

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE – MICROSOFT TEAMS MEETING MINUTES
January 18, 2023 – 8:00 AM

ATTENDEES: Tonya Dittman-The Village Companies, Megan Dorsch-North Coast Media Group, John Giesfeldt, Mary Kahler-Redline Plastics, Kelli Karpinski-MPTC, Mike Kawleski-Georgia-Pacific, Chris Ledvina-UWGB, Jada Leonard-US Venture, Nick Nighbor-InitiativeOne, Lori O'Connor-Vye, Jennifer Odette-DAYTA Marketing, Joe Simon-DaVinci Insurance Advisors, Jessica Van Den Plas-FyterTech Nonwovens, Beth Vann-CMD Corp, Ann Franz-NEWMA, Debbie Thompson-NWTC

RECAP: 2022 NEWMA EVENTS

- President's Cup Scholarship Golf Scramble on June 1 - \$43,000 was netted for the scholarship fund, the most ever!
- Manufacturing First Expo & Conference on October 26 – 1,092 attendees, 220 exhibitors, 311 high school students – Many positive comments were shared regarding the new Resch Expo venue.
- Wisconsin Timber Rattlers Sponsorship – 2022 marked the 2nd year of participating in this sponsorship. All 20 game day sponsorships sold out. 3,000 promotional rally towels were distributed, directing fans to the manufacturing.careers website.
- NEWMA Minute – This was the first year of this radio promo that featured a weekly manufacturer sponsor from April to year end.
- Taps + Tours Business After Hours - Companies featured were STRYKER, Sure Controls, U.S. Oil, Vyper Industrial, and VPI.
- All Stars focus group and subsequent report
- 2023 All Stars
- 2023 Northeast Wisconsin Manufacturing Vitality Study Index
- Kickoff to October is Manufacturing Month

2023 ACTIVITIES – INCLUDES TALENT RECRUITMENT STRATEGIES & IDEAS

- March 3 – Winning with Wisconsin's Workforce, 8:00 to 9:30 AM, at FVTC – [Registration](#)
- May 18 – NEWMA/US Venture Job Fair – This job fair is targeted for high school seniors not intending to go on to college in fall, in addition to military recruits needing employment before leaving to serve.
- June 7 - President's Cup Scholarship Golf Scramble – Ann has been recruiting for two remaining president openings. Next week, Ann will contact last year's sponsors to see if they would be interested in 2023 sponsorship. 20 sponsorship opportunities are available for this year's scramble.
- Wisconsin Timber Rattlers Sponsorship – 11 Tuesday night games will be sponsored. 500 rally towels will be distributed per game, directing fans to the manufacturing.careers website.
- 2024 All Stars
- 2024 Northeast Wisconsin Manufacturing Vitality Study Index
- Monthly talent recruitment and retention webinars – Contact Ann if you have a potential topic.
- High school class reunion sponsorships will be done to encourage attendees to return to work/live in northeast Wisconsin.
- Coaster recruitment promo at Packer bars – This initiative is in partnership with the Greater Green Bay Chamber.
- Lunch & Learns – Contact Ann if you have a potential Lunch & Learn topic.
- Recruitment strategies: NEWMA Minute, bus ads, etc.
- Podcasts
- Taps + Tours Business After Hours – Contact Ann if you and your company want to sponsor an event. Sponsors host the event, in addition to providing light beverages and snacks.
- Continue partnering with Veterans, DVR, DWD, and New North. Consider other recruitment partnerships.
- Kickoff to October is Manufacturing Month

- Host a Packer home game tailgate in partnership with an organization that is already hosting tailgates. Ann will look into an October (Manufacturing Month) home game tailgate.
- October 25 - Manufacturing First Expo & Conference - at the Resch Expo – A keynote speaker has been secured.

UPCOMING NEWMA EVENTS

- February 8 Lunch & Learn: Transformational Leadership, 12:00 to 1:00 PM
- February 22 Lunch & Learn: Change Management, 12:00 to 1:00 PM
- March 3 Winning with Wisconsin's Workforce, at FVTC, 8:00 to 9:30 AM
- March 14 Quarterly Full Membership Meeting - Virtual, 8:30 to 10:00 AM
- March 21 You Can Make It Career Expo at Greenville Middle School

NEXT MEETING

The next Communications Task Force Microsoft Teams meeting is scheduled for February 15, 2023, 8:00 to 9:00 a.m.