

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
WebEx
Wednesday, April 15, 2020 – 8:00 AM

ATTENDEES: Pete Bilski-McClone, Tara Brzozowski-Element, Mike Kawleski-Georgia-Pacific, Melissa Kuhn-Optima, Jon Meulmans-von Briesen & Roper, s.c., Lori O'Connor-Leighton Interactive, Nate Vosters-Heartland Label, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

COVID-19

COMPANY COVID-19 PRACTICES

- Increased communication daily with key employees.
- Additional sanitizing, increased cleaning of high touch points.
- Virtual interviews.
- Staggered shift changes.
- Visitor policy to sign a no COVID-19 contact form.
- Creating new opportunities for service techs to assist manufacturers that they no longer can visit in-person.
- For employees showing symptoms, require a signed health form with doctor stating health status.
- Offer support tactics to work remotely.
- Increased digital marketing.
- Longer term projects are getting worked on or put on hold.
- Creating new strategies to generate leads for outside reps.
- May add more communication with employees about how the company is actively dealing with COVID-19 to make them feel safer.
- Local manufacturers in the news for having COVID-19 among employees creates an opportunity to raise awareness on ways to stop the spread.

Ideas to organize additional support for members - Create a tip sheet, podcast or webinar on doing virtual interviews, communicating best practices, other support tools and "Employer Lessons Learned". Lori and Tara will categorize possible topics and questions to ask members, then share with Ann. Ann will send an email to members to create this communication.

NEWMA COVID-19 ACTIVITIES

- Weekly email to the membership with government websites and other miscellaneous COVID-19 information.
- Conducted a survey for the WEDC on manufactures' current and potential manufacturing capabilities for PPE.
- Met with hospital directors of procurement to assist them with PPE, connecting them to new resources.
- Created a program to connect Alliance members dislocated due to COVID-19 to Alliance members that are hiring short-term workers.
- Partnered with the Greater Green Bay Chamber on a joint recruitment of short-term workers. Several TV stations and other media sources shared the story on their newscast/publications.
- Created a best practices forum to share what Alliance members are doing related to COVID-19.
- Weekly email with online training opportunities related to COVID-19.
- Found another source for K-95 (*not N-95*) facemasks. Members are encouraged to contact [Ann Franz](#) if their company needs facemasks.
- **Ann encouraged members to share with her any ideas for further NEWMA response to the pandemic.**

Upcoming 2020 events that may need to be rescheduled or cancelled:

- April – North Coast Marine Manufacturing Alliance - Associate Member breakfast (*reschedule for July/August*)
- April 29 – Hiring & Retaining Gen Z's Training (*reschedule for August*)
- May 2 – Retirement Readiness Seminar (*rescheduled for September 12*)

- May 6 – You Can Make It Career Expo at Lombardi Middle School, with Edison M.S. (*cancelled*)
- May 7 – Marinette County Plant Tours for K-12 Administrators & Counselors (*possibly reschedule for fall*)
- May 11 – Earn & Learn Draft Day (*reschedule for August*)
- June 4 – President’s Cup (*rescheduled for August 5*)
- June 10 – Quarterly Membership Meeting (*TBD – may be at Acuity or virtual*) Members will not likely want to unite physically, in a large group setting. A couple of options for attending could be offered, with small groups that unite virtually. A professional videographer can tape the meeting for those who can’t attend. One possibility is to have a scaled down version by having presenters summarize topics and offer a webinar later. Ann will be finalizing the event at the 5/7/2020 Board of Directors meeting.
- Get Real Math/Science Videos – It takes three months to produce the videos, with the filming completed in early August. Teachers that are writing the curriculum need enough time to complete it before the schools go back in session. The latest date to have the planning meeting with the companies would be the first week of May.

MEMBER 2 MEMBER (M2M) SAVINGS PROGRAM

The new M2M Savings Program will be promoted at the 6/10/2020 full membership meeting. So far, three companies are offering discounts to NEWMA members.

