

**NEW Manufacturing Alliance
Communications Task Force Minutes**

May 15, 2019

Element

8 a.m. – 9:30 a.m.

ATTENDEES: Pete Bilski-McClone, Mindie Boynton-MPTC, Tara Brzozowski-Element, Melissa Demulin-BPM Inc., John Giesfeldt-Durr MEGTEC, Mike Kawleski-Georgia-Pacific, Lori O'Connor-Leighton Interactive, Carrie Rule-UWO, Mike Schlagenhauser-Acuity, Jessica Thiel-Insight, Kevin Tuttle-The GEO Group, Nate Vosters-Heartland Label Printers, Ann Franz-NEWMA

Topic 1: President's Cup Scholarship Golf Scramble

Sponsorship needed:

- One sponsorship remaining for the \$3,000 gold sponsorships.
- 2 - \$1,000 breakfast sponsors are needed
- 1 - \$1,500 hole-in-one sponsor are needed.

Compared to last year's event, there are an additional \$10,500 in sponsorships thus far. The Alliance since its' inception has sponsored over a quarter million dollars in college scholarships.

Topic 2: Recruitment of individuals outside of northeast Wisconsin

On 5/8/2019, Ann traveled with Team Wisconsin members to Fort Leonard Wood Military Base to recruit soon to be discharged military personnel. 100+ transitioning service members attended the recruitment event which included a large WI presence. Ann promoted 80+ NEWMA member company jobs and had roughly 20 conversations with people interested in moving to Wisconsin. Ann will follow-up with service members regarding what more they would like to know about the area, in addition as to whether they would like to travel to northeast Wisconsin for a weekend visit. 10 service members and their significant others could be invited. The event could feature:

- A Packer tailgate party.
- Education reps discussing Wisconsin's great K-12 system and colleges/universities.
- Job opportunities for them and their significant others.
- Reasons to live in northeast Wisconsin: quality of life, healthcare, low cost of living, recreational activities, etc.

A WEDC grant could be used to fund the weekend, in addition to employers paying to host the service members. Ann will contact WEDC about working together on the event, along with securing the veteran's contact list.

May 22 the Alliance hosted 79 faculty/deans/staff from 11 different colleges including UW Platteville, UW Stout, Michigan Tech, Northern Michigan University and northeast Wisconsin regional colleges. The event was to share the results of the Industry 4.0 study, along with promoting the November 14, 2019 Internship Draft Day. There was much excitement about how to engage their students with Alliance member internships. One faculty member remarked that although he already has scheduled an exam for the day of Internship Draft Day, he is going to change it so his students can attend the Alliance's event.

Topic 3: 19-30 year old research project

The focus group will be held on June 20 from 1 p.m. – 3 p.m. Members are asked to allow 1-2 employees to leave their facility to participate in the study that will be held at Element's De Pere office.

Topic 4: Upcoming promotion regarding Alliance surveys, including 10 year anniversary of the Northeast Wisconsin Vitality Index

The 10 year anniversary of the study announcement will be held the day before the New North Summit on December 4 at 10 a.m. Ideally the taskforce would like to host it at either UW Oshkosh, due to the college administering the study over the past 10 years. It would be beneficial to have a big name manufacturer, possibly Wilson Jones, also share comments at the event. Senator Ron Johnson with his ties to manufacturing and Oshkosh is another person that might help get the media to the press conference. Leighton Interactive will be working on a highly engaging presentation. The

invite list would include the media and manufacturing leaders. The media kit will include some B-roll, along with the study report. The taskforce will continue to work on this event at future meetings.

Topic 5: 2020 All Stars

The taskforce reviewed the nomination forms and agreed to keep it as is. The questionnaire that is given to the winners will ask 'Why have you chosen to live in northeast Wisconsin?' The answers will be incorporated into the Alliance's marketing materials to recruit talent from outside of the region.

Topic 6: Next meeting on July 17 at 8 a.m. at Heartland Label Printers. The focus of the meeting will be nominating the 2020 All Stars. Members of the taskforce should read all of the nominations before coming to the meeting. In addition, be prepared to share your top 10 All Star picks and top 2 All Star Mentors.