

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Wipfli – Appleton, WI
Wednesday, July 18, 2018 – 8:00 AM**

ATTENDEES: Sandy Friess-Wipfli, John Giesfeldt-Babcock & Wilcox MEGTEC, Mike Kawleski-Georgia-Pacific, Melissa Kuhn-Optima Machinery Corporation, Jason Lasky-Sadoff Iron & Metal, Michelle Meyer-Schenck, Jeff Sachse-UW-Oshkosh, Nate Vosters-Heartland Label Printers, Jay Zollar-WLUK-TV, Ann Franz-NEWMA, Debbie Thompson-NWTC

SPECIAL GUEST: JAY ZOLLAR, WLUK-TV

WLUK FOX 11 wants to team up with NEWMA to make October 2018 (Manufacturing Month) a time to celebrate local manufacturing in Northeast Wisconsin.

- For four weeks during October, WLUK wants to produce and broadcast 20 different 60-second informational messages from 20 northeast Wisconsin manufacturers. Manufacturers can create their own message.
- These 60-second messages would then be broadcast each weekday during Good Day Wisconsin (2x) and then again during FOX 11 News at 9.
- Good Day Wisconsin, as well as Fox 11 News at 9, are the highest rated newscasts for the morning and evening news. Thousands of people from throughout northeast Wisconsin will see these individual messages each day.
- It is likely WLUK Fox 11 News will be doing some reports related to manufacturing; however, **they cannot guarantee specific coverage**. The editorial control for these elements will remain in the control of the newsroom.
- Each participating company would contribute \$2,500. This is a terrific way for each company to showcase what they do, how they contribute to the local, national and international economy, and to highlight why they are a great place to work.
- The already produced 60-second, All Star commercial could kick-off the month.
- Members would be able to link their 60-second commercial on their website, Facebook, etc.

Members agreed to move forward with this initiative.

NEXT STEPS

- ✓ Ann will present this proposal at the Board meeting today. This will include a request for \$5,000 for a TV ad.
- ✓ If approved:
 - Ann will follow-up with the membership, including the various task forces.
 - Manufacturer commitments will be needed within the next couple of weeks, as the videos will take 30 to 40 days to produce.

VOTE ON 2019 ALL STARS

Members voted for the 2019 All Stars and Mentors. An additional vote for both non-traditional roles and hard to fill positions was granted. Two Mentors and ten All Stars were chosen. The 2019 winners will be notified by August 1.

The cost of filming has increased to \$15,000. Members reviewed the questionnaire that is completed by the All Star and Mentor winners. Two changes were made. 'i.e.' was changed to 'e.g.' twice on the document.

PRESIDENT'S CUP SCHOLARSHIP GOLF SCRAMBLE

Ann thanked everyone who worked to make this inaugural event a great success. Sixteen presidents participated, with all of the sponsorships selling out. Participant comments have been very positive. \$54,000 was raised, with \$30,000+ net for regional college scholarships. WMEP donated an additional \$2,000 to the scholarship fund. Members agreed to recommend holding the event again on Thursday, June 6, 2019 in Kohler, WI.

NEXT STEPS

- ✓ Ann will bring the 2019 President's Cup Scholarship Golf Scramble proposal to today's Board meeting for approval.

RECRUITING TALENT OUTSIDE OF NORTHEAST WISCONSIN

Ann will be speaking at a Green Bay Visitors & Convention Bureau Lodging Association meeting. They will be looking at how to collaborate with the Lodging Association about jobs, encouraging visitors to move to the region. **The meeting is on August 21 at 3:30 p.m.** Mike Kawleski will join Ann to give the presentation. Ann is also in negotiations for promotional coasters in this regard.

Hire a Hero - There have been three months that Ann sent 2-3 resumes of vets, including detailed bios. One of the six vets has been hired. She has not had a report back on the other vets that were shared with the membership. **Please contact Ann if you have reached out to any of these vets and hired them.** Resumes will continue to be shared with members.

The Wisconsin Department of Veteran Affairs will be going to 5-6 military installations across the country and one in Germany or Japan to recruit vets to move to Wisconsin after they are discharged. The Alliance has an opportunity to work with Vet Affairs to connect these vets with member companies' jobs. **One of the first candidates is finishing his service in Hawaii and wants to move back to his hometown in Appleton this summer. Be sure to connect with this vet prior to him moving back in the next few weeks. If members can get him placed, it will improve the chances of getting the resumes of the vets the state works with at these remote locations.**

A DWD tour bus will be traveling statewide and throughout the Midwest to promote Wisconsin jobs and lifestyle.

MEDIA OUTREACH

John Giesfeldt and Mike Kawleski have been working on this initiative that includes electronic and printed manufacturing promotional media and press releases. A manufacturers speakers bureau will be established.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, August 15, at Georgia-Pacific, 8:00 to 9:30 a.m. Agenda:

- ✓ October is Manufacturing Month Media Initiatives
- ✓ 2019 President's Cup Scholarship Golf Scramble
- ✓ All Stars – Mentors
- ✓ Recruiting Talent from Outside of Northeast Wisconsin
- ✓ Next Meeting: Date/Location/Time/Agenda