

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Georgia-Pacific – Green Bay, WI
Wednesday, February 14, 2018 – 1:00 to 2:30 PM**

ATTENDEES: John Giesfeldt-Babcock & Wilcox MEGTEC, Kate Guth-KerberRose, Patty Hendrickson-CleanPower, Mike Kawleski-Georgia-Pacific, Peter Linn-Exhibit Systems, Nate Vosters-Heartland Label Printers, Steve Wilhelms-Heartland Label Printers, Ann Franz-NEWMA, Debbie Thompson-NWTC

PRESIDENT’S CUP SCHOLARSHIP SCRAMBLE – JUNE 7, 2018

Black Wolf Run – Kohler, WI

18 Teams – Shotgun 4-Person Scramble – Start with 12 Holes

8:00 AM – Registration – Two scholarship recipients could greet participants as they check-in.

9:30 AM – Shotgun Start

Team #	Participants
1	Amerilux International, LLC & Lindquist Machine Corporation
2	Ariens Company & Mark Murphy (or Paul Rauscher)
3	Bassett Mechanical & Sargento Foods Inc.
4	Fincantieri Marinette Marine & Marine Travelift
5	Marquis Yachts & Mercury Marine
6	Pioneer Metal Finishing & Scott Kettler
7	Rockline Industries & Possibly President of Sartori
8	Services Plus & Owner
9	Walker Forge & Ann Franz
10	Plymouth Foam
11	PanelTek LLC & Sadoff Iron & Metal Co.
12	Gardan & Precision Paper Converters
13	MCL Industries & Bay Tek Games, Inc.
14	Bemis Manufacturing (Sheboygan)

Ann has a few calls out to companies, as four more teams are needed.

Sponsors will pay \$3,000 per sponsorship. After expenses (approximately \$20,000), there should be a minimum net profit of \$34,000. The \$3,000 sponsorship will include two golfers and a hole sponsorship.

Online Bidding for Golfing with Presidents

The first 18 teams that register to golf will be given the link to a bidding website, as they are not guaranteed who they will golf with. Bids will start at \$3,250 to golf with a particular president. Top bidders will be able to sponsor the par 3 holes. Ann shared that if 27 teams register, the event will be able to use the entire course. Ann is working with Schenck to setup the event as a 501c3, so the cost of sponsorship will be tax-deductible.

Ann will send to Communications TF members links to a few online bidding software companies. ‘Ready, Set, Auction’ is one of the software bidding companies being considered. They offer strong customer service and a flat fee. Software capabilities will need to be established, so rules can be clearly defined. Ann will formulate some rules for review.

The task force discussed the issue of having a company bid on multiple presidents, which may block out others being able to bid on a president. Instead, companies are only able to bid on one president at a time, if they are the highest bidder. Ann will find out if the online bidding website will let others know the names of the bidders. In addition if the website has an auto bid feature.

Backup plans will be established if one or two presidents are unable to golf. A VP could serve as an alternate. A future opportunity to meet with the president that canceled would be offered to the winning sponsor, if the president has to cancel. There will be a disclaimer on the website in this regard.

Other Possible Sponsorship Opportunities

- Clip-on microfiber cloths
- Portable, universal phone charging bank
- Cocktail reception - \$2,500
- Box lunch – A dinner will not be served.
- Breakfast reception
- Drink tickets
- Members are asked to email Ann with any other possible sponsorship opportunities.

Marketing

- The President's Cup will be marketed as a rain or shine, business networking event.
- An invite will be created on the NEWMA website, including a link to online registration.
- Insight Publications is creating an event logo. Ann will email the logo proof to Communications TF members.
- A traveling trophy will be presented to the winning president. Members will need to decide on its design.
- A backdrop of the NEWMA logo could offer photo opportunities, including either the logos from the presidents or sponsors.
- The president that garners the most scholarship money can designate the New North college/university they would like the funds designated. The donation will be made in their name.
- A post survey will be administered to participants.
- A booklet featuring each sponsor will be given the day of the event to all participating golfers. It will be an advertisement with the sponsors' products/services, along with contact information.

Volunteers

The event should be fairly low maintenance. A volunteer list will be established at the April Communications TF meeting.

Timeline

- February 28 – Presidents will be finalized.
- March 7 – Announce Event to the Membership @ the Talent Risk Management Summit (FVTC's Bordini Center – Appleton) – *There will not be a March Communications TF meeting, due to the Talent Risk Management Summit.*
- March 15 – Open to Manufacturer Members
- March 19 - Open to Associate Members
- April 16 to May 16 – Participants can access online bidding for presidents.
- April 18 Communications TF Meeting – Discuss volunteers, prizes, etc.

MEDIA OUTREACH & SOCIAL MEDIA CALENDAR

Mike Kawleski and John Giesfeldt met and got a start on the social media calendar.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, April 18, at Heartland Label Systems, 1:00 to 2:30 p.m. Agenda items include the following.

- ✓ President's Cup Scholarship Golf Outing – This will include discussion of volunteers and prizes.
- ✓ Media Outreach & Social Media