

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE – MS TEAMS MEETING MINUTES
July 26, 2022 – 8:00 to 9:00 AM**

ATTENDEES: Pete Bilski-McClone, Kate Bruns-Insight Publications, Megan Dorsch-NorthCoast Media Group, John Giesfeldt, Mary Kahler-HUI, Kelli Karpinski-MPTC, Mike Kawleski-Georgia-Pacific, Chris Ledvina-UWGB, Lori O'Connor-Vye, Jennifer Odette-Atomic Research, Mike Schlagenhauser-Acuity, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

2023 ALL STARS VOTING & PLANNING OF 2023 ALL STARS MAGAZINE

Ten 2023 All Stars and two All Star Mentors were chosen, via the voting process. Ann will contact the companies next week to inform the winners. Alex Zacarias will be filming the All Star videos.

The All Star questionnaire was reviewed for changes, incorporating feedback from the recent focus group. The goal is to keep the questionnaire brief, while still obtaining the desired information. Two questions will be added, *'What would you say to someone that is considering a career in manufacturing?'* and *'What are the best benefits of working in manufacturing – financially or otherwise?'* Questions 12 and 13 regarding mentors will be removed, as the needed information will be captured. This will be the 15 year anniversary of the All Star Awards. The centerfold will spotlight past All Stars, in a *'Where are they now?'* segment. In addition, two of this year's nominees were over the age of 35 but will be spotlighted in the magazine.

PRESIDENT'S CUP UPDATE

The 5th annual golf scramble was a great success. The event generated the highest dollar amount of sponsorships ever at \$65,000. Over \$42,000 was net for the Alliance's scholarship fund. Next year's President's Cup will be held on June 7, at Blackwolf Run's River Course.

TALENT RECRUITMENT STRATEGIES

NEWMA Minute radio ads continue with several companies investing in another sponsorship, due to the results from their first radio spot. Sponsorships are filled through November. Ann will be sending an email to offer radio sponsorships for the December, January, and February timeframe. There has been a 300% increase in visits to NEWMA's [Manufacturing.Careers](#) page, as a result of the current promos.

CITY BUS ADS – Pam shared pricing from the Green Bay and Fox Cities areas. Fond du Lac has no available busses for advertising. Six months adverting includes the cost of production:

Green Bay: Queen size ad outside one bus \$900 and 11x17 cards inside the buses \$120

Fox Valley: Queen size ad outside one bus \$1500

Oshkosh/Sheboygan: Queen size ad outside one bus \$1725 and 11x17 cards inside the buses \$140

Green Bay Transit buses are well utilized and competitively priced. The thought is to advertise in two communities, beginning in October (manufacturing month). Advertising will be purchased for inside and outside the buses.

Wisconsin Timber Rattler sponsorship results are going well. 5,000 promotional rally towels have been printed, with approximately 200 towels distributed per game.

Talent Recruitment – Puerto Rico

Fincantieri Marinette Marine has had remarkable success recruiting talent from Puerto Rico. For interested companies, a trip to Puerto Rico could be planned for spring 2023. This can include hosting college job fairs. Maria Gonzalez, NEWMA's talent coordinator, is fluent in Spanish, has ties to Puerto Rico, and will be doing some research. Ann will continue exploring this option.

ALL STAR FOCUS GROUP REPORT

Lori O'Connor recently wrote an IOM article regarding the focus group study done by Atomic Research. Lori included high level insights from the report and has received some great feedback. A follow-up webinar will be hosted. Members are encouraged to review the report if they have not already.

UPCOMING NEWMA EVENTS

- August 9 & 10 – Industry 4.0 Tours in Milwaukee & Chicago (UW-Milwaukee's CSI, MxD, Microsoft Technology Center, Rockwell Automation)
- August 17 – Taps & Tours Business After Hours at STRYKER, Appleton, WI
- October 4 – Get Real Math & Science Premiere
- October 25 – ACP Partnerships Meeting
- October 25 – Excellence Awards Dinner & Program
- October 26 – Manufacturing First Expo & Conference - Student Event

NEXT MEETING

The next Communications Task Force MS Teams meeting is scheduled for August 17, 2022, 8:00 to 9:00 a.m.

- ✓ *2023 All Stars Magazine*
- ✓ Talent Recruitment Strategies
- ✓ All Star Focus Group Report Follow-up
- ✓ Upcoming NEWMA Events
- ✓ Next Meeting Date/Time/Agenda