

**NEW Manufacturing Alliance  
DEVELOPMENT TASK FORCE MEETING  
ProSolutions – 2900 Curry Lane, Green Bay  
February 25, 2016 - 8:30 a.m.**

**Attendees:** Steve Paider, Tramontina; Brenda Haese, Tramontina; Kim Becks, Tufco; Tony Aitkin, Tufco; Bobbi Miller, FVWDB; Linda Bartelt, NEW ERA; Kathy Koehler, EMT; Dave McIlheran, Shopko Optical; Branden Beard, N.E.W. Plastics; Scott Hill, ProSolutions; Shelly Gagen-Block, Pioneer Metal Finishing; Errin Kolden, Associated Financial Group; Sarah Wedeward, KI; Erynn Hector, Professional Fabrications

**Topic 1: Internship Draft Day**

We will not know the date for next year's event until the Packers have their schedule completed, either 11/8 or 11/10.

**The NEW ERA Colleges that were invited to the 2015 Internship Draft Day include:**

COLLEGE OF MENOMINEE NATION	FOX VALLEY TECHNICAL COLLEGE
LAKESHORE TECHNICAL COLLEGE	MORRAINE PARK TECHNICAL COLLEGE
NORTHEAST WISCONSIN TECHNICAL COLLEGE	UW FOND DU LAC
UW MANITOWOC	UW MARINETTE
UW SHEBOYGAN	UW GREEN BAY
UW OSHKOSH	UW FOX CITIES

SNC is not a NEW ERA college but was invited and had students attend.

**The task force would also like to invite the following colleges:**

MICHIGAN TECHNICAL COLLEGE	UW PLATTEVILLE
MILWAUKEE SCHOOL OF ENGINEERING	UW MADISON
NORTHERN MICHIGAN UNIVERSITY	UW STOUT

Due to the fact that some of these schools are a distance from the venue, bussing/van carpool may be necessary. The company(s) can sponsor a bus and have the students tour their company prior to the event. Sandy will research the minimum number of students we need to make it worthwhile and determine the cost associated with bussing. Sandy will also contact each campus to see if they have a transportation service that could be utilized.

There is an opportunity to have a food sponsored by company(s) who may want greater exposure at the event. The employer registration process was reviewed to determine if changes were necessary. The only addition was a box where the company could indicate that the internship has the possibility of turning into a permanent position.

It is important to begin recruiting before the school year ends. Sandy and Linda will identify the student groups and the faculty advisors for the groups to contact and setup visits to go out and discuss how to best reach their students. The task force will target to visit in April, ideally with having company representatives also attend. Linda is a member of the Faculty Dialogue Group for IT and Engineering students. This would be an excellent place to start and discuss with faculty. Encouraging faculty to attend Internship Draft Day should also increase attendance at the event.

70% of technical college students are part time students and work full time. The average age of students is 29 years old. The task force will consider how to market the event so older students feel comfortable attending.

The 20-minute interview sessions were a good length of time to get to know the students and yet have the ability to meet with many students. The setup of interviews and booths and the open networking worked well. The timing for Internship Draft Day information and registration that occurred in August worked well. No changes recommended.

The student-focused video that was made from the student's perspective would be a great marketing tool. Here is the video for review: <https://www.youtube.com/watch?v=pcD9gpKTFh4&feature=youtu.be>

**Topic 2: Machine upskilling training/survey**

There will be a subcommittee to develop the survey for the machine operator upskilling training. Volunteers to the subcommittee include Brandon Beard, N.E.W. Plastics, Sarah Wedeward, KI, and Tony Aitkin, Tufco.

**Topic 3: Recruitment marketing piece**

Ann Franz advised that a marketing piece, like the *All Stars* Magazine, will be developed for the NEWMA 10 year anniversary coming up in June 2016. This marketing piece will also be used for marketing to new members and used for other outreach including as a marketing tool for New North.

**Topic 4: Manufacturing First Expo & Conference Oct 19 & 20**

Ann provided greater detail about the Manufacturing First Expo & Conference to be held on October 19<sup>th</sup> and 20<sup>th</sup>. The keynote speaker will be Mark King, a 1981 UWGB graduate and president of Adidas North America.

The event will be two days again this year. The first day will include affinity groups. The kick-off on day 1 will have afternoon programming with two concurrent sessions so people can go to different track sessions if they desire to do so. This will be followed by the cocktail reception that leads into the Excellence Awards Banquet.

There has been a lot of conversation about the importance of safety in the workplace. There will potentially be the Safety Council and SHRM groups discussing workforce safety on both days of the event. Errin Kolden with Associated Financial Group discussed the possibility of having a safety award that deals with risk. AFG could sponsor the award. More discussion to follow regarding the possibility of developing this idea further.

There will be college students in their final year attending on day two. The lunch program will have employers discussing their company and interview tips. The students will then go out onto the expo floor and meet with the employers who have open job opportunities. The Development Task Force will work on content for this portion of the event.

There will be showcase marketing for new products. If a company has new products for debut, they will be able to showcase these. There will be two 10 minute Ted Talks on the expo floor. Ann is working on getting David Kohler, president of Kohler Co., and Louie Gentine, president of Sargento Foods Inc.

Following the event, there will be a special outreach to young professionals. This could include college students interacting with the young professionals. This could also include having a millennial speaker who is the leader of a company or a panel on the topic of how millennials can become leaders.

**Topic 5: Recruitment of members**

New members since last meeting: Bemis Co. and Powergrid Solutions

**Topic 6: Set next meeting agenda and location:**

April 14, 2016 at N.E.W Plastics – 112 4<sup>th</sup> St, Luxemburg, WI.

**Action Items:**

1. Research transportation sources and costs for Internship Draft Day – Sandy
2. Identify student groups and faculty advisors – Linda and Sandy
3. Contact the Faculty Dialogue Group to setup meeting – Linda
4. Machine upskilling training/survey subcommittee to develop a survey to send out to the membership group