

**NEW Manufacturing Alliance  
COMMUNICATIONS TASK FORCE MEETING MINUTES  
Georgia-Pacific – Green Bay, WI  
Wednesday, February 20, 2019 – 8:00 AM**

**ATTENDEES:** John Behrens-Imaginasium, Mindie Boynton-MPTC (via phone), Tara Brzozowski-Element, Mike Kawleski-Georgia-Pacific, Melissa Kuhn-Optima, Lori O'Connor-Leighton Interactive, Ann Franz-NEWMA, Debbie Thompson-NWTC

### **RESEARCH PROJECT WITH ELEMENT**

The Board reviewed the following two topics and favors the idea of having the research narrowed vs. researching a broad subject like topic 1.

1. Generational variance in perceptions of northeast Wisconsin manufacturing jobs
2. Age 19-30 perceptions of NE WI manufacturing jobs

Tara provided an overview of the primary research for the talent acquisition proposal. **SEE ATTACHMENT.** Objective: Collect data yielding insights that can help Wisconsin manufacturing companies overcome the growing challenge of talent acquisition, particularly for Millennial and Gen-z applicants. Members agreed the target audience would be ages 19-30, without a college degree but may have had some college. Phase 1 will involve a focus group of 8 to 10 people to conduct the generative research component. Phase 2 will involve a marketing campaign to get a minimum of 100 people to participate in the digital survey, allowing for broad research and insights. Research questions/ideas to consider:

- How do members target their messaging to get people to apply for their jobs?
- What would encourage you to continue your education?
- What are the obstacles prohibiting you from continuing your education?
- What are your motivations?
- How often is job stability a concern? What is the long run projection?
- Some people don't know how to continue their career. Show pathways.
- Promote tuition reimbursement, in addition to other benefits.
- People may think they are not qualified for some jobs.
- Identify gaps.

### **Proposed 2019 Timeline**

February: Present proposed research questions to the Communications Task Force.

March: Present Focus Group Interview Guide document.

April: Conduct Focus Group at Element's Neenah location. Present qualitative summary.

May – August: Recruit survey participants. Deploy survey. Collect quantitative data.

September: Present Executive Summary to the Communications Task Force.

September – December: Determine strategy for promotion and publication of relevant findings.

December: Present relevant findings at NEWMA's full membership meeting, as part of the New North Summit.

- ✓ **Members are encouraged to contact Tara with any questions or ideas.**

### **PRESIDENT'S CUP SCHOLARSHIP GOLF OUTING 6/6/2019 @ BLACKWOLF RUN**

Almost all the presidents and vice presidents that attended 2018's outing have agreed to participate again this year.

There are still a couple of slots available for a manufacturing president to golf. Ann plans to have all the teams identified by the end of February. Teams will be announced at the 3/5/2019 full membership meeting.

Ann will contact last year's sponsors, giving them a deadline of March 8 to respond if they want to sponsor the event again. On March 12, Ann will announce the opportunity to sponsor to the membership. Additional \$1,500 sponsorships include; hole-in-one, 4 par 3 holes featuring a company name, and a course beverage sponsor. Sponsors can participate in the cocktail reception and will be featured in a special program ad.

