

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES
Wednesday, February 17, 2021 – 8:00 to 9:00 AM

ATTENDEES: Pete Bilski-McClone, Mindi Boynton-MPTC, Mike Kawleski-Georgia-Pacific, Adam Kraus-Imaginasium, Melissa Kuhn-Optima Machinery Corp., Judy Price-UWGB, Carrie Rule-UWO, Mike Schlagenhauser-Acuity, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

MARCH 2 – GENERAL MEMBERSHIP MEETING FEATURING THE COMMUNICATIONS TASK FORCE

Over 260 people have registered for the 3/2 meeting, scheduled from 8:30 to 10:30 a.m. Task Force members are encouraged to register, if they haven't already. Registrants will receive a meeting access link on 2/23.

The Communications Task Force helped develop the event's content. Presenters represent Imaginasium and Vye, in addition to the keynote speaker, Seth Mattison.

WISCONSIN TIMBER RATTERS SPONSORSHIP

In an effort to target 18 to 35 year-olds for manufacturing careers, members are looking to sponsor events with the Wisconsin Timber Rattlers. The package includes:

- Tuesday 'Bang for Your Buck' games, \$1 hot dogs, \$1 sodas, and \$2 beers. 'Bang for Your Buck Nights' are popular with the 21-35 year-old demographic.
- A concourse table (prior to the game) at every Tuesday home game (May – August) to handout information to fans. (\$500 value x 10 games).
- Mention in the Pocket Schedule, and other pieces referencing daily promotions; 'Bang for Your Buck Night - Presented by the NEW Manufacturing Alliance' at each game.
- Opportunity to handout *All Stars* magazines and listing of member company jobs to fans as they exit the ballpark after every Tuesday home game (\$750 value per game).
- Four reserved bleacher seats to every Tuesday home game (\$50 value).
- The total cost paid by NEWMA to the Timber Rattlers would be \$5,000, with the possibility of up to 10 home games.

Alliance Member Sponsorships – Sponsorships will help offset printing and overall costs.

- **\$750** for one game to staff a table, 4 free tickets to one game, and a ¼ page ad in the insert given to attendees at all 10 games. The table will be hosted individually by the company.
- **\$250** for company name and website listed on the insert given to attendees at all 10 games.
- **Free for Members:** Insert will direct recipients to NEWMA's Manufacturing.Careers webpage, with links to Alliance member company websites and the 'Now Hiring' webpage.

Over 200,000 people attended 2019 home Timber Rattler games. While attendance is expected to be less for 2021, due to the pandemic, this is still considered a viable recruitment option. If a game is cancelled or fans are not allowed, a credit or refund would be given.

Pam Blazei shared a draft of the *All Stars* magazine insert that would be used to promote the companies. Sponsor companies will have a ¼ page ad on the insert. Companies can opt to have only their name and website promoted on the flyer. A flyer QR code will help drive people to the Manufacturing.Careers webpage, with links to the job posting board and Alliance member websites.

Members are very pleased with this initiative and feel the sponsorships are fairly priced. When the schedule becomes available (mid-March), Ann will promote the sponsorships. Members can choose which game(s) they would like to sponsor. These opportunities will be on a first come, first serve basis.

NEWMA'S 15 YEAR ANNIVERSARY – JUNE 2021

Element is providing their services to produce the 15 year anniversary program. Additional pages will be added, as compared to the 10 year anniversary publication. The publication will include scholarship recipient quotes, in addition to member testimonials.

Members reviewed the list of publication program topics, making changes as needed. Pages will highlight:

- Overview of the Organization
- Key Accomplishments
- Talent & K-12 – All Stars, Excellence Awards, Get Real Math & the Debut of Get Real Science
- The Voice of Manufacturing – Vitality Study, Manufacturing First
- Overview of the Task Forces
- North Coast Marine Manufacturing Alliance (one page)
- NEWMA Membership List – **Members are encouraged to send Ann a testimonial as to why they value their NEWMA membership.**
- Scholarships & Presidents Cup
- Industry 4.0

Colleges, schools, member companies, in addition to perspective members, will receive an electronic and/or printed copy of the publication. A \$300, tax deductible, sponsorship opportunity includes having a company logo on the program's back page. Net proceeds will benefit the scholarship fund.

The 15-year anniversary is planned as an outdoor social event at Lambeau Field's Miller Lite Deck, the third or fourth week of June. Ann is working with the Packer organization to secure Matt LaFleur as the keynote speaker. His availability will determine the finalized event date. The media will also be invited to attend.

Ann has secured two \$2500 sponsorships that will help offset the event's cost. Tentative agenda:

- 2:30 – 3:00 PM Check-in
- 3:00 – 3:10 PM Intro & Keynote - *Hopefully, Matt LaFleur will be available to speak about leadership, teamwork, and driving success.*
- 3:10 – 3:20 PM Review of 2020
- 3:20 – 3:25 PM Updates
- 3:25 PM Social Event Begins with Hors d'oeuvres

February's *Insight on Business* magazine featured an excellent full page advertorial about NEWMA and its 15 year anniversary. Link to advertorial: <http://www.insightdigital.biz/i/1334077-february-2021/44>?

4TH ANNUAL PRESIDENT'S CUP SCHOLARSHIP GOLF SCRAMBLE

All of the 2021 presidents/manufacturing leaders have been confirmed (since meeting teams sponsored in **bold**).

