

**NEW Manufacturing Alliance  
COMMUNICATIONS TASK FORCE MEETING MINUTES  
Wipfli – Appleton, WI  
Wednesday, January 20, 2016 – 1:00 to 3:00 PM**

**ATTENDEES:** Candy Gravunder-Wipfli, Sean Johnson-Insight Publications, Carol Karls-WPS, Jeremiah Janssen-First Business Bank, Mike Kawleski-Georgia-Pacific, Bobbi Miller-FVWDB, Jerry Murphy-New North, Jeff Sachse-DWD, Ann Vande Hei-Green Bay Pallet, Laura Wiegert-Investors Community Bank, Ann Franz, Debbie Thompson

#### **MATRIX REVIEW**

Attendees reviewed and categorized NEWMA activities. See the attached chart. The task force reviewed a calendar that identified all of the events and activities the Alliance has scheduled in 2016. The information will be further analyzed by the Steering Committee in an effort to determine where enhancements can be made.

#### **NEWMA'S 10 YEAR ANNIVERSARY**

On Monday, June 6, 2016, NEWMA will celebrate its 10 year anniversary during the full membership meeting at Lambeau Field from 12:00 to 2:00 p.m. Potential event speakers are being contacted, including Mike McCarthy. Coach McCarthy is being asked to speak on how to engage and develop millennials. Other possible speakers include Betsy Mitchell from the Packer's marketing department to discuss branding and Morna K. Foy, Ph.D., WTCS president. Creating excitement for the event will be part of the planning process.

#### **SPONSORSHIP OPPORTUNITIES**

- Scholarships – *Scholarship Funds have been increased from \$30,000 to \$35,000 for 2016, with the hopes of raising this amount in the future.*
- Get Real Math! Movie Premiere
- Full Membership Meetings
- Internship Draft Day
- Student Busing

All 2016 sponsorship opportunities will be presented to the membership as a whole, vs. presented individually. This gives members an opportunity to review all of the options and decide where they would most like to contribute.

#### **2016 INITIATIVES AND GOALS**

- 10 Year Anniversary Celebration
- All Stars
- Vitality Study
- Manufacturing First Expo & Conference
- Review NEWMA Events/Marketing Materials Analysis

#### **NEXT MEETING**

The next Communications Task Force meeting is on **Wednesday, February 17, at Georgia-Pacific, 1:00 to 3:00 p.m.**