

**NEW Manufacturing Alliance  
Communications Task Force Minutes**

May 16, 2018  
Schenck - Appleton  
8 a.m. – 9:30 a.m.

**ATTENDEES:** John Behrens-Imaginasium, Jim Burgraff-Alumni Nation, Sandy Friess-Wipfli, John Giesfeldt-B&W MEGTEC, Patty Hendrickson-CleanPower, Mike Kawleski-Georgia-Pacific, Michelle Meyer-Schenck, Mike Schlagenhauser-Acuity, Cameron Teske-Greater Green Bay Convention & Visitors Bureau, Brad Toll-Greater Green Bay Convention & Visitors Bureau, Nate Vosters-Heartland Label Printers, Ann Franz-NEWMA

**Topic 1: Special guest: Jim Burgraff, Alumni Nations: recruitment of individuals outside of northeast Wisconsin**

Jim shared about his Alumni Nations program. The software program has contact information for high school alumni.

The schools participating in the program in the region include:

Neenah – 50,000 students	Howard-Suamico – 126,000
Oshkosh – 10,000 students	Menasha – 26,000

He noted that 58% of the population's highest degree is a high school diploma. The taskforce discussed a recruitment strategy to connect with high school alumni from Neenah and Howard-Suamico that now live outside of the New North that are between the ages of 30-39 using this software. Ann will contact the superintendents from both school districts.

Brad Toll and Cameron Teske from the Greater Green Bay Convention & Visitors Bureau (GGBCVB) presented. They shared that 5.7 million people visit Brown County each year. He shared that many hotels require only approved marketing materials be allowed in hotel rooms. He will send Ann the contact information of the person that sets up the monthly Hotel managers meeting. Ann will ask if she can present and discuss opportunities to market the region as a place to not visit but to move to permanently. In addition, the GGBCVB sends out coasters to Packer bars throughout the country. Ann asked if the Alliance could sponsor the back of the coaster in recruiting people to the area. They will follow-up with her. The GGBCVB is raising money to build a Convention and Tourism Visitor's Center. The center will be on Lombardi Avenue with a ground breaking date of August 2018.

**Topic 2: President's Cup Scholarship Golf Scramble**

Ann still has a few Gold sponsorships available. The following is the list of volunteers/times needed for the event:

7:30 a.m. – 9:30 a.m.: Registration (4 people)

2 p.m. – 3:30 p.m.: Secure logo flags on the course to bring back to the cocktail reception (2 people)

2 p.m. – 3:30 p.m.: Get golf cards and score the golf cards to determine a winner (2 people)

**Contact Ann if you would like to volunteer.**

**Topic 3: 2019 All Stars**

Members of the taskforce discussed the All Stars nomination forms. The nominations will go out June 11 with a deadline date of July 11, 2018. Extra bonus points will be given for: nontraditional employees and occupations in the top 7 hardest to fill in the 2018 Vitality Study. Taskforce members will review the nomination form, prior to June 11.

**Topic 4: Media Outreach and social media calendar**

A subcommittee will work on meeting with key media outlets: Business News, Biz Times, TV stations. The taskforce will invite Jay Zollar with Fox 11, regarding to a special media campaign focused on October is Manufacturing month.

**Topic 5: Set agenda and location for the July 18 at 8 a.m. meeting**

**The next Communications Task Force meeting is on Wednesday, July 18, at 8 a.m. at Wipfli's Appleton location.**

Agenda:

- ✓ President's Cup Scholarship Golf Outing Recap
- ✓ Judge the 2019 All Stars Nominations
- ✓ Recruitment of Individuals Living Outside Northeast Wisconsin update