

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
Optima Machinery Corporation – Green Bay, WI
Wednesday, April 17, 2019 – 8:00 AM**

ATTENDEES: Tara Brzozowski-Element, Melissa Demulin-BPM Inc., Mike Dockum-Element, John Giesfeldt-Durr MEGTEC, Mike Kawleski-Georgia-Pacific, Melissa Kuhn-Optima, Rick Nelson-RRD, Lori O'Connor-Leighton Interactive, Carrie Rule-UWO, Jessica Thiel-Insight, Ann Vande Hei-Zepnick Solutions, Beth Vann-CMD Corp., Nate Vosters-Heartland Label Printers, Steve Wilhelms-Heartland Label Printers Ann Franz-NEWMA, Debbie Thompson-NWTC

PRESIDENT’S CUP SCHOLARSHIP GOLF SCRAMBLE

Over half of the companies that sponsored the 2018 President’s Cup are sponsoring this year’s event.

- **One sponsorship remaining for the \$3,000 gold sponsorships.** Ruder Ware sponsored 2 teams!
- The 3 cocktail sponsorships are filled.
- Lunch and beverage sponsorships are filled.
- **2 - \$1,000 breakfast sponsors are needed**
- **1 - \$1,500 hole-in-one sponsor are needed.**

Please contact Ann if your company would like to sponsor.

2019 PRESIDENT’S CUP		
Team	Featured President	Featured President/VP
1	Kurt Voss, Amerilux International	Mark Kaiser, Lindquist Machine Corp.
2	Paul Rauscher, EMT International	VP at Ariens Company
3	Kim Bassett, Bassett Mechanical	Louie Gentine, Sargento Foods
4	Lanny Viegut, Carnivore Meats	Curt Ignacio, Marion Body Works
5	Rob Parmentier, Marquis Yachts	John Pfeifer, Mercury Marine
6	Jamie Veaser, Machine Plus	Uli Unterriker, Optima Machinery
7	Mark Lasky, Sadoff Iron & Metal	Wilson Jones, Oshkosh Corporation
8	Tad Campana, Services Plus	Tom Schumacher, Services Plus
9	Rick Recktenwald, Walker Forge	Ann Franz, NEWMA
10	Dave Bolland, Plymouth Foam	Glen Tellock, Lakeside Foods
11	Mark Kallas, PanelTek	Tim Ellsworth, Georgia-Pacific
12	John Dennis, Gardan	Mark Biznek, Kohler Co.
13	Jan Alman, Fincantieri Marinette Marine	Mark Hogan, WEDC
14	Tim Pittner, Bemis Manufacturing	Harry Sydney, My Brother's Keeper
15	Jeff Anderson, Precision Paper Converters	Marty Girga, Fives Giddings & Lewis
16	Erich Pfiefer, Marine Travelift	Rachael Conrad, Rockwell Automation
17	Tom Slabe, Neenah Foundry	Scott Kettler, Pioneer Metal Finishing
18	Ricardo Abud, CMD Corp.	Stan Blakney, PCMC

Members discussed potential give aways. Last year’s participants received a ball marker. Suggestions for a higher quality item included; a pullover, soft sided cooler bag, or golf towel. The give away will feature the event logo. Ann will get prices and follow-up with the group. The program book will be larger this year, due to having more sponsors.

RESEARCH PROJECTS

CMD CORP. RESEARCH FINDINGS – APRIL 2017

Beth Vann shared CMD Corp's 2017 'National vs. Local Focus Group Similarities and Differences' survey results. Three focus groups (baby boomers, generation x, millennials) were conducted. Each group represented a diverse set of employees. **Objectives:** Determine differences, if any, between the international study and their local focus group participants as it pertains to preferences and behavioral patterns across and within generations. The results showed regional differences, in addition to generational differences. CMD Corp. then developed their recruitment and brand strategies based on the results. SEE ATTACHMENT.

NEWMA RESEARCH PROJECT WITH 19-30 YEAR OLDS

Organizers are fine tuning NEWMA's survey, with an emphasis on not duplicating research already done. Members agreed respondents should represent a more generalized population (not only All Stars), 19-30 years of age, to avoid bias. Members were encouraged to consider what was important to them at this age.

People like to view videos about people working at a company. Many recruits, when asked, confirm watching company videos to learn about the quality of people working there.

RECRUITMENT OF INDIVIDUALS LIVING OUTSIDE OF NORTHEAST WI

NMU Recruitment

On 4/15/2019, Ann and some NEWMA members attended meetings at Northern Michigan University. NMU is unique in that it offers certificates/degrees in welding, industrial maintenance, and manufacturing production, etc. The goal is to have more of their students participate in internships and full time jobs at Alliance member companies.

The event had great conversations with various NMU departments reps. NEWMA company reps in attendance were from CMD Corp., Carnivore Meat Company, Engineering Specialists, and Pioneer Metal Finishing. The 5/22 Faculty Tour, IDD, and the Industry 4.0 survey were discussed to get them excited about regional opportunities.

Military Recruitment

Ann will be going to Fort Leonard Wood Army Base on May 8-9 for their transitioning out of the military career fair. She will be bringing information regarding NEWMA member job postings that pay a minimum of \$20 per hour. Suggestions for other things to bring included:

- Home magazines that show the cost effectiveness of living in the region.
- Visitor's Bureau information.
- Greater Green Bay Chamber's Fact Book.
- *All Stars* magazines.
- New North video that promotes the region.
- Video snippets of veterans who live in northeast Wisconsin stating why they enjoy living and working in here.

Ann will be asking the individual veterans if they would be interested in coming to the region for a weekend with their significant other to learn more about local opportunities.

Reps from the Greater Green Bay Chamber and WEDC will also be attending. **Members are encouraged to contact Ann if they would like to attend this event.**

NORTHEAST WI VITALITY INDEX – 10 YEAR ANNIVERSARY

The Vitality Study is often cited by media. This year will be the Vitality Study's 10 year anniversary. A promotional event could be held the day before December's New North Summit at UW Oshkosh. Ideas included:

- Provide video snippets of data to share with the membership.
- Show the expansions over the years.
- Highlight the many companies that are hiring.

ALLIANCE SURVEYS

Over 100 companies have taken the **Industry 4.0 Survey**, funded by Microsoft. The first meeting to learn about the results is scheduled for next week. Full results and review will be conducted at the June 18 full membership meeting. An executive summary will be shared.

Ann will soon be sending to the membership the **Retirement Retention Survey**. This brief survey will ask employees age 55+ what will keep them working. If they are interested in continuing, the survey asks when they would like to work. The survey will be offered online, in addition to a paper copy. Paper completed surveys can be mail back to Ann. The hope is to get at least 500 respondents. The completion deadline will be May 24, 2019.

The Alliance recently wrote out a college scholarship, which put the organization at \$250,000 total given in scholarships. Ann is working on an article, which will be shared with the membership and media.

NEXT MEETING DATE/LOCATION/TIME/AGENDA

The next Communications Task Force meeting is on Wednesday, May 15, 2019 at Element (Neenah), 8:00 to 9:30 a.m.

Agenda:

- ✓ President's Cup Scholarship Golf
- ✓ Research Project Involving 19 – 30 Year Old's
- ✓ Recruitment of Individuals Living Outside Northeast WI
- ✓ Updates: Alliance Surveys & Vitality Index 10 Year Anniversary