- **NEW Hydraulics** – 10% Discount on Custom Tubes & Hoses
- **PAYCHEX** - Complimentary Access to OSHA Compliance & Labor Laws - 50% Off Implementation - Free W-2s the First Year
- **Zenith EXPRESS** - 15% Discount on All Local & Nationwide Expedite Transportation Services

M2M: [Registration Form](#) & [Savings Guide](#)

PRESIDENT’S CUP – BLACKWOLF RUN’S RIVER COURSE – KOHLER, WI

Due to the current pandemic, the date has been changed to August 5, starting at 1:00 p.m. By having the event later in the day, the two Breakfast Sponsorships (\$1000 each) will not be needed. Ann has been contacting the featured presidents about the new date. After the presidents are confirmed, she will contact the sponsors.

Available sponsorships:

HOLE IN ONE SPONSOR \$500 – One Available

- Company name on a sign at each of the two par 3 holes.
- Two attendees for the Cocktail Reception.

GOLD SPONSOR \$3000 – Five Available

- Two golfers from your company will be paired with a president and another executive.
- Serve as a hole sponsor with your company’s logo featured on a flag on a green.
- Your organization will be promoted in a one-page advertisement in the event program given to all attendees.

The following teams need a Gold Sponsor:

Team 7: Mark Lasky, Sadoff Iron & Metal *and* Wilson Jones, Oshkosh Corp.

Team 8: Rick Recktenwald, Walker Forge *and* Ann Franz, NEWMA

Team 10: Mark Kallas, PanelTek *and* Mark Biznek, Kohler

Team 14: Tim Ellsworth, Georgia-Pacific *and* Brian Holte, Rockwell Automation

Team 18: Sam Thomas, Robinson Metal *and* Plexus

MANUFACTURING FIRST EXPO & CONFERENCE (MFEC)

Due to the Alliance receiving a \$30,000 Microsoft grant, it can invest in Daniel Burrus, futurist, as the MFEC keynote speaker. Gretchen & Tim Gilbertson, owners of Seura, will be the morning manufacturer keynotes. This year’s event will be the MFEC’s 10-year anniversary. We need to look into how other expos are changing formatting due to COVID-19. Suggestions to format change include producing a 1-minute commercial video of each exhibitor on a weblink and having a webinar after the event for attendees for each speaker. This will be tabled until next month. Promoting the event will

be delayed until June as of now. Discussed possibly doing a podcast or YouTube live focused on Alliance member news and recruiting individuals to move to the region for manufacturing jobs (two different types of podcasts).

How can we market manufacturing industry to hospitality employees? Nate mentioned he has found many people who “didn’t even know a manufacturing career was possible” for them. He will share more info at the May meeting. We can use information gathered from the ‘Recruitment of 18-30 Year Old’s’ survey to market to these people. Pete also suggested creating a seminar on being an “Employer of Choice”

Ann stated the keynote, Daniel Burrus, is hosting a webinar after the event. MFEC marketing will begin in June.

RECRUITING TALENT FROM OUTSIDE THE NEW NORTH REGION VIA PODCASTS

Discussed possibly doing a weekly 5-10 minute podcast or YouTube live focused on Alliance member news and recruiting individuals to move to the region for manufacturing jobs (two different types of podcasts).

How can we market the manufacturing industry to hospitality employees? Looking at a different career Nate mentioned he has found many people “didn’t even know a manufacturing career was possible”. He will share more info at the May meeting. We can use information gathered from the 18-30 year old survey to market to this sector. Pete also suggested creating a seminar on being an “Employer of Choice”.

Pam is putting together a video montage, focusing on how companies are making a difference during the pandemic. Messaging and stories will be used for recruitment.

NEXT MEETING DATE/TIME/LOCATION/AGENDA

The next Communications Task Force meeting is on Wednesday, May 20, 2020 at 8:00 to 9:30 a.m., via WebEx. Agenda:

- ✓ COVID-19 Initiatives and NEWMA webinars/podcasts
- ✓ M2M Savings Program
- ✓ President’s Cup
- ✓ Manufacturing First Expo & Conference
- ✓ Recruiting Talent from the Retail/Hospitality Industry
- ✓ Next Meeting Date/Time/Location/Agenda