

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES
Wednesday, November 18, 2020 – 8:00 to 9:00 AM**

ATTENDEES: Pete Bilski-McClone, Mindie Boynton-MPTC, Brandon Buchholz-Heartland Label, Mike Kawleski-Georgia-Pacific, Melissa Kuhn-Optima Machinery Corp., Adam Kraus-Imaginasium, Joe Lancour-Brand Advantage Group, John Lasky-Sadoff E-Recycling/Iron & Metal, Judy Price-UWGB, Carrie Rule-UWO, Jessica Thiel-Insight, Ann Vandehei-Zepnick Solutions, Nate Vosters-Heartland Label, Ann Franz-NEWMA, Debbie Thompson-NWTC

RECAP: OCTOBER IS MANUFACTURING MONTH

- October 1 – Excellence in Mfg./K-12 Partnerships Awards – Rescheduled for May 4, 2021
- Wednesdays in October – Manufacturing Career Speakers – Partnership between NWTC/CESA 8/Solutions to Marinette Skills Shortage Task Force – Had 67 participants, representing 18 school districts.
- Fridays in October – Women in STEM Career Speakers – The recorded version has had 178 YouTube views.
- October 8 – Foxconn Tour – Participants represented; Alliance Laundry Systems, Amcor, Sargento, and PCMC. Board members that had a staff member attend felt it was a valuable experience, especially the information regarding 5G. Most are *or* will be following up with Foxconn about possible partnership opportunities.
- October 14 – Math/Science/Industry Partnership meeting – 19 teachers registered for the event.
- October 20-22 – Manufacturing First Expo & Conference – 761 attendees and 95 exhibit booths; of the 73 Associate companies. 56 attended; Out of 190 manufacturing members, 85 attended; Ann worked with 23 companies and scheduled 37 one-on-one meetings. Plus, there were over 2,400 communications between exhibitors and 995 meeting invites, of which half were accepted.
- October 23 – Manufacturing First student event hosted 23 teachers and 600+ students.
- October 27 – Education & Industry Partnership Meeting – There were 99 registrants.
- October 28 – North Coast Marine Manufacturing Alliance Associate Member Meeting – 19 companies participated in the event that included one-on-one meetings with each marine builder. An NCMMA Directory was created, featuring a one page ad for each company interested in being deemed a marine industry supplier.

OCTOBER IS MANUFACTURING MONTH			
PARTICIPATING SCHOOLS REPRESENTED THE FOLLOWING DISTRICTS			
Algoma	Green Lake	Oconto	Shiocton
Appleton	Kaukauna	Oconto Falls	Stockbridge
Ashwaubenon	Kewaunee	Oneida Nation	Tigerton
Beecher-Pembine	Lena	Oostburg	Two Rivers
Bonduel	Little Chute	Oshkosh	Valders
Brillion	Luxemburg-Casco	Peshtigo	Waupaca
Chilton	Manitowoc	Pulaski	Waupun
Clintonville	Marinette	Seymour	Wausaukee
Fond du Lac	Marion	Shawano	Weyauwega
Freedom	New London	Sheboygan	Wrightstown
Green Bay			

Comments:

- There was great participation from the schools. It was easier for schools to get involved, due to not being in-person. *Members are considering a hybrid model in the future.*
- The Brella platform was effective in allowing interactive and productive networking sessions.
- Well done. I was able to get the help I needed.
- Ran smoothly.
- I attended the follow-up event on Friday; that was a nice touch and participants were very engaged.
- Organizers are considering hosting a spring 2021 networking event without speakers.

EMPLOYER OF CHOICE / COMPANY BRANDING SEMINAR IN JUNE 2021

Companies are hiring, making it essential to be an employer of choice. The Employer of Choice: Attract & Retain Seminar is being rescheduled to be part of the March quarterly full membership meeting, as the June meeting will host NEWMA's 15 year anniversary. The 2021 All Stars will be featured at the March event, instead of December, and will be part of a panel.

Ann shared a summary of Lori O'Connor's topic – identifying and attracting the right candidate. While Adam Kraus shared some insights from his planned presentation that involves amplifying employer brand. Adam will check to see if a few of the manufacturers he has worked with would like to share a testimonial or video.

