesday, November 18, 2015 at Wipfli-Appleton, 1:00 to 2:30 p.m.** Agenda items will include reviewing the matrix and follow-up reports on the events listed below.

- Get Real Math! Movie Premiere
- Education Summit
- Excellence in Manufacturing/K-12 Partnerships Awards
- Manufacturing First Expo & Conference