

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES
Wednesday, July 22, 2020 – 8:00 to 9:00 AM

ATTENDEES: Pete Bilski-McClone, Tara Brzozowski-Element, Brandon Buchholz-Heartland Label Printers, Nick Exarhos-Engineering Specialists, Patty Hendrickson-MidAmerican Building Services, Mike Kawleski-Georgia-Pacific, Melissa Kuhn-Optima, Joe Lancour-Brand Advantage Group, Lori O'Connor-Leighton Interactive, Judy Price-UWGB, Jessica Thiel-Insight, Nate Vosters-Heartland Label Printers, Ann Franz-NEWMA, Debbie Thompson-NWTC

COVID-19

NEWMA's COVID-19 Directory has had over 700 views, resulting in many of the featured companies receiving additional business. Due to its popularity, the Alliance will be producing two more directories featuring its M2M Savings Program and the North Coast Marine Manufacturing Alliance Associate Members.

2021 ALL STARS VOTING

Voting has concluded. Members discussed ideas for recognizing the 2021 All Stars. Traditionally, one of the events where the winners were recognized was at NEWMA's Excellence in K-12/Mfg. Partnerships Awards. Last year's event hosted 425 attendees and will not be feasible to that magnitude this year. An Awards dinner could be held in December 2020 or March 2021 after the Quarterly Membership meeting. The All Stars would be featured at the Quarterly Membership meetings as was done last year.

Alex Zacarias is interested in once again filming the All Stars, but is concerned about conducting physically close, office interviews with masks. He suggested conducting the interviews in a larger space at NWTC, in addition to filming at the company. The 8/5 agenda will continue the All Stars filming and recognition conversation.

PRESIDENT'S CUP SCHOLARSHIP GOLF OUTING – BLACKWOLF RUN – KOHLER, WI – 8/5/2020

The 2020 President's Cup has sold out. 17 teams will be participating, netting \$40,000 for the scholarship fund. Due to scheduling conflicts, a couple of the presidents will be golfing with their sponsor on a different day. Being COVID minded, each golf cart will be utilized by a specific organization. The cocktail reception will be held outdoors.

MANUFACTURING FIRST EXPO & CONFERENCE (MFEC)

The [MFEC](#) will be held virtually October 20-22. There will be more exhibit time, networking opportunities, with the option of face-to-face meetings. There will also be a special CEO luncheon. The virtual platform using AI technology will allow exhibitors to connect and know who is truly interested in their products or services. High school students will be offered a virtual career exploration experience. For two hours, students can virtually go to different booths to discuss careers with company reps.

Daniel Burrus, a leading futurist and business strategist, is the keynote speaker. As a strategic advisor to executives from Fortune 500 companies, he helps develop game-changing strategies based on his proven methodologies for capitalizing on technology innovations and their future impact.

MILLENNIAL STUDY

Element created an Executive Summary based on the study's findings. Today's discussion centered on how members can use the data to recruit millennials. The summary will be sent to members. This exclusive information is a member benefit and will not be posted on NEWMA's website.

It will be very individualized how companies proceed, depending on the size of the company and their marketing budget. NEWMA's marketing agency members can be a resource to help member organizations move forward. Members are asked to review the PDF before the 8/19/2020 meeting. Discussion will include how to best help small to medium-sized businesses use the data.

EMPLOYER OF CHOICE PROGRAM

The program will be discussed at the 8/19/2020 meeting in conjunction with the Millennial Study conversation.

2021 VITALITY INDEX STUDY

Tabled until the 8/5/2020 meeting.

NEXT MEETING DATE/TIME/LOCATION/AGENDA

The next Communications Task Force WebEx meeting is on Wednesday, August 19, 2020, 8:00 to 9:00 a.m. Agenda:

- ✓ COVID-19
- ✓ 2021 All Stars Filming & Recognition
- ✓ President's Cup
- ✓ Manufacturing First Expo & Conference
- ✓ Recruiting Talent from Outside the New North Region
- ✓ Millennial Study / Employer of Choice Program
- ✓ 2021 Vitality Index Study
- ✓ Next Meeting Date/Time/Agenda