

**NEW Manufacturing Alliance**  
**COMMUNICATIONS TASK FORCE MEETING MINUTES**  
**Heartland Label Printers – Little Chute, WI**  
**Wednesday, February 19, 2020 – 8:00 AM**

**ATTENDEES:** Mindie Boynton-MPTC, Brandon Buchholz-Heartland Label, Tara Brzozowski-Element, Patty Hendrickson-CleanPower, Mike Kawleski-Georgia-Pacific, Lori O'Connor-Leighton Interactive, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

**MILLENNIAL PERCEPTIONS STUDY RESULTS – RECRUITMENT STRATEGIES**

Mike Dockum is finalizing the edits, in addition to taking a deeper dive into the data. Tara is working on a handout for Ann to distribute to the membership. The data shared with NEWMA will be featured in an *Insight* article in May, with potential to have additional related articles published. Marketing strategies based on the data will be discussed at the April 15 Communications Task Force meeting.

600 millennials took the survey, 500 national and 100 area participants. The survey focused on the following areas.

- Why do you like working in manufacturing?
- What methods do you use to job search?
- What job benefits are you looking for?
- If you are currently living in Northeast Wisconsin, what do you like about living here?

The study results will also be featured at the March 24 full membership meeting. 45 minutes will be spent sharing the survey data, followed by 15 minutes of roundtable discussions. Attendees will then discuss the findings. Discussion questions could include:

- Did the survey results surprise you?
- List the top three tools companies are using to recruit millennials, based on the survey results. Would you agree these are the top three recruitment methods? Provide any feedback.
- List the bottom three recruitment methods, based on the survey results. Would you agree these are the bottom three recruitment methods? Provide any feedback.
- How is your organization trying to attract talent?
- What are the best ways you have used to attract millennials?
- Employee referrals were found to be one of the top recruitment methods. Does your company have an employee referral program?

**MEMBERSHIP RECRUITMENT FLYER & MEMBERSHIP DISCOUNT PROGRAM**

There are 18 new NEWMA members for 2020. Members reviewed Pam's **membership recruitment flyer** draft. **See attachment.** Flyer benefits include; talent recruitment, industry networking, K-12 outreach, industry information, grants & seminars, company exposure, All Star awards, and unified voice. Pam updated the flyer based on members' feedback.

Pam gave a presentation regarding the proposed **membership discount program**. The Task Force agreed this would be of value to the membership. A form will be created for members to complete if they want to offer a discount. A page could be dedicated on the website for this new benefit. Member benefits, participating company information, contacts, parameters, and disclaimer can be on the webpage. Offers will be categorized. A name for the program, like 'NEWMA Member to Member Savings Program' was discussed.

The program will be announced at the March full membership meeting. Pam will put together a draft to put out to the membership. Only NEWMA members (Manufacturers, Associate, Affiliates) will be able to offer the discounts.

## PRESIDENT'S CUP SCHOLARSHIP GOLF OUTING – 6/4/2020 – AT BLACKWOLF RUN – KOHLER, WI

2020's President's Cup has a few openings remaining.

Team	Name, Company	Name, Company
1	Kurt Voss, Amerilux International	Mark Kaiser, Lindquist Machine Corp.
2	Paul Rauscher, EMT International	Plexus VP
3	Kim Bassett, Bassett Mechanical	Louie Gentine, Sargento Foods
4	Lanny Viegut, Carnivore Meat Company	Possible Marion Body Works
5	Rob Parmentier, Marquis Yachts	Matthew Vetzner, Marquis Yachts
6	Jamie Veaser, Machine Plus	Uli Unterriker, Optima Machinery
7	Mark Lasky, Sadoff Iron & Metal Co.	Wilson Jones, Oshkosh Corporation
8	Rick Recktenwald, Walker Forge	Ann Franz, NEWMA
9	Glen Tellock, Lakeside Foods	Terry Brei, Sure Controls
10	Mark Kallas, PanelTEK LLC	
11	John Dennis, Gardan	<i>Hold</i> – VP from Mercury Marine
12	Jan Allman, Fincantieri Marinette Marine	Paul Konopa, NEW Hydraulics
13	Kevin Stevick, Pioneer Metal Finishing	Scott Kettler, Pioneer Metal
14	Tim Ellsworth, Georgia-Pacific	Brian Holte, Rockwell Automation
15	Bryan Hollenbach, Green Bay Packaging	Jeff Miller, CBC Coating Inc.
16	Tad Campana, Services Plus	Jeff Pallini, Fosber America
17	Ricardo Abud, CMD Corp.	Stan Blakney, PCMC
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Many of the presidents are returning from last year; however, a few cannot attend. Ann asked members if there are any company presidents they would like invited who are not on the list. The goal is to have the teams finalized by the end of February. Ann will contact past sponsors in early March. Companies will have two business days to confirm if they want the same president that they golfed with in 2019. Any remaining sponsorships will be offered to the full membership.

### MANUFACTURING FIRST EXPO & CONFERENCE (MFEC) - KEYNOTE SPEAKERS

The MFEC will be celebrating its 10-year anniversary in October. Dan Burris, futurist, costs \$25,000 which may be more than the event can afford. Ann said another possible keynote lead is [Dr. Rick Rigsby](#), who speaks on 21<sup>st</sup> century leaders. Ann asked members if there is anyone they would like to have considered to speak at the event. Patty Hendrickson suggested looking into having [Linda Edgecombe](#) speak - a humorous, dynamic motivational speaker. Ann will follow-up with the keynote leads and organizers.

### RECRUITING TALENT FROM OUTSIDE THE NEW NORTH REGION

Based on Element's survey data, members discussed possible initiatives for recruiting talent from outside the New North region. New North has produced some great videos that communicate why someone would want to live here. Lori O'Connor shared that New North has eight new videos set to be released that promote the region. The videos will feature testimonials from various people, with more emotive messaging. Ann will reach out to Brad Toll of the Green Bay Convention & Visitors Bureau for an update on possible partnerships for this initiative.

Mindie Boynton suggested NEWMA produce podcasts. MPTC has been using podcasts to collaborate with their manufacturers to discuss talent development and training. Podcasting is national, extends conversations and can be easily edited. They are like a radio talk show, easy to produce, and published on several networks. Questions can be given in advance. The use of podcasts will be discussed at the next meeting.

Ann is collaborating with the STEM Task Force to host a female STEM event. This includes featuring 8-10 females who currently work in STEM careers. Each week organizers are looking to host a YouTube live with one of the ladies at their workplace. Podcasts were discussed as a possible option for this initiative.

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

The next Communications Task Force meeting is on Wednesday, April 15, 2020 at Leighton Interactive (Green Bay), 8:00 to 9:30 a.m. Agenda:

- ✓ Millennial Perceptions Study Results – Marketing Strategies & Full Membership Meeting
- ✓ President’s Cup
- ✓ Manufacturing First Expo & Conference – Keynote Speakers
- ✓ Recruiting Talent from Outside the New North Region - Podcasts
- ✓ Next Meeting Date/Time/Location/Agenda