

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Heartland Label Printers – Little Chute, WI
Wednesday, April 18, 2018 – 1:00 PM**

ATTENDEES: John Behrens-Imaginasium, Candy Gravunder-Wipfli, Kate Guth-KerberRose, Sean Johnson-Insight Publications, Mike Kawleski-Georgia-Pacific, Michelle Meyer-Schenck, Bobbi Miller-FVWDB, Nate Vosters-Heartland Label Printers, Jim Wendt-Lake Companies, Laura Wiegert (via phone)-Investors Community Bank, Steve Wilhelms-Heartland Label Printers, Ann Franz-NEWMA, Debbie Thompson-NWTC

PRESIDENT’S CUP SCHOLARSHIP SCRAMBLE – JUNE 7, 2018 – BLACKWOLF RUN – KOHLER, WI

Team	Participants
1	Amerilux International, LLC & Lindquist Machine Corporation
2	EMT International & Former Owner of WS Packaging/Packer Board Member
3	Bassett Mechanical & Sargento Foods Inc.
4	Fincantieri Marinette Marine & WEDC VP
5	Marquis Yachts & Mercury Marine
6	Pioneer Metal Finishing
7	Marine Travlift & VP Rockwell Automation
8	Services Plus & Owner
9	Walker Forge & Ann Franz
10	Plymouth Foam & Torginol
11	PanelTek LLC
12	Gardan & Fox Valley Tool & Die
13	MCL Industries & Bay Tek Games, Inc.
14	Bemis Manufacturing (Sheboygan)
15	Sadoff Iron & Metal & VP Kohler Co.
16	Precision Paper Converters
17	Nicolet Plastics
18	<i>One more team – possibly Menasha Corp. or Oshkosh Corp.</i>

- The Alliance completed the application to be a 501c3.
- There are five Gold Sponsors at \$3,000 each: Schenck, Wipfli, St. Norbert College, BPM Inc., and WMEP.
- There are three Cocktail Reception Sponsors (Sold Out!): at \$1,500 each: Fosber America, Acuity, M3 Insurance.
- John Dennis will report on the scholarship fund at the cocktail reception.
- Robinson Metal is manufacturing the traveling trophy.
- Mark Hawkins and Kate Guth will be taking photographs. A reusable image backdrop will be created for the event. Each Gold Sponsor will have a picture taken on their sponsored hole.
- Attendees voted on the sponsor hole flag format. Towsley’s will be donating 7% of the gross flag sales.
- Ann will look into getting some ball markers made.
- A list with volunteer opportunities will be sent.
- Ann will look into getting an LTC and/or UW-Sheboygan student and/or grad at the event. Students/grads who benefitted from a NEWMA scholarship could be featured in the program booklet.

This year’s event will not have online bidding for specific presidents. Instead, first registered, first served - in regard to choosing the president the Gold Sponsor golfs with.

Available Sponsorships - Breakfast and Gold Sponsors are being sought. Members are encouraged to promote these opportunities.

Program Booklet - Ann is working with Brian Rasmussen of Insight Publications (media sponsor) on the 24-page booklet. Each Gold Sponsor will get a full-page ad, with each Cocktail Reception Sponsor featured on a half-page ad. Messaging includes vision info and presidents’ company logos, - ‘What makes your company special?’ Participants will receive a copy of the booklet that will also serve as a NEWMA promotional piece.

Marketing - The IOM May issue will feature an article on the President's Cup. Sean Johnson will send Ann the article link to share with members. IOM will include President's Cup information on their website and other social media. **Members are encouraged to promote the event on their social media networks.**

ALL STARS COMMERCIAL

Members watched the commercial featuring NEWMA All Stars, produced by Alex Zacarias. The commercial will be linked on the NEWMA website. Opportunities to further promote the commercial were discussed.

- Members can add the link to their websites and/or other social media. <https://youtu.be/2SH1mfjeWs4>
- Send the link to the high schools so it can be added to parent newsletters.
- Send the link to the colleges so they can feature it on their TV monitors.
- Include the commercial when speaking to kids about scholarships.
- October (Manufacturing Month) - Fox 11 will be having an opportunity to feature manufacturing companies during its morning programming. The commercial can be part of the programming.

PECHA KUCHA EVENT – JIM WENDT

Pecha Kucha events are powerful and inspiring gatherings. Speakers are given 20 images x 20 seconds to share a moving story, describe a unique passion, call attention to a community issue, or inspire with new ideas. This is considered an effective way to concisely get someone's attention. 1,000's of events are held throughout the world. Visit the www.pechakucha.org website.

Fox Valley Technical College will be hosting a manufacturing focused Pecha Kucha event on the evening of October 18. Eight to ten manufacturers could give short presentations about why it is cool to work for them. Jim Wendt is the event coordinator and will keep members updated as the event nears.

RECRUITMENT OF INDIVIDUALS OUTSIDE NORTHEAST WISCONSIN

Ann suggested promoting a campaign to encourage Wisconsin natives around the U.S. to move back to live and work in northeast Wisconsin. *"You love the Pack! Pack your bags and come home."* could be the main slogan. The low cost of living and job opportunities can be used in the messaging. By working with regional hotels, the message can get circulated. A brochure or flyer could be distributed at the games. Advertisements could extend to Packer bars throughout the U.S., along with Ashwaubenon hotels during the Packer season.

Ann will coordinate with Brown County Tourism and the Packers to see what efforts are currently being done. Regional alumni lists would be helpful in this regard.

MEDIA OUTREACH & SOCIAL MEDIA CALENDAR

During October (manufacturing month), Fox 11 will feature a different manufacturer each day. NEWMA may sponsor two companies. Ann is working on finishing the social media calendar and will be meeting with Nikki Kallio.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, May 16, at 8 a.m. at Schenck's Appleton location.

Agenda:

- ✓ President's Cup Scholarship Golf Outing - Prize for winning team
- ✓ All Stars Nomination Form Review
- ✓ Recruitment of Individuals Living Outside Northeast Wisconsin – Alumni Nation
- ✓ Media Outreach & Social Media