

**NEW Manufacturing Alliance
Communications Task Force**

November 16, 2022

Teams

8 a.m. - 9 a.m.

Minutes

ATTENDEES: Kate Bruns-Insight Publications, **Melissa DeMoulin** -BPM Inc., **John Giesfeldt**, **Kelli Karpinski**-MPTC, **Mike Kawleski**-Georgia-Pacific, **Heather Marconi**-HART Design & Manufacturing, **Nick Nighbor**-InitiativeOne, **Jada Leonard**-U.S. Lubricants, **Lori O'Connor**-Vye, **Jennifer Odette**-DAYTA Marketing, **Beth Vann**-CMD Corp., **Ann VandeHei**- Zepnick Solutions, **Jessica Van Den Plas**-FyterTech, **Ann Franz**-NEWMA

Topic 1: 2023 All Stars magazine & 2023 NE WI Manufacturing Vitality Index

The 2023 All Star videos have been filmed with the shorter format, which look great. One of the 2023 All Stars just announced she is leaving her company for another job. This seems to be happening more often than in the past. Should we change when winners are given their award, since it is about a year after they were announced? Overall, the taskforce agrees to continue as we have done before in having the Award winners receive their recognition at the Excellence Award during the year that they are a winner. The middle section of the 2023 All Stars will need to be updated. Ann would like to feature a 'where are they now' in each of the 5-year periods of the 15 years of the magazine. Mike Kawleski shared that his company has a good story of one of their past All Stars.

UW Oshkosh is currently surveying companies for the 2023 NE WI Manufacturing Vitality Index. The college is confident that it will have over 100 participants by the end of the week. The results will be announced at the December 16 NEWMA quarterly membership meeting. Special thanks to Lori from Vye for once again creating the study booklet.

Topic 2: Talent Recruitment strategies- Ideas to assist members in finding talent within the region and outside of the state

The taskforce will be working on a pilot of sponsoring a few high school reunions in the Green Bay area. The Door County Economic Development Corp. has had some success in a similar campaign. Ann will be meeting with the executive director to learn more about what they have done in the past.

There will be a beer can holder (koozie) created with a QR code to a dedicated website focused on having those alumni to consider moving back to the area. A flyer will also be created. A few components for the flyer and/or website:

- Testimonials of individuals that moved away and are now back in the area.
- Top reasons to move back: low cost of living, great schools, safe area to live
- A concierge program to assist individuals in finding a new position in the region.
- Links to Chamber/Economic Development websites that have information of the value of living in the region (ie. New North, Greater Green Bay Chamber)
- An incentive for them to share their contact information, possible Green Bay Packer tickets

Another opportunity for companies to sponsor the NEWMA Minute was offered to the membership for airing in February – April 2023. Most of the ad spots are now filled. In addition, Ann is getting a quote from another radio station that reached out to her. It would be a rock station, 105.7 WAPL. She will

contact Midwest Communications on whether the ads that are recorded can be used on another station. If so, members could add that station to the ad buy.

Topic 3: Podcasts

Ann met with Insight Publications regarding the idea of hosting a joint podcast. There was initial interest in exploring it further. Since that meeting, Insight Publications has been purchased by Woodward Group. Kate Bruns with Insight shared that there is interest, and she feels it would be a great opportunity. Ann and Kate will discuss next steps.

Topic 4: Focus group Lunch & Learn for January

Lori shared an update that Megan with NorthCoast Productions has the content ready to share in January. She will follow-up with Ann on a date for the Lunch & Learn on either January 12, 17 or 19.

Topic 5: Upcoming NEWMA events

TAPS + TOURS BUSINESS AFTER HOURS - at Green Bay's Automobile Gallery featuring Vyper Industrial - December 6
3:30 to 5:30 PM - [REGISTER](#)

QUARTERLY FULL MEMBERSHIP MEETING - Featuring Bob Chapman, CEO of Barry Wehmiller and author of the book *Everybody Matters* - December 16 - at UW-Green Bay, 12:00 to 2:00 PM - [REGISTER](#)

Topic 5: Next meeting on January 18, 2023 at 8 a.m. via Microsoft Teams