TEAM	2021 PRESIDENT/LEADER	
	<i>Attendees new to the event are in red.</i>	
1	Kurt Voss, Amerilux International	Mark Kaiser, Lindquist Machine
2	Paul Rauscher, EMT International	Dan Ariens, Ariens Co.
3	Kim Bassett, Bassett Mechanical	Louie Gentine, Sargento Foods
4	Lanny Viegut, Carnivore Meats	Tim Gilbertson, Seura
5	Ray Schumer, CFO/VP, Little Rapids Corp.	Paul Sheridan, VP/GM, Little Rapids
6	Jamie Veaser, Machine Plus	Uli Unterriker, Optima Machinery
7	John Pfeifer, Oshkosh Corp.	Bryan Brandt, Oshkosh Corp.

8	Rick Recktenwald, Walker Forge	Ann Franz, NEWMA
9	VP Werner Electric	Jim Koronkiewicz, BPM Inc.
10	Mark Kallas, PanelTEK	Mark Biznek, Kohler Co.
11	John Dennis, Gardan	John Miller, Engineering Specialists
12	Tim Ellsworth, Georgia-Pacific	Brian Holte, Regional VP, Rockwell
13	Bryan Hollenbach, Executive VP, GB Packaging	Dave Bolland, Plymouth Foam
14	Tad Campana, Services Plus	Sachin Shivaram, WI Aluminum Foundry
15	Ricardo Abud, CMD Corp.	Stan Blakney, PCMC
16	Sam Thomas, Robinson, Inc.	Jeff Hebbard, COO, TIDI Products
17	Jan Allman, Fincantieri Marinette Marine	Paul Konopa, NEW Hydraulics
18	Jeff Pallini, Fosber America	Pete Augustine, Koerber

Past sponsors will be contacted on February 18 to see if they would like to renew their sponsorship. On March 3, the full membership will be asked to sponsor any of the remaining open teams or available sponsorships (see below). Last year, the Alliance netted \$41,000 for scholarship fund. 2021's event will feature 18 teams, as compared to 17 for 2020.

2021 PRESIDENT'S CUP - SPONSORSHIP OPPORTUNITIES	
Cost & (Availability)	Details
\$3,000 (18 Sponsorships)	Golf Sponsor - Two golfers will be paired with your choice of presidents/leaders, full page ad in the program book, and your company logo flag on one hole
\$1,500 (4 Sponsorships)	Cocktail Reception Sponsor - Company logo on the beverage tickets, cocktail reception table, ½ page ad in the program book, up to three people can attend
\$1,500 (1 Sponsorship)	SOLD - Luncheon Sponsor – Company brochure in each lunchbox and a ½ page ad in the program book – <i>St. Norbert College has purchased this sponsorship.</i>
\$1,500 (1 Sponsorship)	SOLD - Beverage Sponsor – Company logo on the beverage tickets, company brochure in the lunchbox, ½ page ad in the program book, up to three people can attend
\$1,500 (2 Sponsorships)	Breakfast Sponsor – Check-in all of the golfers as they enter the course, ½ page ad in the program book
\$500 (2 Sponsorships)	Hole in One Sponsor – Company logo on two of the par 3 holes
\$500	Event Giveaway Sponsor – Company logo on an item given to golfers

MANUFACTURING FIRST EXPO & CONFERENCE (MFEC) – 10/27/2021

Organizers are working with the KI Convention Center to host this year's event. It is hoped the MFEC will expand to a hybrid model, with at least 25% in-person attendance.

There will be four breakout sessions, in addition to a full day of livestreamed materials. A cocktail reception will be hosted at the end of the event. The keynote will feature motivational speaker Dr. Rick Rigsby. Here is a link to his promotional video: https://www.youtube.com/watch?v=Bg_Q7KYWG1g&t=54s

High school students will not be invited to attend this year, due to educators focusing on getting back to in-person learning. However, organizers are working with Dr. Rick Rigsby to provide students with a recorded message that can be viewed on 10/28. Additional materials, including All Star videos and the new recorded plant tours, will be packaged for the schools.

The grade range is 6-12 for the new recorded video plant tours that will be sent to educators and featured on NEWMA's website. Pam shared some of the recorded plant tour promotional info she created that will be shared with the educators for their students. The flyer promotes the videos and has a QR code for easy access to the Google Doc and

video information. A 'Manufacturing Plant Tour Directory' sheet summarizes the video content and provides a video link, with contact information. There is also a parent/guardian letter so students can share what they learned, adding to the awareness piece. Link to virtual tours: <https://newmfgalliance.org/resources/plant-tours/>

2021 ALL STARS AWARDS DINNER

The 10/26 Excellence in Mfg./K-12 Partnership Awards dinner will be held at the KI Convention Center and celebrate the 2021 All Stars. The 5/4 Excellence in Mfg./K-12 Partnership Awards dinner at Stone Prairie will host 2020 manufacturer, educator, and community partnerships award winners and sponsors. For the October 26 Awards dinner, a program book, similar to last year's, will be created to generate sponsorships, in lieu of a silent auction. Live auction items will be featured.

NEXT MEETING DATE/TIME/AGENDA

The next Communications Task Force Webex meeting is on Wednesday, April 21, 2021, 8:00 to 9:00 a.m. Agenda:

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