President's Cup Teams - registered so far (red font = new attendee)		
Team	President, Company	President, Company
1	Kurt Voss, Amerilux International	Mark Kaiser, Lindquist Machine Corp.
2	Paul Rauscher, EMT International	Dan Ariens, Ariens Company
3	Kim Bassett, Bassett Mechanical	Louie Gentine, Sargento Foods
4		
5	Rob Parmentier, Marquis Yachts	John Pfeifer, Mercury Marine
6		
7	Mark Lasky, Sadoff Iron & Metal	<b>Wilson Jones, Oshkosh Corp.</b>
8	Tad Campana, Services Plus	Tom Schumacher, Services Plus
9	Rick Recktenwald, Walker Forge	Ann Franz, NEWMA
10	Dave Bolland, Plymouth Foam	<b>Glen Tellock, Lakeside Foods</b>
11	Mark Kallas, PanelTek	Tim Ellsworth, Georgia-Pacific
12	John Dennis, Gardan	Hold John Dennis
13		
14	Tim Pittner, Bemis Manufacturing	Harry Sydney, My Brother's Keeper
15	Jeff Anderson, Precision Paper Converters	<b>Tom Liebl, Sheboygan Box Company</b>
16	Erich Pfeifer, Marine Travelift	Rachael Conrad, Rockwell Automation
17	<b>Tom Slabe, Neenah Foundry</b>	Scott Kettler, Pioneer Metal Finishing
18	<b>Ricardo Abud, CMD Corp.</b>	HOLD for Ricardo

Ann is waiting to hear back from Jan Alman-Marinette Marine, John Ogorek-Nicolet Plastics, David Kohler-Kohler Co., and John Davis-Great Northern Corp. Members are encouraged to contact Ann if there are other presidents they would like to be invited.

#### FOX 11 COMMERCIAL/MANUFACTURING.CAREERS

Mike Kawleski shared that the commercial produced at Georgia-Pacific has been well received and widely viewed. Mike will check with their HR department to determine if there have been any other significant results since the commercial began to air.

The CMD Corp. father/son commercial will be promoted at the March full membership meeting to promote NEWMA's 'Take a Child to Work Day' initiative. A resource page will be developed on the website. The commercial will also be aired during manufacturing month.

#### RECRUITING TALENT FROM OUTSIDE OF WISCONSIN

- Ann will contact Brad Toll, GB Convention & Visitors Bureau, regarding reaching out to people outside of northeast Wisconsin for a Packer weekend contest. The contest would gauge people's interest and generate data regarding their possible moving back to the region for employment. Information would be sent to the registrant if they do express interest. The contest could be promoted through an Alumni Nation ad.
- The Alliance Board approved Ann attending a Wisconsin veteran's outreach program at Fort Leonard Wood Army Base in Missouri on May 8-9, 2019. This will give the Alliance a firsthand experience of the Wisconsin jobs interest of personnel that are ending their service. Ann will send an email to members requesting their \$18+ per hour job opportunities they would like her to recruit. Job descriptions and contact information will be needed for locations members would like promoted.
- A Talent Reload event, with individuals identified as being interested in Wisconsin jobs, could be held. Service members and their significant others can be brought to the area to tour businesses, learn about the benefits of living in northeast Wisconsin, and attend a Packer's preseason game. There are several videos available, highlighting the region, that can be shared.
- The Microsoft grant the Alliance received will provide funds to host Wisconsin and Michigan college/university faculty to attend an **Internship Draft Day Faculty Tour**. By having faculty connect with Alliance member companies, there is greater likelihood they will promote IDD to their students. This event is being organized by the Talent Task

Force and is slated for May, after the spring term ends. Companies sponsoring IDD will have an opportunity to attend the event.

#### **OTHER NEWS**

- Mike Kawleski shared that Insight on Manufacturing will be featuring Georgia-Pacific in an upcoming story about sustainability in manufacturing.
- NEWMA is celebrating its 10-year anniversary of the Vitality Study.
- The Industry 4.0 survey will be administered March 6 – 30, 2019.
- The retired worker survey will be administered to member manufacturing workers, age 55+, during April. Paper surveys will be available for employees that do not have Internet access.

#### **NEXT MEETING DATE/LOCATION/TIME/AGENDA**

The next Communications Task Force meeting is on Wednesday, April 17, 2019 at Optima Machinery (Green Bay), 8:00 to 9:30 a.m. Agenda:

- ✓ NEWMA Research Project with Element
- ✓ President's Cup Scholarship Golf
- ✓ Fox 11 Commercial/Manufacturing.Careers
- ✓ Recruiting Talent from Outside Wisconsin