

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE - WEBEX & IN-PERSON AT NWTC
MEETING MINUTES
Wednesday, July 28, 2021 – 8:00 to 9:00 AM

ATTENDEES: Pete Bilski-McClone, John Giesfeldt-Durr Systems, Patty Hendrickson-MidAmerican Building Services, Mary Kahler-HUI, Mike Kawleski-Georgia-Pacific, Lori O'Connor-Vye, Jess Thiel-Insight, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

2022 ALL STARS VOTING & PLANNING OF 2022 ALL STARS MAGAZINE

Members voted for ten 2022 All Stars and two All Star Mentors. Winners will be notified in early August. Alex Zacarias will be filming the 2022 All Stars, as he has done over the past 13 years.

Members reviewed the 2021 All Stars magazine centerfold for desired changes. Featured All Stars will be updated. Focus areas can include high skill/in-demand career opportunities, wages, and any misconceptions regarding working in the industry. Ann will work with Jessica Thiel on updating the publication. 2021 All Stars will be recognized at the 10/27/2021 Excellence Awards, while 2022 All Stars will be spotlighted next year.

NEWMA'S 15 YEAR ANNIVERSARY MAGAZINE

Ideas for how the 15 Year Anniversary magazine can be further distributed was discussed. Lori O'Connor suggested sending the magazine, with a cover letter, to regional manufacturers who are not NEWMA members. Follow-up to the recipients could be conducted by NEWMA's Board of Directors.

PRESIDENT'S CUP

2021's President's Cup raised \$40,000 for college scholarships. Next year's President's Cup is scheduled for June 1, 2022 at Blackwolf Run, Kohler, WI.

TALENT ATTRACTION – IDEAS TO ASSIST MEMBERS IN FINDING TALENT REGIONALLY & OUTSIDE WI

NEWMA's partnership with the **Wisconsin Timber Rattlers** has been working well for talent attraction. Over 3,000 fans have received NEWMA's flyer as they exit the stadium. Company game sponsors have been averaging distribution of over 200 items per game.

Due to this success, NEWMA will be sponsoring a number of **Green Bay Gamblers** home games for the 2021/2022 season. Ann will be contacting the membership within the next couple of weeks to begin promoting this initiative. Sponsorship opportunities are listed below.

\$750 SPONSORSHIP

- Opportunity to directly engage with fans at the Resch Center by staffing two tables at one game. Company swag giveaways are welcome. Game dates are listed below.
- A ¼ page ad on the flyer given to attendees at all eight promotional games.
- Invite employees to a special discounted ticket game. Your company will be mentioned at the game and listed on the video board. Date TBD.
- Company logo featured on NEWMA's [Manufacturing.Careers](#) page, with a link to your company's careers web page.

\$250 SPONSORSHIP

Your company's name and website listed on the insert of the Manufacturing Careers flyer given to attendees at all eight games.

FREE FOR ALL MEMBERS

- The full-page flyer, team store postcard, Gamblers' website, and social media posts will direct recipients to NEWMA's **Manufacturing.Careers** webpage, where members' open positions and links to their hiring pages are listed.
- NEWMA will be listed on the video board and mentioned during the game.
- A NEWMA manufacturing careers postcard will be distributed at the team store for purchases made throughout the season.

The Green Bay Gamblers community ticket program will allow members to choose organizations that can receive community tickets.

Below are the Friday sponsorship dates, with games starting at 7:05 p.m.

- October 8
- January 7, 28
- February 4, 11, 18
- March 4
- April 1

GRANT OPPORTUNITY

The DWD received a multi-million dollar grant related to COVID. The Alliance will be writing with the New North for the grant that could help fund training and upskilling of employees. The grant will be announced in August and has a September due date. The fact that manufacturing employees are essential will be communicated.

Members discussed some potential trainings that could be covered that they would be interested in offering to their employees or applicants.

- Succession planning
- Supervisory skills
- Dislocated workers
- Industrial maintenance and other high demand jobs

In addition, a marketing campaign focused on 'You're Essential in Manufacturing' spotlighting that jobs in this industry are not going to be impacted by future upticks in COVID. Marketing to alumni networks is another opportunity for the grant.

NWTC has been working with the Department of Corrections to upskill soon to be released inmates. FVTC has done work with the hospitality industry that could also be translatable. College/university alumni are another potential area of focus. Lori suggested proposing something that is local but also grabs attention beyond our region.

Ann will be forming a work group to brainstorm ideas for this grant. Members are encouraged to contact her with any additional thoughts.

NEWMA BLOG & TIKTOK – PAM BLAZEI

Pam created a [blog](#) on the NEWMA website. Press releases, events, articles, commentary are *or* will be included. Individual nominations can be repurposed and featured in a blog. Articles written by members such as CEOs, laborers (content experts) are needed. Articles will also serve as free, company advertisement. Ann will be contacting the membership to encourage them to write blog articles.

Ann shared that she will also be contacting Associate Members to recognize them in an electronic magazine that will be distributed to the full membership. This would be at no cost to members and considered a membership benefit.

TikTok is a fast growing social media app that allows users to create and share short videos. TikTok has launched a resume program, allowing users to showcase their skills and experience. This hashtag is generating 80 million views per day and could be a great way to reach students, as a lot of them are hashtagging the colleges. If rights are given, videos can be embedded. Internship Draft Day students could use TikTok to film themselves as another way to promote their skills.

NEXT MEETING DATE/TIME/AGENDA

The next Communications Task Force Webex meeting is on Thursday, August 26, 2021, 8:00 to 9:00 a.m.

Agenda:

- ✓ 2022 All Stars & All Star Mentors
- ✓ Talent Attraction
- ✓ Grant Opportunity
- ✓ Marketing Initiatives – Pam Blazei
- ✓ Next Meeting Date/Time/Agenda