

**NEW MANUFACTURING ALLIANCE  
COMMUNICATIONS TASK FORCE - MEETING MINUTES  
MAY 19, 2021 | 8:00 A.M. | WEBEX**

**ATTENDEES:** Brandon Buchholz–Heartland Label, Jessica Thiel-Insight Publications, Pete Bilski-McClone, Patty Hendrickson-MidAmerican Building Services, Samuel Temple-The Geo Group, Carrie Rule–UWO-CCRS, Judy Price-UWGB, Mike Kawleski-Georgia-Pacific, Melissa Kuhn-Optima Machinery Corp., Lori O’Connor–Vye, Toni Nigrelli LaFleur-ISG, Ann Franz-NEWMA, Pam Blazei-NEWMA

**GLADEO CAREER EXPLORATION TOOL DISCUSSION**

Gladeo, based 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.

Ann would like to delay the decision to move ahead with the investment until she talks to more educators and with the K12 Task Force to see if most educators already have career exploration software.

**2022 ALL STARS**

This is the 14<sup>th</sup> year of doing the All Stars which are focused on the 18-35 age group. Nominations will go out June 15 with a deadline of July 15.

The 2021 nomination forms were discussed. Suggestions for changes are creating bullet point categories to help quantify content; add a section to prompt information about how achievements and character has affected a department or company; document quotes of co-workers. The occupations that will receive additional credit will be listed on the form.

The 2021 All Stars magazines was reviewed. The current centerfold has been used the past two years and new content will be created at the July meeting. Alex Zacarias will once again film the All Stars.

**PRESIDENT’S CUP GOLF SCRAMBLE**

All sponsorships are sold out and programs are being printed by Zander Press.

**NEWMA’S 15-YEAR ANNIVERSARY**

There were 60 companies that sponsored the \$300 15-year anniversary magazine which netted \$18,000 to the Alliance’s scholarship fund! The 15-year anniversary magazine will be distributed at the June 30<sup>th</sup> celebration and mailed out to members. 1000 copies will be printed.

The June 30<sup>th</sup> Anniversary celebration is from 2 p.m. – 4 p.m. at Lambeau Field at the Miller Lite Deck. The tentative program:

- 2 p.m.: check in
- 2:30 p.m.: Program starts with welcome from Jeff
- 2:33 p.m.: Investors Community Bank (sponsor) shares and then introduces John Kuhn
- 2:35 p.m.: Special guest - John Kuhn , Packer Player
- 2:40 p.m.: Paul Rauscher review of the start of the organization
- 2:45 p.m.: Mark Sadoff (sponsor of the event) shares an overview of Alliance accomplishments

2:55 p.m.: Jeff discusses what's coming up in 2021

3 p.m.: Conclusion

3 p.m. – 4 p.m.: Networking

Appetizers from Lambeau will be served and there will be a cash bar.

### **FINDING TALENT IN REGION AND OUTSIDE OF THE STATE**

The Timber Rattler promotion sold out within a week. The goal of being present at the games is to share information about the industry and drive traffic to the NEWMA website. Amcor sponsored the first game and reported that they had a great turnout, giving away 200 bags they put together. Companies that participate in the sponsorship will be asked if they have seen an uptick in job applications after the event.

Talent is increasingly more difficult to find. Pam researched and shared other potential events to sponsor. Events discussed were Green Bay Blizzard, Green Bay Gamblers, Appleton's Octoberfest, Indoor bathroom advertising, WI International Raceway (WIR). Other events discussed that Pam will obtain more information on are Skills USA, WI FFA, Wheels and Wings Air and Auto Show in Oconto.

The Talent Attraction Workshop was held on April 28<sup>th</sup>. Next one will be on employers being better versed on interviewing skills – Toni suggested highlighting interviewing for culture first and then skills. The August workshop will be on Onboarding and possibly turnover rates and the cost of turnover. Ann will look into speakers for each workshop.

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

July 28<sup>th</sup> 2021, 8:00 to 9:00 a.m. – NWTC or Webex

Agenda:

- ✓ Career exploration platform
- ✓ 2022 All Stars Voting & magazine content
- ✓ Talent Attraction - Ideas to assist members in finding talent within the region and outside of the state
- ✓ Next meeting Date/Time/Agenda