

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Georgia-Pacific – Green Bay, WI
Wednesday, February 17, 2016 – 1:00 to 3:00 PM**

ATTENDEES: Polly Abts-LTC, Candy Gravunder-Wipfli, Jeremiah Janssen-First Business Bank, Mike Kawleski-Georgia-Pacific, Chris LeFever-Associated Bank, Jerry Murphy-New North, Ann Vande Hei-Green Bay Pallet, Jim Wendt-The Lake Co., Ann Franz, Debbie Thompson

SPONSORSHIP

Sponsorship opportunities will be packaged and communicated to members on an annual basis. This will allow them to look at what is available as a whole and determine if they would like to donate any dollars. Sponsorships are a fund generator, but will also serve as a member benefit by allowing them to get the word out about their goods and services, in addition to more recognition at events. The following are NEWMA's main sponsorship opportunities.

- Full Membership Meeting (March, June and December)
- 10 Year Anniversary
- Internship Draft Day
- Excellence in Manufacturing/K-12 Partnerships Awards (Educator Dinners, Program, Silent/Live Auction)
- Get Real Math! Movie Premiere (*This will likely not be a yearly opportunity.*)

Sponsorship opportunities can be regularly communicated: 1) During recruitment, 2) Included with the new member materials, 3) January 1, and 4) At the time of membership renewal.

NEXT STEPS

- ✓ Ann and Candy will further develop where the sponsorship opportunities exist and how members can benefit their organization by contributing.
- ✓ Ann will send a Doodle poll to establish a subcommittee and identify meeting dates.
- ✓ The subcommittee will create the handout.
- ✓ By June, have a promotional piece available for additional recurring sponsorships.

NEWMA'S 10 YEAR ANNIVERSARY – JUNE 6, 2016

On February 16 and 17 the Steering Committee collaborated on planning NEWMA's 10 year anniversary. Rick Recktenwald suggested creating a promotional piece telling NEWMA's story (past & present). Plans are to include the piece in an IOM issue, in addition to having it as a takeaway at the June 6 event. 5,000 copies would be printed for IOM distribution, with 1,500 additional copies available. Brian Rasmussen will be estimating the handout publishing cost. The promotional piece will:

- Tell NEWMA's story.
- Highlight significant accomplishments.
- Serve as a recruitment tool for potential new members.
- Be used nationally and abroad when asked about the organization.

The 10 year anniversary will also include other NEWMA launches, including a revised mission statement and a new vision statement. The main focus will still be on talent development, collaboration and partnership, with the hope of being freestanding over the next 2 year period. Former All Stars and former excellence award winners will be invited to the celebration.

Program

11:45 Networking

12:00 Lunch

12:15 Welcome – Bill Bartnik
12:20 Structured Introductions
12:30 History & Leadership – Paul Rauscher
12:45 Video
12:50 Discuss Leadership - Mark Murphy *(Includes a Q&A related to his topic of discussion.)*
1:20 Future - Mark Kaiser *(The Steering Committee will be introduced while transitioning to Mark Kiser.)*
1:35 Networking

NEXT STEPS

- ✓ Ann will be sending an email to establish a subcommittee to develop the marketing piece.
- ✓ A local high school machine shop will be asked to build something that can serve as an event memento. It is hoped the “NEW Manufacturing Alliance 10 Year Anniversary” and high school name can be engraved on the item.

REVIEW ALLIANCE MARKETING/PR

Vitality Study

- Are the right questions being asked?
- Consider how the information is being presented. Should the information be presented differently?
- Add a question that is mission reflective.
- Is the pipeline increasing?
- Where are people finding talent?

These and other questions will be considered in the coming months. A recommendation was to form young adult focus groups related to the All Stars magazine.

Twitter

There are currently 723 followers, with at least one tweet retweeted every day.

NEXT MEETING AGENDA & LOCATION

The next Communications Task Force meeting is on **Wednesday, April 20, 1:00 to 3:00 p.m. at Associated Bank, 2701 North Richmond, Appleton.** Topics will include; 1) Sponsorship, 2) 10 Year Anniversary, 3) Alliance Marketing/PR: Vitality Study & Twitter.