

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES
Wednesday, May 20, 2020 – 8:00 AM

ATTENDEES: John Behrens-Imaginasium, Pete Bilski-McClone, Tara Brzozowski-Element, John Giesfeldt-Durr MEGTEC, Mike Kawleski-Georgia-Pacific, Adam Kraus-Imaginasium, Melissa Kuhn-Optima, Joe Lancour-Brand Advantage Group, Lori O'Connor-Leighton Interactive, Georgia Roeming-The Geo Group, Greg Scanlon-Munroe Exhibits & Graphics, Jessica Thiel-Insight, Ann VandeHei-Zepnick Solutions, Nate Vosters-Heartland Label Printers, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

COVID-19

MEMBER BEST PRACTICES

- Many organizations have questions regarding reopening and bringing back employees, including those that have been laid-off. Pete Bilski will send Ann related information to share with the membership.
- Many manufacturers are deemed essential businesses and have been open. A lot of their office personnel has worked remotely.
- Companies vary in their temperature checks and mask requirements.
- It will be challenging to wear masks in high temp areas of a plant.
- It is important to have updated PPE requirements posted so they are visible, easily seen by affected employees.
- Georgia-Pacific's internal SharePoint site posts internal messages, including PPE updates. Employees are also able to ask questions on the site. The company hosts a daily internal Microsoft Teams COVID meeting.
- Responsibility falls on the employee to follow PPE guidelines.

NEWMA COVID-19 ACTIVITIES

- Continue a weekly communication of webinar offerings and COVID resources updates.
- Identified PPE sources for Alliance members to purchase for their employees.
- Held a Manufacturers' Roundtable in partnership with the Greater Green Bay Chamber on April 30. Hosted 52 registered attendees.
- Surveyed members regarding their interest in COVID-19 related topics. Top choices for each of the four categories:
 1. **Workforce Issues**
 - How to handle sensitive communications (if an employee is sick)
 - Motivating and managing employee stress
 2. **Sales & Marketing**
 - Lead generation in an era of COVID-19 (trade shows, outside sales, virtual sales calls) (2nd Choice)
 3. **Production**
 - Social distancing in the workplace (3rd Choice)
 4. **Management**
 - Crisis management planning and execution (1st Choice – Acuity will present on this topic at the 6/10/2020 virtual full membership meeting.)
- The Alliance was featured on [NBC 26 News](#), discussing companies that are hiring.
- Connecting manufacturers with grants for PPE start-ups.
- Created a new COVID-19 directory, featuring free full-page ads for members.
- Assisted the Brown County Health Department with reviewing its 'Health Guidance Directory for Manufacturers'.

2021 ALL STARS

Nominations begin June 1, with the deadline set for July 10, 2020. Members will review and vote on the nominations at the July 22 meeting. Winners are usually filmed the end of August. The All Stars will be featured at the Excellence in Manufacturing/K-12 Partnerships Awards, tentatively scheduled for October 20. A virtual contingency plan will be prepared in case the event cannot be held in-person.

PRESIDENT'S CUP – BLACKWOLF RUN'S RIVER COURSE – KOHLER, WI – 8/5/2020

The following teams need a \$3000 Gold Sponsor:

Team 8: Rick Recktenwald, Walker Forge & Ann Franz, NEWMA

Team 10: Mark Kallas, PanelTek & Mark Biznek, Kohler Co.

Team 11: John Dennis, Gardan & John Miller, Engineering Specialists

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

The hole-in-one sponsorships are sold. Ann will work to secure the final sponsorships and further promote the event. Pam will design the event program, which will save approximately \$500.

MANUFACTURING FIRST EXPO & CONFERENCE (MFEC) & OTHER WEBINARS

Due to COVID, organizers meet weekly and are exploring the possibility of hosting the event in-person and virtually. This will be the MFEC's 10-year anniversary and may be hosted over several days. Face-to-face meetings via Zoom or WebEx can be scheduled with exhibitors. Other events that have a virtual component are being reviewed.

