

**NEW Manufacturing Alliance  
COMMUNICATIONS TASK FORCE - WEBEX MEETING MINUTES  
Wednesday, April 21, 2021 – 8:00 to 9:00 AM**

**ATTENDEES:** Mindie Boynton-MPTC, Michelle Cho-Gladeo, John Giesfeldt-Durr Systems, Inc., Mike Kawleski-Georgia-Pacific, Melissa Kuhn-Optima Machinery Corp., Jason Lasky-Sadoff Iron & Metal Co., Toni Nigrelli-LaFleur-ISG, Lori O'Connor-Vye, Carrie Rule-UWO-CCRS, Jess Thiel-Insight, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

**GLADEO CAREER EXPLORATION TOOL – MICHELLE CHO**

[Gladeo](#), based in California, is a national platform to help young people explore careers, making research available at their fingertips. Students can browse by industry and personality type. Informational interviews and videos are featured on the website. A career quiz helps get to know the individual and determine their personality strengths. Based on their quiz results, the software matches them to career pathways.

Although currently not one of their industry sectors, manufacturing careers can be added. With a \$10,000 investment, Gladeo offers NEWMA another recruitment opportunity to attract individuals from outside of Wisconsin, in addition to helping young people further explore manufacturing careers. Sub portals, customized for our region, can be created for skilled trades. NEWMA’s All Star videos can be featured. Gladeo is seen as a great way to add another career exploration feature to NEWMA’s website.

- ✓ **Members are asked to take Gladeo’s [quiz](#) and provide Ann with any feedback, as she will be presenting this initiative to NEWMA’s Board of Directors.**

**WISCONSIN TIMBER RATTLERS PROMOTION – 2021 TUESDAY NIGHTS**

In an effort to target 18 to 35 year-olds for manufacturing careers, members are partnering with the Wisconsin Timber Rattlers. This initiative is working well, with individual game sponsorships sold out.

**Alliance Member Sponsorships** – Sponsorships will help offset printing costs.

- **\$750 (SOLD OUT)** 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. Game sponsors are indicated in the table below.
- **\$250** for the company name and website listed on the insert given to fans at all 10 games. There are 11 \$250 sponsors.

<b>2021 WISCONSIN TIMBER RATTLERS – TALENT SEARCH SPONSORS</b>	
<p><b>Amcor Flexibles North America – May 4 Game</b>  <b>ATI Forged Products – June 1 Game</b>            Contract Converting LLC            Eagle Performance Plastics            Fosber America, Inc.            Fox Valley Tool &amp; Die  <b>FyterTech Nonwovens – July 20 Game</b>            Georgia-Pacific  <b>Great Northern Corporation – August 31 Game</b>            Green Bay Packaging Inc.            Koss Industrial, Inc.</p>	<p><b>LaForce – June 22 Game</b>            McCain Foods USA, Inc.  <b>Ornuia Ingredients North America – September 7 Game</b>            Parker Hannifin Corp.  <b>Sadoff Iron &amp; Metal Co. – May 18 Game</b>            Sargento Foods Inc.  <b>TC Transcontinental – July 27 Game</b>            TIDI Products, LLC  <b>UW Green Bay – August 10 Game</b>  <b>Valley Packaging Supply Co., Inc. – July 6 Game</b></p>

There have been inquiries regarding if the Alliance would sponsor other events like the Green Bay Gamblers, etc. The events that will be considered for sponsorship must have a regional reach that attracts individuals from throughout the region. Potential venues suggested by the Communications and Talent Task Forces include:

POTENTIAL SPONSORSHIP VENUES		
Battle on Bago	Green Bay Gamblers	Road America
Campgrounds	Iola Car Show	School Newsletters with Job Openings
Car Shows	Kaukauna Car Races	Sporting Shows
County Economic Development Organizations	Lifest	Summer Festivals
County Fairs	Mile of Music	Summer Theaters in Door County
Dock Spiders (Fond du Lac)	New North	Touch a Truck Events
EAA	NWTC Graduate Grab Bag	Walleye Weekend
Farmers Markets	NWTC's 2022 Car Show	Waterfest
Green Bay Booyah	Octoberfest	Wisconsin FFA Convention

Ann would like to consider sponsoring an event for each season, with an additional event in summer. Pam is researching the venues and will give an update at the next Communications Task Force meeting. **Members are encouraged to contact Ann and/or Pam with any additional venues or thoughts.**

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

60 companies/organizations have sponsored the *15 Year Anniversary* magazine at \$300 each, adding approximately \$18,000 to the Alliance's scholarship fund. The celebration/quarterly membership meeting is scheduled at Lambeau Field's Miller Lite Deck on, *tentatively*, June 30. The date may change depending on who can be secured as the guest speaker and their schedule. Ann will have the date finalized by next week.

