

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Wipfli – Appleton, WI
Wednesday, November 18, 2015 – 1:00 to 3:00 PM**

ATTENDEES: Nick Exarhos-Engineering Specialists, Candy Gravunder-Wipfli, Jeremiah Janssen-First Business Bank, Sean Johnson-Insight Publications, Chris LeFever-Associated Bank, Mike Kawleski-Georgia-Pacific, Bobbi Miller-FVWDB, Jerry Murphy-New North, Jeff Sachse-DWD, Andy Sokol-Associated Financial Group, Steve Toll-Fox Valley Metrology, Ann Vande Hei-Green Bay Pallet, Andee Vosters-Coalesce Marketing & Design, Ann Franz, Debbie Thompson

MANUFACTURING FIRST EXPO & CONFERENCE (MFEC)

This year's MFEC had 179 exhibitors and 1,325 registrants (1,066 attendees). 500 high school students, representing 10 different schools, were also in attendance. Comments included the following.

- Internationally renowned speaker, Ryan Estis, received great reviews. Many students emailed and tweeted Ryan with positive comments regarding his student presentation.
- The event generated great excitement for manufacturing.
- Exhibitors enjoyed interacting with the high school students. Students will be asked to attend again next year.
- Overall, attendees are pleased with the two day event.
- Media covered the event well, including WLUK, WFRV, Channel 26, WPR and the Business News.

AWARDS DINNER

The 2015 awards dinner was sold out. There were 360 attendees vs. 306 last year. \$12,150 was raised for college scholarships vs. \$10,000 last year. The event was a success and will be held again in October 2016.

EDUCATION SUMMIT

New this year, the Education Summit was held on MFEC day one. Manufacturers and educators/administrators/school board members were united in an effort to collaborate on growing their unique partnerships. Great stories were shared. Some of the All Stars also presented.

INTERNSHIP DRAFT DAY

New this year, Internship Draft Day was held on November 12 at Lambeau Field. College students were vetted with employers for potential internships. Member employers and students from 18 colleges/universities were able to connect at one, exciting location. The event had great media coverage and will be held again in 2016.

VITALITY INDEX STUDY

The 2016 Vitality Study is being worked on and will be shared at the General Membership meeting on December 2 in Oshkosh. 150 manufacturers completed the study. Various organizations and the media utilize its data throughout the year. The high demand, hard to fill careers are included in the study that is featured on the Alliance's website.

COALESCE BRANDING & MATRIX REVIEW

NEWMA is looking at ways to bring cohesion to its marketing efforts. Andee Vosters presented for Coalesce Marketing & Design. See the PowerPoint presentation emailed with the minutes.

SET AGENDA & LOCATION FOR NEXT MEETING

The next Communications Task Force meeting will be held on **Wednesday, January 20, 2016 at Wipfli, 1:00 to 3:00 p.m.** This will be a working session to examine NEWMA's list of collateral and target markets, while noting any gaps. The goal is to have one general conversation and then break the committee into smaller groups to discuss key marketing/PR the Alliance utilizes and determine if it is meeting its objectives and target market. Ann will complete a matrix for the next meeting of the Alliance's collateral and an events calendar. The task force will also need to spend some time in early 2016 to develop programming for the Alliance's 10th year anniversary in June 2016.