

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
NWTC – Green Bay, WI
Wednesday, July 20, 2016 – 1:00 to 3:00 PM**

ATTENDEES: Jerimiah Janssen-First Business Bank, Chris LeFever-Associated Bank, Peter Linn-Exhibit Systems, Mike Kawleski-Georgia-Pacific, Michael Schlagenhauser-Acuity, Ann Vande Hei-Green Bay Pallet, Ann Franz-NEWMA, Debbie Thompson-NEWMA

2017 ALL STARS VOTING

Voting took place to select ten 2017 All Stars and two Mentors. An equal number of All Stars and Mentors were nominated. There were 42 total nominations, representing a variety of professions. Members also chose one of the winners as a cover person for the *2017 All Stars* magazine. The 2017 winners represent member organizations throughout the region and will be announced after all of the nominees have been notified.

New this year, supervisors will introduce each All Star and Mentor at the October 19 Awards Dinner and share why they were nominated. All Stars and Mentors will have their photo, with a brief summary, featured in the Awards Dinner program. Insight Publications will again be publishing the program.

For 2018, only one Mentor nomination (two All Star nominations) will be allowed per company. This is due to the fact that only two Mentors are chosen. The *All Stars* magazine is targeted for young persons.

The All Star and Mentor nomination forms will be edited for 2018, allowing for more in-depth responses. Questions that allow for quantifiable results will be used. Examples will be requested and could include some of the following attributes.

- Community Involvement
- Initiative
- Leadership Ability
- Personal Characteristics
- Teamwork
- Thought Leadership

A rating scale will continue to not be used due to various voter rating perceptions. Members agreed to continue voting for both the All Stars and Mentors. Therefore, the voting process will not be separated.

Emmy winning Alex Zacarias will again be filming the All Stars and Mentors. The filming is scheduled to take place the week of August 22. A couple of other dates are also available if needed. The *2017 All Stars* magazine and videos will be completed for December's full membership meeting at the New North Summit, December 6, 2016 at the KI Convention Center.

NEWMA SPONSORSHIP FORM REVIEW

Members reviewed Ann's sponsorship form. The form identifies various opportunities for Alliance sponsorship. The form will be edited, allowing for different fonts. Ann will talk to the Board Directors in an effort to make sponsorships tax deductible for donors.

TWITTER

Almost 900 people are following NEWMA on Twitter, including some Europeans. Nikki Kallio tweets 3 to 5 times per day and has started to include content that focuses on the value of living and working in northeast Wisconsin. Retweets have been happening daily. Members agreed that tweeting now on why someone should live in the New North is a good strategy.

NORTHEAST WISCONSIN VITALITY INDEX STUDY

Members are asked to consider ways to edit the Vitality Study, while maintaining its messaging, from four pages to one or two. The information is used by many media sources. Chris suggested putting the data on SlideShare, allowing everyone to use it.

Ann asked members if NEWMA should be copyrighting some of their materials. The Alliance wants the materials to get used; however, would like to trademark certain names. Ann will check into buying the Get Real Math domain name.

NEXT MEETING AGENDA & LOCATION

The next Communications Task Force meeting is on **Wednesday, August 17 at NWTC in the Business Assistance Center building's main classroom from 1:00 to 2:30 p.m.** Agenda items include the following.

- 2017 All Stars Update
- NEWMA Sponsorship Form
- Vitality Study
- Copyrighting Materials