#### AGENDA

2:00 PM – Check-in Begins

2:30 PM – Program Begins: Overview of the Past 15 Years

2:40 PM – Guest Speaker (current Packer player, coach, or past Packer player)

2:45 to 4:00 PM – Networking / Cocktail Reception with Complimentary Appetizers & Cash Bar

#### PRESIDENT'S CUP SCHOLARSHIP GOLF SCRAMBLE – JUNE 2, 2021

The following sponsorships are sold out: Gold, Cocktail, Lunch, Beverage and Hole in One. **The only available sponsorship is the breakfast at \$1,500. This sponsorship includes a ½ page ad and the opportunity to greet golfers as they arrive.** Finalized Teams:

TEAM	FEATURED PRESIDENT/VP	FEATURED PRESIDENT/VP
1	Kurt Voss, Amerilux International	Mark Kaiser, Lindquist Machine Corp.
2	Paul Rauscher, EMT International	Pat Buckley, Valley Packaging Industries
3	Kim Bassett, Bassett Mechanical	Louie Gentine, Sargento Foods
4	Lanny Viegut, Carnivore Meat Company	Glen Tellock, Lakeside Foods
5	Rob Parmentier, Marquis Yachts	Matthew Vetzner, Marquis Yachts
6	Jamie Veaser, Machine Plus LLC	Uli Unterriker, Optima Machinery Corporation
7	Mark Lasky, Sadoff Iron & Metal Co.	Wilson Jones, Oshkosh Corp.
8	Rick Recktenwald, Walker Forge	Ann Franz, NEWMA
9	Paul Konopa, NEW Hydraulics	Jim Koronkiewicz, BPM Inc.
10	Mark Kallas, PanelTEK	Mark Biznek, Kohler Co.
11	John Dennis, Gardan	John Miller, Engineering Specialists
12	Jan Allman, Fincantieri Marinette Marine	Peggy Boudreau, Fincantieri Marinette Marine
13	Tim Ellsworth, Georgia-Pacific	Brian Holte, Rockwell Automation
14	Bryan Hollenbach, Green Bay Packaging	Jeff Miller, CBC Coating, Inc.
15	Tad Campana, Services Plus	Jeff Pallini, Fosber America

16	Ricardo Abud, CMD Corp.	Stan Blakney, PCMC
17	Sam Thomas, Robinson, Inc.	Jim Jansen, PT Solutions

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

The event is being planned as 100% in-person, as it is felt this offers a better experience, in addition to the high cost of livestreaming. If needed, the event can be transitioned to a hybrid model.

Beginning June 1, member companies can register for a complimentary exhibit booth. Later in June, members can register to attend who are not interested in hosting an exhibit booth. Ann would like to do a virtual kickoff to build MFEC excitement, similar to what New North is doing to promote their upcoming Summit at Lambeau Field on October 1, 2021.

There has been a lot of interest in having Seth Mattison speak again. He has offered to do a study on manufacturing and speak at either two companies and the virtual October 1 event for \$40,000 (usually \$65,000) or \$30,000 for all events being done virtually (usually \$45,000). If two Alliance members were interested in having him come to their company, the cost would either be \$17,500 *or* \$12,500, depending on if in-person or virtual. The Alliance could fund the other \$5,000. Ann will contact some of the larger companies to gauge their interest.

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

The next Communications Task Force Webex meeting is on Wednesday, May 19, 2021, 8:00 to 9:00 a.m.

Agenda:

- ✓ Gladeo Career Exploration Platform
- ✓ NEWMA's 15 Year Anniversary
- ✓ President's Cup Scholarship Golf Scramble
- ✓ Manufacturing First Expo & Conference
- ✓ Finding Talent in the region and outside of the state
- ✓ Next Meeting Date/Time/Agenda