

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
at FyterTech Nonwovens | April 19, 2023 | 8:30 AM**

ATTENDEES: Kate Bruns-Insight Publications, Megan Dorsch-North Coast Media Group, Nick Nighbor-InitiativeOne, Joe Simon-DaVinci Insurance Advisors, Jessica Van Den Plas-FyterTech Nonwovens, Ann Franz-NEWMA, Debbie Thompson-NWTC

PROGRAM UPDATES

Wisconsin Timber Rattlers

Spectacular weather featured a large crowd on-hand for April 11's opening day. This is the third year NEWMA is sponsoring Tuesday night games. All of the sponsorships were sold with the exception of the July 4 and September 5 games. There is also an additional sponsorship opportunity for the August 22 game. If a company is interested in sponsoring two games instead of one *or* was a \$300 logo sponsor, they can sponsor the 8/22 game as well.

NEWMA is also sponsoring three Fond du Lac Dock Spiders games. NEWMA rally towels will also be distributed at these games.

NEWMA Minute

Weekly NEWMA Minute radio ads will be running through the end of June. Ann will be recruiting companies next week to sponsor the July, August and September ads.

President's Cup

2023 President's Cup (PC) sponsorships have sold out. Two additional \$3,000 gold level sponsorships, as well as one additional breakfast sponsorship, make this year's PC the program's largest fundraiser. \$46,000 will be net for NEWMA's college scholarship fund.

Current PC sponsorship opportunities include breakfast, luncheon, beverages, hole in one, and cocktails. Gold sponsors choose the president they golf with, while the 20 presidents will golf for free. For next year, a 24-hour auction could be held for the top two participating presidents. Bidding would be opened to 2023 sponsorship companies, before opening the bids to other members. An auction platform would be needed. Ann requested other ideas for additional 2024 PC sponsorship opportunities. Sponsorships suggested included logo give-away items and sponsoring the driving range.

Bus Ads

The impact of running the Green Bay Transit bus ads since last February has been impressive. There has been an 85% increase in visits to NEWMA's www.manufacturing.careers page. Therefore, the three month pilot has been extended to six months. All the Green Bay bus ad sponsors renewed their sponsorship. In April, NEWMA also purchased three months of Fox Cities bus ads. Website metrics will continue to be evaluated. It was suggested that unique QR codes be used to better evaluate each region's success rate.

2023 TAPS + TOURS BUSINESS AFTER HOURS

Contact Ann if your company would like to host a May event. Lindquist Machine will be hosting on July 20, while The Village Companies will be hosting in September.

HIGH SCHOOL REUNIONS

NEWMA will be partnering with GBAPS high school reunion organizers to encourage alumni who left the region to move back to the area. Members reviewed Pam's flyer that can be included with a can Koozie®, encouraging the targeted alumni to register on the website. Info captured would be their name, email, and whether or not

they are interested in moving back to the area. Members will review a webpage mockup at the 5/17 Communications Task Force meeting.

An around town / Wisconsin gift basket, including gift cards, could be used to incentivize people to register. Gift card suggestions included a stay at Hotel Northland or Lodge Kohler, Appleton Airport travel, or Green Bay Packer game tickets.

Ann has a call out to GBAPS to identify 5 to 15 year class reunion summer dates. Members are encouraged to contact Ann if they hear of other upcoming regional 5 to 15-year class reunions for potential sponsorship.

The flyer and can Koozie® could also be utilized for Packer Game Day recruitment efforts. Ann will be meeting with a Wisconsin Veterans Chamber of Commerce rep, to discuss including veterans in this type of initiative.

OCTOBER IS MANUFACTURING MONTH

NEWMA's October events include the Excellence Awards program / dinner, Get Real Math & Science Premiere, Manufacturing First student career exploration, in addition to sponsoring student busing for plant tours. Ann asked members for other October activity ideas that could be added.

Kate shared that Insight has been acquired by Woodward Radio Stations, giving them tremendous recording access. NEWMA-Insight biweekly, 20 minute podcasts could debut in October, featuring sponsorships and guests via Skype. Video elements could be used, with clips added to social media. Member company activities and regional Wisconsin made products that have a global impact can be featured. Content could also be added to radio promos.

Ann and Kate will be meeting to further plan the podcasts. Follow-up information will be shared at the 5/17 Communications Task Force meeting.

PACKER GAME DAY PROMO

This topic was tabled for the 5/17/2023 Communications Task Force meeting.

UPCOMING NEWMA EVENTS

- May 1: Kickoff to Digital Literacy Training
- May 18: NEWMA & US Venture Graduate Seniors Hiring Event at NWTC
- May 23: Future of Work – Childcare at the Green Bay Botanical Gardens
- June 7: President's Cup Scholarship Golf Scramble at Blackwolf Run
- June 8: NEWMA Quarterly Membership Meeting at Lambeau Field

NEXT MEETING

The next Communications Task Force meeting is scheduled for 5/17/2023, 8:30 a.m., at InitiativeOne.