

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Heartland Label Printers (HLP) – Little Chute, WI
Wednesday, November 21, 2018 – 8:00 AM**

ATTENDEES: Mindie Boynton-MPTC, Brandon Buchholz-HLP, Joe Dillon-Skyline Exhibit Resource, Nick Exarhos-ESI, Mike Kawleski-Georgia-Pacific, Aaron Laubenstein-HLP, Jason Raisleger-Nature's Way, Mike Schlagenhauser-Acuity, Steve Wilhelms- HLP, Nate Vosters-HLP, Ann Franz-NEWMA, Debbie Thompson-NWTC

HLP'S 2019 ALL STAR INTRODUCTIONS

Brandon Buchholz and Aaron Laubenstein, both 2019 HLP All Stars, shared why they went into manufacturing and enjoy working at HLP.

Brandon, 2019 All Star-Mentor, has made some great friends while working at HLP, giving the workplace a fun, family atmosphere. He stressed the importance of getting to know the people on the floor, including their interests. Getting the right person hired is important, as skills can be taught. A positive attitude and attendance are crucial. Companies must hire for their culture. Candidates should be asked what they are looking for in a job. Using behavioral based interview questions that ask for a situation, what they did, followed by the outcome can be helpful. Manufacturing enables employees to make a living wage, without having to accumulate a lot of college debt. Brandon found out about HLP through a friend.

Like Brandon, Aaron enjoys the family atmosphere of working at HLP and doesn't have to get dirty to do his job. He came out of high school unsure of what he would like to do. After attending FVTC for six months, Aaron put a blind ad on Craig's list in search of a job. Soon HLP offered him an opportunity. Aaron's brother works in printing industry, so he thought he would give HLP a try. The company offers a great culture and opportunities to get involved. Employees feel needed, as the company is genuine with people and their interests.

OCTOBER IS MANUFACTURING MONTH INCLUDING ALL STAR COMMERCIAL

- October is Manufacturing Month – The **Fox 11 Ad Campaign** had 24 companies participate.
 - The All Stars commercial was aired in November.
 - In January, the Alliance will air a commercial featuring a parent and son who both work at CMD Corp.
- October 2 – The **Get Real Math Premiere** hosted 241 attendees, representing 93 different schools.
- October 23 – **UEDA Award** – the Alliance in partnership with NEW ERA won the Talent national award for Internship Draft Day.
- October 23 – The **Excellence in Mfg./K-12 Partnerships Awards** hosted 385 attendees. The auction raised \$11,080 for college scholarships.
- October 23 – The new **OEM Supply Chain Networking Meeting** had over 100 attendees at the Manufacturing First Expo. Only exhibitors were invited to meet with Oshkosh Corp., Foxconn, and 15 other OEM's/large manufacturers.
- October 23 – The **ACP Partnership Meeting** had 102 attendees.
- October 24 – The **Manufacturing First Expo & Conference** hosted 1,134 attendees. 550+ high school students learned about various manufacturing careers, in addition to attending a session hosted by Wilson Jones of Oshkosh Corp.
- October - The Alliance **sponsored bussing** for 1,000+ students to go on plant tours.
- November 8 – **Internship Draft Day** had 57 companies and 200+ students participate. The number one draft pick was from UW Stout. Several companies have made employment offers to 2018 IDD students.
- 169 companies participated in the **Vitality Index Survey**. Results will be announced in December.

MANUFACTURING.CAREERS

With the help of Jason Raisleger, the Alliance recently purchased the domain name **manufacturing.careers**. Testimonials, salary and company information, including GRM videos can be featured. Various communications can be

targeted for parents, grade school and high school students. The webpage will be changed as needed. A plot map can be added that highlights where manufacturers are located. Job information and progression can be shared. Members would like to get projections for the number of current manufacturing jobs and openings in the near and distant future.

There will be email capture, possibly through a quiz, to keep in touch with parents who visit the website. Ann will check to see if the National Association of Manufacturers (NAM) has a quiz that can be utilized.

RECRUITING TALENT FROM OUTSIDE NORTHEAST WI

- The Alliance has been working with WI Veterans Services in an effort to recruit those being discharged to move to Wisconsin. Military installations throughout the U.S., Germany and Japan have been visited in this regard. Wisconsin is spending a lot of money for this recruitment effort. The Alliance will have first crack at recruiting these service people. Members would like to have a dedicated webpage; manufacturing.careers/vets. The Talent TF is working on this initiative.
- Ann recently met with Brown County Tourism. They are already distributing Wisconsin promotional coasters and felt bars would likely not use an Alliance coaster encouraging people to move to Wisconsin, as they would lose customers.
- Members would like to run a contest featuring an all-expense paid trip to a Packer game. NEWMA companies could pay to be sponsors of the webpage. Ann will check the costs for this promotion.

2019 NORTHEAST WI MANUFACTURING VITALITY INDEX

164 companies participated in the study, vs. 147 last year. All the companies are looking for employees, with a lot of the same occupations in demand. Many companies are researching automation, due to not finding employees. Mike Kawleski, Jeff Sachse, and Ann will finalize the data next Monday.

PRESIDENT'S CUP SCHOLARSHIP GOLF

2018's inaugural President's Cup net \$36,000 for NEWMA's scholarship fund. 2019's event is scheduled for Thursday, June 6 at Blackwolf Run's River Course. Presidents will be invited starting in December/January. An announcement will be made at the March full membership meeting to secure sponsors. Some companies have already committed to the 2019 President's Cup. Participants will have the opportunity to determine who they want to golf with.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, January 16, 2019 at Engineering Specialists in Greenville, 8:00 to 9:30 a.m. Agenda:

- ✓ Event Updates
- ✓ Manufacturing.Careers
- ✓ Recruiting Talent from Outside Wisconsin
- ✓ 2019 Vitality Index
- ✓ President's Cup
- ✓ Next Meeting Date/Time/Location/Agenda