

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Heartland Label Printers – Little Chute, WI
Wednesday, November 15, 2017 – 1:00 PM

ATTENDEES: John Giesfeldt-Babcock & Wilcox MEGTEC, Peter Linn-Exhibit Systems, Jeff Sachse-UWO, Nate Vosters-Heartland Label Printers, Steve Wilhelms-Heartland Label Printers, Ann Franz-NEWMA, Debbie Thompson-NWTC

ALL STAR 10-YEAR ANNIVERSARY

A picture of all of the past *All Star* covers was taken at the 2017 Awards Dinner and will be shown at the December 7 full membership meeting. Interestingly, 9 of the 10 employees featured on the covers are still working for the same company.

The 2018 *All Stars* magazine went to print yesterday and will be distributed at the December 7 full membership meeting.

OCTOBER/NOVEMBER EVENTS RECAP

October 3 marked the 3rd year of the **Get Real Math Premiere** at the Meyer Theater. There were over 200 attendees, with educators from over 85 different schools. The event featured the Alliance's latest Get Real Math videos.

October 10 – The Alliance sponsored the manufacturing section of **Find Your Inspiration** at the KI Convention Center. Over 4,000 eighth graders attended to explore careers.

October 12 – Ann promoted NEWMA/NCMMA jobs at the **Great Lakes Naval Station Job Fair**. Ann will continue to promote manufacturing and the New North as a place to live-work-play to soon-to-be discharged vets at the Great Lakes Naval Station. She will also research other groups for possible recruitment. Ann is working with the Fox Cities Chamber on a '**Talent Reload**' event to bring people ending their service in the military to the area for a weekend to showcase what the area has to offer.

October 12 & 14 – This Girl Can - 7th and 8th grade girls from Marinette Middle School and their parents/guardians partnered with NEWMA, NWTC and Samuel Pressure Vessel Group to learn about welding and manufacturing careers.

October 25 – The Alliance hosted the **Academic & Career Planning Partnership Roundtable** meeting. 34 schools were represented, with approximately 100 people in attendance. The Alliance shared with the principals and counselors marketing materials, including school specific information, related to manufacturing careers. At the conclusion of the meeting, 38 educators requested to join one of the Alliance's taskforces.

October 25 – The Alliance hosted the 6th annual **Excellence in Manufacturing/K-12 Partnerships Awards** at the KI Convention Center. There were 405 attendees, a record number! The event recognizes manufacturers and schools that are working together to promote manufacturing careers. The 2018 All Star winners were spotlighted. This event also serves as a fundraiser for the Alliance's college scholarship fund, raising over \$12,000 this year.

October 25 & 26 marked the 7th annual **Manufacturing First Expo**. There were over 200 exhibit booths, a record sell-out! Over 1,100 people were in attendance, with an additional 550 high school students from Bonduel, Coleman, Denmark, De Pere, Green Bay Preble, Green Bay West, Green Bay Southwest, Kaukauna, Kewaunee, Oconto, Oconto Falls, Peshtigo, Plymouth, Sheboygan Falls, Southern Door, and Wrightstown High Schools. 42 job seekers attended to learn about opportunities in the industry.

November 9 marked the 3rd year of **Internship Draft Day** at Lambeau Field. The event had a record number of college student attendees (over 260) interviewing and/or networking for paid internships! Students represented colleges from Wisconsin and Upper Michigan. 47 companies participated.

Throughout the month of October, the Alliance funded bussing for over 1,000 students to go on plant tours throughout the region!

GOLF OUTING SCHOLARSHIP FUNDRAISER

Ann proposed a NEWMA golf outing called the President's Cup. The golf outing would feature 18 presidents of different companies. The 18 presidents would golf for free, with each group paying \$2,500 to golf. The event could potentially raise \$35,000. Members feel this would be a great way to showcase the organization, while raising scholarship funds. Discussions were as follows.

- Have a scramble format at a high end golf course.
- Provide sponsorship opportunities.
- Establish in January who the presidents will be.
- Schedule the event for June.
- Start promoting in March.
- Have a dedicated event website.
- There would not be a silent auction or raffles. Keep as a high-end event.
- Have two live auction items.
- Have the President's Cup be a traveling trophy.
- Invite Mark Murphy.
- Bid who golfs with the high-profile president(s).
- 9:30 a.m. kickoff. Everyone done by 5:00 p.m.
- This event will be held rain or shine.

NEXT STEPS

- ✓ Steve Wilhelms will do some outreach to learn more about hosting this type of event.
- ✓ Ann will pitch the event to the BOD.

MEDIA OUTREACH

John Giesfeldt worked with Ann on the October 2017 press releases, giving NEWMA a lot of great, free publicity. A media outreach calendar will be discussed at the January meeting. This outreach will highlight the strengths of the organization, encouraging new membership. In the month of October, the Alliance was featured in *Control Design* magazine, WBAY, Fox 11, and Gannett newspapers.

During October 2018, members are planning to have Jay Zollar of Fox 11 highlight local manufacturers. Mark Kaiser and Ann will be meeting soon with Jay Zollar of Fox 11 for this initiative. In addition, Fox 11 is working with CESA 7 to host a STEM series over the first 3 months of the upcoming year. The TV station is looking for ideas for the promotion.

STUDENT ASSESSMENTS FOR CAREER PLANNING

This topic was tabled for the January Communications Task Force meeting.

OCCUPATION SPECIFIC CAREER FLYER

Ann shared the manufacturing careers marketing slick in the ACP toolkits. She will touch base with school counselors in January to gauge their interest in having career specific marketing slicks. The flyer will be discussed at the February meeting.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, January 17, at B&W MEGTEC, 1:00 to 3:00 p.m.

Agenda items include the following.

- ✓ 2018 Planning calendar
- ✓ 2018 Golf Outing
- ✓ Media Outreach
- ✓ Student Assessments for Career Planning