

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE – MICROSOFT TEAMS MEETING MINUTES
February 15, 2023 – 8:00 AM

ATTENDEES: Kate Bruns-Insight Publications, John Giesfeldt-Cantilever Agency, Mike Kawleski-Georgia-Pacific, Jada Leonard-US Lubricants, Heather Marconi-HART Design & Mfg., Joe Simon-DaVinci Insurance Advisors, Pam Blazei-NEWMA, Ann Franz-NEWMA, Debbie Thompson-NWTC

PRESIDENT'S CUP

Sponsorship renewal for this year's President's Cup was tremendous. Over 90% of last year's sponsors renewed or upgraded their sponsorship. Two additional gold sponsorships were added to this year's event. In one day, the remaining sponsorships were sold out. Approximately \$48,000 should be net from this year's event for college scholarships.

2023 ALL STARS MAGAZINE

The *2023 All Stars* magazine was published a couple of weeks ago. Members reviewed this year's issue, spotlighting the new centerfold. The publication continues to provide great stories, encouraging people to continue or consider a manufacturing career.

Distribution has begun, with 5,000 copies included in a recent issue of *IOM*. Thousands of copies will be distributed to students at the Greater Green Bay Chamber's Find Your Inspiration event and the Fox Cities Chamber's Future Fox Cities Career Expo. JA BizTown students will also receive copies. Each company that had a 2023 All Star will receive a box of this year's issue.

WISCONSIN TIMBER RATTLERS

Alliance members were notified last week about remaining sponsorship opportunities for this year's Wisconsin Timber Rattlers' Tuesday evening home games. Overall, sponsorship has gone well with only a few game sponsorships remaining, including the July 4 and September 5 games. Rally towel sponsorship is filled and has closed. The rally towel, with manufacturer logos, was displayed. 400 promo towels will be distributed at each member sponsored game.

NEWMA MINUTE

This initiative began in March 2022 and gives a member manufacturer the opportunity to spotlight their organization and its careers via a Y100 & WIXX radio ad that runs for one week. Ann sent the membership an email yesterday sharing the next opportunity to sponsor NEWMA Minute radio promotions. The ads will run May through July.

BUS ADS

Green Bay Busses - Pam shared images of the bus ads that are currently running on four Green Bay Metro public transit busses. Current sponsorship ads will run for three months – February, March, and April. The sponsorships were offered at cost - \$400 each.

Appleton Busses – Ann and Pam are continuing the bus ads in the Appleton area. Public busses are available for sponsorship, at \$450. The signage will be similar to the Green Bay bus ads. Ann will contact Fox Cities manufacturer members that sponsored the NEWMA Minute and Wisconsin Timber Rattlers to solicit for Appleton bus sponsorships. Fond du Lac public busses are also being considered, in addition to potential sponsorship of the Fond du Lac Doc Spiders baseball team.

HIGH SCHOOL REUNIONS

A high school class reunion promotional campaign is being planned in partnership with the Green Bay Area Public Schools (GBAPS). This pilot will target GBAPS 10 and 15 year class reunions. There will be a beverage can

holder (Koozie, chapstick, or mint tins) created with a QR code directed to a dedicated website focused on having those alumni consider moving back to the area. A flyer will also be created. A few components of the flyer and/or website:

- Testimonials from individuals that moved away and are now back in the area.
- Testimonials from individuals who moved to the region.
- Top reasons to move back: low cost of living, great schools, safe area to live – ‘Look at us Now.’
- A concierge program to assist individuals in finding a new position in the region.
- Links to Chamber/Economic Development websites that have information regarding the value of living in the region (i.e., New North, Greater Green Bay Chamber)
- An incentive for them to share their contact information, with the chance of winning Green Bay Packer game tickets.

Communications Task Force members are asked to identify 3-5 individuals from their organization that could provide testimonials. For the 4/13/2023 meeting, Pam will present what the flyer and web page could look like.

PACKER GAME DAY EVENT

A tailgate, in partnership with The Village Companies, is being planned for one of the October Packer home games. The goal includes encouraging people who don't live in the area to drive them to the proposed website that can provide positive, encouraging regional living and jobs information.

Members discussed potential take-away items, such as the Koozie Can Cooler. The proposed promotional flyer could be included with each item. Other ideas included lip balm and tins of mints. Pam will research potential giveaway items and follow-up at the 4/13/2023 meeting.

Ann thanked Pam Blazei for her continued great work and dedication with NEWMA's marketing initiatives.

Other Recruitment Opportunities

Ann is working with the Greater Green Bay Chamber regarding Packer bar recruitment promos outside the region, in addition to recruitment from the Marquette, MI area. The Greater Green Bay Chamber is also hosting a job fair in the Chicago area. The Fox Cities Chamber is working on some similar projects. Ann will follow-up with the Chambers on these initiatives.

2023 TAPS + TOURS BUSINESS AFTER HOURS

Contact Ann if you and your company would like to host/sponsor a July or November 2023 event. Hosts provide light snacks and beverages. WIN Technology will likely be hosting in May at Lambeau Field, while The Village Companies will be hosting in September.

UPCOMING NEWMA EVENTS

- 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 - [REGISTRATION](#)
- 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
- April 1 SeaPerch Underwater Robotics Competition at Ashwaubenon Community Pool

NEXT MEETING

The next Communications Task Force meeting is scheduled for 4/13/2023, 8:30 a.m. The meeting is being planned as an in-person gathering at FyterTech Nonwovens in Green Bay.