

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

ATTENDEES: Polly Abts-LTC, Nick Exarhos-Engineering Specialists, Candy Gravunder-Wipfli, Sean Johnson-Insight Publications, Mike Kawleski-Georgia-Pacific, Chris LeFever-Associated Bank, Bobbi Miller-FVWDB, Jerry Murphy-New North, Laura Wiegert-Investors Community Bank, Ann Franz-NEWMA, Debbie Thompson-NEWMA

2016-2021 STRATEGIC OBJECTIVES

Members reviewed NEWMA's 5-year mission, vision and objectives. The goals are considered a broad overview and will be reviewed by all NEWMA committees. Comments and edits included the following.

- Vision: Every NE Wisconsin Manufacturer can find the talent **it needs**.
- Add the goal of providing internships to the objectives.
- Under Promotion / Marketing: Improve the image of manufacturing to job seekers, students, and opinion leaders.
- Under Talent (Development): Develop an advanced workforce by developing a culture of continuing education and growth.
- Engagement, collaboration, and maximizing limited resources should be interwoven in all of the committees.
- Provide baseline measurements when possible.
- Advocate, educate, and increase enrollments. Continue to effect change and results.
- The need for talent is always present. Manufacturing entails lifelong learning.
- Engage retirees and provide their testimonials using their own words.

NEWMA'S 10-YEAR ANNIVERSARY – JUNE 6, 2016

The eight page booklet will be used to spotlight the 10 years of the Alliance and serve as a recruitment tool for new members. 2,500 copies of the booklet will be printed. An electronic version will be available on the NEWMA website.

- The cover images will utilize NEWMA's photos, not stock photos.
- Paul Rauscher will provide the editorial, history, vision/mission, and call to action.
- Pages 2 & 3: Spread of the last 10 years with results and infographics. Topics covered will include; creating a positive image, fostering collaboration, and connecting with students early.
- Page 4: Talent Development, Future of Manufacturing, Get Real Math, Internship Draft Day
- Page 5: Recruitment & Marketing, NEWMA is the Voice of Manufacturing, Connecting Job Seekers to Manufacturers, Manufacturing First Expo & Conference
- Page 6: Membership Page (Membership Matters, Why Become a Member, Membership by Industry, Growth, Call to Action)
- Page 7: Manufacturer & Associate Member List with Testimonials
- Back Cover: Member Logos

Gold Sponsors Donating \$2,500 Each: EMT International, Great Northern Corp., Hometown Bank, New North, and Wipfli. There are currently 40 Alliance members who are sponsoring the magazine and will have their logo on the back cover at a charge of \$300. If the Alliance can reach 50 donors, \$10,000 will be contributed toward scholarships.

Registrations will be handled through Eventbrite.

- Gold Sponsors will receive **6** complimentary tickets.

- Dues paying members (Associate and Manufacturer) will each receive **2** complimentary tickets.
- Affiliate members will receive **1** free ticket.
- Potential members can receive **1** free ticket per company.
- Additional tickets cost \$50 each.

Visit <https://newma10year.eventbrite.com> to purchase tickets.

EVENT SPEAKERS

- Bill Bartnik – Kickoff
- Paul Rauscher - History, Vision/Mission, & Call to Action
- Mark Murphy - Leadership
- Dan Ariens - Manufacturing Partnerships
- Mark Kaiser - Future of NEWMA
- Sponsors will have an opportunity to speak briefly.

SPONSORSHIP

Sponsorship opportunities will be marketed as a whole at the beginning of each year. This will enable members to decide where they would most like to make an impact. To kick-off the sponsorship campaign for this year, an informational flyer will be produced in June. A sponsorship page will be added to the website. Sponsorship opportunities will include the following.

- Full Membership Meetings – Two \$1,500 Luncheon Sponsors
- Get Real Math! Movie Premiere - \$1,500 for Food, Four \$500 Sponsors for Math & Tech Ed Drawings
- Internship Draft Day - \$3,500 for Student Bussing, \$1,500 for Food

NEXT MEETING AGENDA & LOCATION

The next Communications Task Force meeting is on **Wednesday, May 25, 2016, 1:00 to 3:00 p.m. at Engineering Specialists**. Topics will include; 1) 10-Year Anniversary, 2) All Stars, 3) Twitter/Vitality Study