

**NEW Manufacturing Alliance**  
**COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES**  
**Wednesday, January 20, 2021 – 8:00 to 9:00 AM**

**ATTENDEES:** Pete Bilski-McClone, Brandon Buchholz-Heartland Label, John Giesfeldt-Durr Systems, Patty Hendrickson-MidAmerican Building Services, Mike Kawleski-Georgia-Pacific, Melissa Kuhn-Optima Machinery Corp., Jason Lasky-Sadoff E-Recycling/Iron & Metal, Carrie Mueller-Durr Systems, Lori O'Connor-Vye, Carrie Rule-UWO, Jessica Thiel-Insight, Ann Vandehei-Zepnick Solutions, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

**2021 NEWMA ANNUAL EVENTS**

- **June 2 - President's Cup Scholarship Golf Scramble** – Ann is securing company presidents to participate. She will be contacting last year's sponsors to see if they would like to sponsor this year's event. The membership will be notified by March 1 of any remaining sponsorship opportunities.
- **October 27 – Manufacturing First Expo & Conference** – Members would like to continue the event and felt a hybrid format would likely work best. Last year's Brella platform worked well and allowed for widespread networking opportunities. Members will discuss potential manufacturing keynote speakers at the 2/17 meeting.
- **2022 All Stars** – This program will be continued and has been successful in focusing on regional All Star manufacturing workers and their companies. Barb LaMue, president & CEO of New North, shared with Ann that they will begin showcasing some of the All Star videos on their website, giving the Alliance additional exposure.
- **2022 Northeast Wisconsin Manufacturing Vitality Index Study** – NEWMA is considered an authority on the information presented, with news agencies and grant writers citing the results.

**MARCH 2 – QUARTERLY FULL MEMBERSHIP MEETING FEATURING THE COMMUNICATIONS TASK FORCE**

The meeting will focus on attraction, retention and belonging.

**AGENDA**

1. **Alliance Updates** (15 minutes)
2. **Keynote: Seth Mattison - The Human Connection: Harnessing the Power of Belonging to Activate High Performance and Organizational Resiliency** (45 minutes) - *Seth is sending a video clip of his presentation. Ann will share the clip at the 2/17/2021 Communications Task Force meeting.*

In a world of uncertainty, ambiguity, change, and transformation, leaders today face a stark reality to compete, grow, and scale their business. And while technology supports this evolution, people make it a reality. Specifically, individuals that feel a deep sense of connection and commitment to themselves, their work, and the eco-systems that support them.

What's possible when environments are created where talent feels safe enough to be free and supported enough to truly belong? When these elements begin to align and experiences unfold, an expansive and abundant future takes shape.

**Attendees gain:**

- A holistic view of the impact belonging has on human performance.
  - Deep insights into the data behind the number one human value that drives behavior.
  - A new framework for architecting richer employee experiences.
  - Practical and actionable techniques to improve diversity and inclusion outcomes.
3. **Vye: Identifying and Attracting the Right Candidates – Lori O'Connor** (15 minutes)
    - Identifying and attracting the right candidates
    - How to build a job description and articulate what the right candidate looks like
    - The application form and where to post for the right candidate
    - Examples and a toolkit will be provided.

4. **Sponsor – Employment Resource Group**
5. **Imaginasium: Company Brand as an Attraction Strategy** (15 minutes)

Ann will begin promoting the event next week and is looking for sponsors. (*Since the meeting Ann secured Employment Resource Group as a sponsor.*) Members are encouraged to contact Ann if they are interested in sponsoring the event.

### **2021 ALL STARS AWARDS DINNER**

Members discussed options for celebrating the 2021 All Stars. It was agreed to recognize them in October at that year's Excellence in Mfg./K-12 Partnerships Awards dinner, allowing for more normalcy. The 2022 All Stars will be recognized in 2022.

### **NEWMA'S 15 YEAR ANNIVERSARY – JUNE 2021**

The event is being planned for the 3<sup>rd</sup> or 4<sup>th</sup> week of June. Element will work with members to create a publication similar to what they did for NEWMA's 10-year anniversary. The goal will be to have the publication available for the anniversary event in June.