Ann received several calls from companies interested in working with the Alliance to host a webinar. So many companies are interested that it would probably overwhelm the membership with emails about all the webinars. There are more companies interested in speaking than slots available for the remaining 2020 NEWMA quarterly membership meetings. Two sponsors, Acuity and Wipfli, are secured for the June 10 meeting. Members agree there would be value in charging \$1000 to have Alliance members co-sponsor webinars. The webinar would need to be of value for Alliance members.

RECRUITING TALENT FROM THE RETAIL/HOSPITALITY INDUSTRY & HEARTLAND LABEL PRINTERS' BEST PRACTICES

Nate gave some insights regarding HLP's hiring from the retail and hospitality sectors. Many of their employees from these sectors took their retail/hospitality jobs out of high school and did not realize; a manufacturing career was an option for them, *or* that manufacturing offers competitive pay and benefits. These employees have been able to help HLP further recruit employees for their company. Offering non-rotating shifts has been an attractive benefit.

If one week of training was offered to these employees during onboarding, recommended trainings would be; communication skills, reliability, work ethic, basic math skills, the Microsoft Office Suite (PPT, Word, Excel, etc.). Nate shared he is in the process of developing 'Heartland University' to foster employee growth.

The following are suggestions discussed for promoting Alliance member jobs to hospitality/retail sector employees.

- Contact the HR department if a company is laying off employees.
- Promote through social media.
- Be proactive with the educational institutions; tech schools, high schools, internships, youth apprenticeships, etc.
- Connect with the workforce development boards.
- Use your employees to help you recruit.
- Message on-the-job training, if offered. No experience required can be powerful. As well as 'We will train you!'.

It was suggested to not publicize that the hospitality and retail employees are being targeted, but to look at how overall recruitment can be improved.

EMPLOYER OF CHOICE PROGRAM

As an enhancement to member benefits, Pete Bilski suggested NEWMA form an 'Employer of Choice' program. He would like to be part of this initiative that could serve as a great developmental tool. Possible topics:

- ✓ Highlights of Millennial Perceptions Study – *Will be a topic at the 6/10 full membership meeting, presented by Element.*
- ✓ Culture Development
- ✓ Brand Development

- ✓ The Recruitment Process – What do successful organizations do for recruitment and interviewing?
- ✓ Interviewing
- ✓ Recruitment Metrics

A free webinar could be hosted on how to make your company an ‘Employer of Choice’. NEWMA could host a monthly webinar sponsored by a company. There would be value in packaging the materials into something more substantial, talking about different aspects such as drawing candidates in any economy. Ann feels the webinars could eventually be held in-person as well.

Lori O’Connor shared that some of the webinar series are not having very good attendance and asked if there is another element where manufacturers can connect for one-on-one for resources, rather than getting them all in one setting. It will depend on the content and developing who is being targeted. Regional SHRM groups could be invited to help with recruitment, messaging, interviewing and metrics.

Mindie Boynton suggested taking a step back and thinking about the approach. What is the goal and how can this group differentiate? Four-hour webinars may be too long. Many organizations have jumped on the bandwagon and are offering these types of webinars. The ‘Employer of Choice’ program will be a topic at the July 22 meeting.

2021 VITALITY INDEX STUDY

Members are asked to think of possible Vitality Index Study questions, prior to the July 22 meeting. Questions related to COVID-19 can also be part of the Study. It was agreed to partner again with Leighton Interactive to create and print the brochure for the 2021 data. Securing a booklet sponsor is also being considered.

Mindie Boynton shared that NEWMA’s Vitality Index Study has been helpful to obtain training grant dollars for educational institutions.

NEXT MEETING DATE/TIME/LOCATION/AGENDA

The next Communications Task Force meeting is on Wednesday, July 22, 2020, 8:00 to 9:30 a.m., via WebEx. Agenda:

- ✓ **VOTE ON 2021 ALL STARS**
- ✓ COVID-19 Initiatives
- ✓ President’s Cup
- ✓ Manufacturing First Expo & Conference
- ✓ Employer of Choice Program
- ✓ 2021 Vitality Index Study
- ✓ Next Meeting Date/Time/Location/Agenda