Ann shared a list of benefit offerings that can help a company become an employer of choice. Companies that are doing these best practices will be part of a panel that will share how they are attracting employees and enhancing the employee experience. Additional ideas/offerings mentioned:

- Provide transportation, food, and other basic needs. Oshkosh offers a 'Catch a Ride' program that brings people to their workplace.
- Provide for employees coming out of addition or poverty.
- Childcare – Too many women are leaving the workforce to care for children. Many families need childcare to continue to work. Ariens Co. is opening a childcare center for their employees.
- Bereavement pay: Give employees a set number of days per year to use for bereavement. Trust them to use those days as needed, without having them submit an obituary, etc. Allow for a certain amount of the days to be carried over if not used. Trusting employees to do the right thing is less taxing for the company.
- Recruitment and retention are equally important.
- Financial support for families in need such as food pantry, emergency funds and transportation assistance.
- PTO offered to an employee on their birthday was seen as a very favorable, not commonly offered perk.
- Inhouse training can help employees deal with finances, conflict, and leadership skills.
- MPTC's virtual workspace allows their employees to start working earlier or later, advancing the organization to have more coverage throughout the day.
- Make policies flexible. Focus on trust and respect of an employee with a principal based not rules based culture.
- Fox Cities Employee Friendly Workplace Certification can be discussed.

Task Force members are asked to review the list of best practices and add to it before the next meeting, along with identifying what companies would be good examples to present at the March 2021 meeting.

2021 ALL STARS AWARDS PROGRAM

The filming has been completed. The 2021 *All Stars* magazine will be out in January. The cover features an Ace Marine employee with an amazing life change story. *Tentatively*, the All Stars congratulatory event is scheduled for March, the evening of the quarterly full membership meeting. It is hoped there will be more clarity when members meet in January.

NEWMA'S 15 YEAR ANNIVERSARY

The NEWMA Board asked the Communications Task Force to work on ideas for the 6/6/2021, 15 year anniversary. Some of what was done for the 10 year anniversary (10 year magazine and luncheon at Lambeau Field) could be replicated. Members are asked to review the 10 year anniversary magazine prior to the meeting:

<http://www.insightdigital.biz/i/687801-newma-10th-anniversary/0?>

A unique location, featuring a guest speaker, will be sought. Suggested sites included; Fox Cities Exhibition Center, Stone Prairie Pavilions (Ariens Co.), and Oshkosh Corp. Dan Ariens, Mary Gagan (Encapsys) were discussed as possible speakers. Members are asked to continue to think of possible sites and speakers, for discussion at the next meeting.

2021 VITALITY INDEX STUDY

Carrie Rule gave an update on the 2021 Vitality Index Study. For the past 11 years, UWO has been conducting the Study. UWO students call regional manufacturer leaders to get their take on a variety of topics. This year has presented a few challenges they have been able to overcome, due to COVID and the election. There have been 117 respondents, with more expected by the end of this week. Results will be announced at the December 8 membership meeting. Leighton Interactive will be creating print and electronic versions of the results, plus the PowerPoint that will be shared at the 12/8 meeting.

QUARTERLY FULL MEMBERSHIP ZOOM MEETING

Tuesday, December 8 - 8:30 to 10:30 AM

The 2021 Northeast Wisconsin Manufacturing Vitality Index results will be announced. A guest speaker; Ted Abernathy of Economic Leadership LLC, a North Carolina based economic consulting company that has worked with WMC on its Wisconsin Workforce Competitiveness Evaluation report, will present. Regional, State and national data will be shared, giving a glimpse of what to expect in 2021 regarding workforce and economic trends. The program will also include an overview of the past year and what's to come in 2021 for the NEW Manufacturing Alliance.

2021 PUBLIC OUTREACH EVENT

Members discussed ideas for an October 2021 public outreach event that spotlights manufacturing careers. Ann asked manufacturer members if they would be interested in hosting public plant tours. Much would depend on the pandemic, tour group size, and projected plant floor activity. In the past, Door County manufacturers have held a Saturday open house, inviting the public.

In addition, the North Coast Marine Manufacturing Alliance has partnered with the Tall Ships Festival, offering the organization a lot of public exposure. Holding a live 'NEWMA Manufacturing Rocks' concert, including having regional manufacturers promoting job openings and careers was suggested. This type of event would help connect manufacturers with 18-35 year olds that have been more difficult to reach. Members will continue exploring ideas for this event.

NEXT MEETING DATE/TIME/LOCATION/AGENDA

The next Communications Task Force WebEx meeting is on Wednesday, January 20, 2021, 8:00 to 9:00 a.m. Agenda:

- ✓ RECAP: 2021 Vitality Index Study
- ✓ Employer of Choice: Attract & Retain Seminar
- ✓ 2021 All Star Awards Program
- ✓ NEWMA's 15 Year Anniversary – June 6, 2021
- ✓ 2021 October - Public Outreach Event
- ✓ Next Meeting Date/Time/Agenda