

**NEW Manufacturing Alliance  
COMMUNICATIONS TASK FORCE MEETING MINUTES  
Engineering Specialists – Neenah, WI  
Wednesday, September 21, 2016 – 1:00 to 2:30 PM**

**ATTENDEES:** Nick Exarhos-Engineering Specialists, John Giesfeldt-Babcock & Wilcox MEGTEC, Candy Gravunder-Wipfli, Jeremiah Janssen-First Business Bank, Carol Karls-WPS, Mike Kawleski-Georgia-Pacific, Chris LeFever-Associated Bank, Peter Linn-Exhibit Systems, Patrick Manthey-Cineviz, Bobbi Miller-FVWDB, Jerry Murphy-New North, Michael Schlagenhauer-Acuity, Jim Wendt-Lake Company, Laura Wiegert-Investors Community Bank, Ann Franz-NEWMA, Debbie Thompson-NEWMA

**CINEVIZ PRESENTATION: AUGMENTED REALITY FOR ALL STARS MAGAZINE**

Members are looking at various ways to engage millennials through the *All Stars* magazine. Patrick Manthey of Cineviz demonstrated how augmented reality can be used to attract readership. The *All Stars* cover person could discuss, through augmented reality, the magazine and career videos. A QR code can be printed on the magazine's cover and would be a trigger to download the app. (Some phones already have the app preloaded.) Once scanned, it launches and plays for 30 to 60 seconds, in an effort to have the viewer do something beyond the experience. Site managers can look at the back end for the full metrics and to see how many times the QR code has been accessed. This is one way to demonstrate that a magazine is not just a piece of paper.

It was suggested the app be tested by a few millennials to get their feedback. Would they use it? Feedback will also be sought from *Fox Cities Magazine* staff, as they used this technology on their March 2013 cover. Internship Draft Day can be utilized as a test bed.

Members will continue to consider implementing augmented reality as part of the *2018 All Stars* magazine. Another suggestion included creating baseball cards of each All Star with augmented reality.

**NORTHEAST WISCONSIN VITALITY INDEX STUDY**

Mike Kawleski distributed his updated Vitality Study draft. Members want to update the Study but not lose any of its impact. The Vitality Study will become two pages, vs. four. 2017 Vitality Study projections will be coming out on December 6. There is a short timeframe from when the data becomes available for analyzing and publishing. Some suggestions were as follows.

- Clarity of charts and formatting will be addressed.
- Say more with less words. Make it more visual.
- Have the graphs in one column on the left, with the bullets on the right.
- Eliminate some of the recommendations, allowing for more white space.
- Have financial health, plant expansion and sales growth on the front and "Workforce" issues on the back page.

The Vitality Study is used by media, manufacturers, grant writers, educators and school counselors.

**OCTOBER IS MANUFACTURING MONTH PRESS RELEASE**

Members discussed what should be communicated in the press release.

- Companies have downsized; however, there are 1,000's of openings. Many of the jobs go unfilled.
- Local companies are willing to hire many of the individuals who lost their jobs through downsizing.
- Put a positive spin on any negatives. Many individuals who lose their job go back to school to get a new career.
- Emphasize the highly skilled workforce that is available. This respects people who lost their job and gives credit to those working hard to make connections.
- Provide numbers and information about NEWMA.
- Discuss the job fairs, talent development, and all of the other great things that are happening.

#### **GET REAL MATH MOVIE PREMIERE – OCTOBER 4**

Over 240 people have registered for the Premiere. Many educators will be in attendance, representing various public and private schools throughout the region.

#### **'FIND YOUR INSPIRATION' EVENT – OCTOBER 13**

4,000 8<sup>th</sup> graders from throughout the region are expected to be in attendance. NEWMA is serving as a sponsor, with some of their member companies promoting manufacturing careers. All of the students will be taking home with them a copy of the *All Stars* magazine.

#### **AWARDS DINNER – OCTOBER 19**

Over \$13,000 of value in auction items has been raised. The goal is to raise at least \$15,000 in total value. Mark King, president of Adidas, will be attending the Awards Dinner.

#### **MANUFACTURING FIRST EXPO & CONFERENCE (MFEC) – OCTOBER 19 & 20**

The MFEC's lower level has sold out. Over 200 exhibitors will be in attendance. Approximately 600 students will be attending on day 2.

#### **INTERNSHIP DRAFT DAY – NOVEMBER 10**

35 companies are participating. Michigan Tech, UW-Stout and UW-Platteville students will be in attendance. A free promotional jersey will be given to all student attendees.

#### **PROMOTIONAL MARKETING PIECE FOR JOB SEEKERS/DISLOCATED**

This topic was tabled until the November 16 meeting.

#### **NEXT MEETING AGENDA & LOCATION**

The next Communications Task Force meeting is on **Wednesday, November 16 at Investors Community Bank - Green Bay from 8:30 to 10:00 a.m. Please note the time change.** Agenda items include the following.

- **Follow-up:** Manufacturing Month Activities/Events and Internship Draft Day
- Vitality Study
- All Stars