

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
B&W Megtec
Wednesday, August 17, 2016 – 1:00 to 3:00 PM**

ATTENDEES: Ryan Arnold – Sentry Insurance, Nick Exarhos – Engineering Specialists, John Giesfeldt – B&W Megtec, Peter Linn-Exhibit Systems, Carol Karls – WPS, Nikki Kallio – Wordwing, Mike Kawleski-Georgia-Pacific, Ann Vande Hei-Green Bay Pallet, Ann Franz-NEWMA

2017 ALL STARS

All winners have been notified and Alex Zacarias began filming this week.

NEWMA SPONSORSHIP FORM REVIEW

Members reviewed Ann's sponsorship form. The form identifies various opportunities for Alliance sponsorship and will be sent out to the membership in August. A 2017 Sponsorship form will be sent out in January 2017.

TWITTER

The Alliance has 927 people following NEWMA on Twitter. Nikki tweets 3 to 5 times per day and welcomes content ideas from members. The taskforce discussed adding social media platforms such as Snapchat and Instagram. Nikki shared that it is important to have photos as part of those platforms. There will need to be a steady stream of photos. Alex Zacarias has been taking photos with the video of each All Star, so there should be over 100 photos to choose from for use on social media. A suggestion was having pictures of old equipment on 'Throwback Thursdays' and then a picture of new equipment. Nikki will start an account for Snap chat. The taskforce would also like a LinkedIn page dedicated to Internship Draft Day.

NORTHEAST WISCONSIN VITALITY INDEX STUDY

The taskforce discussed modifying the Executive Summary for the index. Mike K. is going to work on developing a two page overview of last year's results to see if the content can be captured in two pages (back-to-back). There is value in the content that is on page 1 and page 4, so it will need to be captured in a modified format. The taskforce agreed to ask the same questions from last year. At the next taskforce meeting, Mike will bring a mock-up of the study.

MANUFACTURING FIRST EXPO, INTERNSHIP DRAFT DAY & GET REAL MATH PREMIERE UPDATES

Manufacturing First – exhibit booths sold out of the main concourse. On track with setting another record for attendees.

Internship Draft Day – The event will be held on November 10, 2016 at Lambeau Field. New this year are students coming from Michigan Tech and UW – Stout. There are, so far, 30 companies registered.

Get Real Math Premiere – The second annual event will be held on Oct. 4, 2016 at the Meyer Theatre in Green Bay from 5:30 p.m. until 8 p.m.

NEXT MEETING AGENDA & LOCATION

The next Communications Task Force meeting is on **Wednesday, September 21 at Engineering Specialists from 1:00 to 2:30 p.m.** Agenda items include the following.

- 2017 All Stars Update
- Vitality Study
- Talent promotional brochure for directing job seekers to website
- Press releases on good news in manufacturing employment