Ann shared the 10-year publication. It has been a great resource to highlight Alliance work products. Contents include; mission, vision, who we are, college enrollments, scholarships, key work products, various task forces, membership growth, regional manufacturer growth, and how the Alliance serves as a voice for manufacturers. Ann will contact Brian from Insight regarding having the sponsor logos on the back page of the 15-year anniversary publication, as was done for the 10-year. Funds generated from the sponsorships will be donated to the scholarship fund. The 15-year anniversary will also be featured in a full page, *Insight on Business* magazine advertisement.

Members discussed possible locations to celebrate the anniversary. Venue ideas included; Ariens Co.'s Stone Prairie, the NEW Zoo, Titledown District, and Waverly Beach. Having a virtual component was discussed. The event could potentially also celebrate getting back to normal. Entertainment using background music will be considered. Ann will research the venues and report her findings to NEWMA's Board of Directors for their recommendation.

### **RECAP: 2021 VITALITY INDEX STUDY**

Members are pleased with the 11-year partnership the Alliance has had with UWO staff and students to conduct the surveys. There were 120 respondents for 2021's survey. Publication results continue to be sought by the media (tv and print). Colleges often utilize the data when writing for grants.

### **2021 PUBLIC OUTREACH EVENTS**

Members discussed ideas generated from the November meeting regarding hosting a concert or sporting event that would provide attendees with information about NEWMA manufacturing job openings. Since the November meeting, Ann did some research and feels the best choice is sponsorship with the Timber Rattlers to connect with the public between the ages of 18 to 35 years.

#### **\$5,000 Timber Rattlers package includes:**

Wednesday 'Bang for Your Buck' games, which features \$1 hot dogs, \$1 sodas and \$2 beers. 'Bang for Your Buck Nights' are **super popular with the 21-35 demographic.**

- A concourse table (prior to the game) at every other Wednesday home game (May – August) to handout information to fans. The table could serve as a sponsorship opportunity for companies.
- Mention in the Pocket Schedule, and other pieces referencing daily promotions; 'Bang for Your Buck Night - Presented by the NEW Manufacturing Alliance.'
- Opportunity to handout *All Stars* magazines to fans as they exit the ballpark after every Wednesday home game. (An insert could be included featuring Alliance members job opportunities.)
- Four reserved bleacher seats to every Wednesday home game.

Alliance member jobs openings can also be shared, in addition to driving them to NEWMA's manufacturing.careers webpage. A call to action will include registering on NEWMA's website if they are interested in learning more about available job opportunities. Registering can be incentivized with a prize drawing.

This year will likely not host as many ballpark attendees as prior to the pandemic. However, even if 1/3 of their fans attend, there is potential to reach 100,000 people for the 2021 season. There will be 8 – 10 Wednesday home games. This is another opportunity to distribute the All Stars magazines.

At the next meeting, sponsorships will be discussed for Alliance members to be featured at the event.

### **Greater Green Bay Chamber Partnership**

The Greater Green Bay Chamber has offered the Alliance an opportunity to work with them to recruit people working in the hospitality industry for manufacturing jobs. Members are looking to launch this pilot with ten companies. This pilot is seen as a low cost initiative and may assist in connecting hospitality workers that were downsized due to the pandemic.

- Individuals will be identified on LinkedIn with hospitality industry experience and at least one year work history with one company.
- Job candidate will be emailed and asked to register on the Alliance's website, if they are interested in applying for manufacturing industry jobs.
- Companies will receive the person's resume and asked to contact the person if they are interested in having them apply.
- Company interviews candidate.
- Company contacts the Alliance if the person is hired.

The Talent Task Force is also part of this pilot. Ann will provide an update at the 2/17 Communications Task Force meeting.

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

The next Communications Task Force Webex meeting is on Wednesday, February 17, 2021, 8:00 to 9:00 a.m. Agenda:

- ✓ March 2 – Quarterly Full Membership Meeting Featuring the Communications Task Force
- ✓ 2021 All Stars Awards Dinner
- ✓ NEWMA's 15 Year Anniversary
- ✓ Manufacturing First Expo & Conference Speakers
- ✓ 2021 Public Outreach Events
- ✓ Next Meeting Date/Time/Agenda