

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
at InitiativeOne | May 17, 2023 | 8:30 AM**

ATTENDEES: Pam Blazei-NEWMA, Tonya Dittman-The Village Companies, Ann Franz-NEWMA, Mike Kawleski-Georgia-Pacific, Jada Leonard-U.S. Venture, Lori O'Connor-Vye, Debbie Thompson-NWTC

2023 TAPS + TOURS BUSINESS AFTER HOURS

May 30:	AriensCo Museum, Brillion – 3:00 to 5:00 PM
July 20:	Lindquist Machine, Green Bay
September 21:	The Village Companies, Pulaski
November 16:	WIN Technology, Lambeau Field

NEWMA MINUTE

Sponsorships have been sold through July 2023. A number of companies have renewed their sponsorship. New ads will be recorded on May 23 and June 6. The cost is \$1,400 for 20 spots to run on WIXX & Y100 radio stations.

2024 ALL STARS

Timeline:

- All Star nominations begin on June 1 and close on June 30.
- July 20 - Voting will take place at the Startup Hub (NWTC's Green Bay campus).
- August – Announce the winners to the companies.
- August / September – Filming
- January 2024 – *2024 All Stars* magazine is published.
- October 2024 – 2024 All Stars will be recognized at the Excellence Awards dinner / program.

The nomination forms were reviewed for changes.

- Include a past nomination as an example for the nominators.
- Provide space for the nominator to share brief examples and quotes regarding a nominee's personal characteristics – leadership, work accomplishments, mentorship.
- Include direct quotes from mentees or those that have been impacted by the nominee.

HIGH SCHOOL REUNIONS

There has been difficulty connecting with the 5, 10, and 20 year reunion coordinators. Potential summer reunions include a 20 year class reunion planned for Green Bay Southwest High School, in addition to alumni programming by the Ashwaubenon Blast. Kewaunee and Pulaski High Schools host all year reunions that will be considered. Appleton high school reunions are also being explored. Promotional materials could be put in the career services departments at all NWTC locations.

Members reviewed Pam's webpage where interested reunion attendees would be directed. The page promotes the area, showing why northeast Wisconsin is a great place to work, live, and raise a family. Yesterday, U.S. News & World Report announced Green Bay as the #1 Place to Live in the U.S. This great news will be incorporated into NEWMA's marketing campaigns.

OCTOBER IS MANUFACTURING MONTH

Ideas to kickoff October's Manufacturing Month on Monday, October 2 were discussed. In the past, NEWMA has hosted a virtual event for Manufacturing First registrants. A similar event could be hosted.

Promotional videos were recently created for Fond du Lac and Marinette Counties. Five area companies were featured in each video. Produced by Gillespie Productions, the videos have received great reviews. Similar

videos could be created for additional counties. Ann will reach out to some of the regional economic development boards to gauge their interest in contributing towards this effort. Ann will show the Marinette and Fond du Lac videos at the July 20 Communications Task Force meeting.

Other kickoff ideas included live media interviews and/or hosting a breakfast at the Brown County STEM Innovation Center. Task Force members discussed another type of promotion to spotlight ‘October is Manufacturing Month’, such as Kwik Trip offering a discount for manufacturing employees.

PACKER GAME DAY PROMO

Tonya Dittman gave an update regarding NEWMA partnering with The Village Companies for a Packer home game. The October 29 game, vs. the Minnesota Vikings, is tentatively being targeted. Tonya has a meeting tomorrow to discuss the event that would include promoting the area and NEWMA jobs.

A can Koozie®, containing a promotional flyer, could also be distributed at Packer game day recruitment events. A QR code would lead recipients to the website that includes stats about living in the area, informational links, and cost of living data. A contest will be utilized to encourage viewers to register on the website.

NEWMA INSIGHTS PODCAST

Organizers are moving forward with the podcast logistics. The weekly podcasts will debut on October 2, as a kickoff to Manufacturing Month.

PROGRAMMING IDEAS	TOPIC IDEAS
<ul style="list-style-type: none"> • Spotlight an IOM article. • NEWMA programming / events update. • Alliance member spotlight on product or best practice. • Did you know? Share a fun fact. • Leadership tip from a manufacturer. • IOM programming / events update. 	<ul style="list-style-type: none"> • Excellence Awards – feature awards program and winners. • All Stars – feature awards program and winners. • Vitality Study results. • Childcare best practices. • Hot topics: remote workplace, AI. • Tech ed teacher / school spotlight. • Feature college program / leader - new president at NWTC, update on engineering programs at UWGB & UW. • Spotlight keynote of the Manufacturing First Conference. • Tips on internships, YA, DVR. • HR marketing and other roles.

UPCOMING NEWMA EVENTS

May 18:	NEWMA & U.S. Venture Graduate Seniors Hiring Event at NWTC’s Green Bay Campus
May 23:	Future of Work – Childcare Summit at the Green Bay Botanical Gardens
May 30:	Taps + Tours at AriensCo Museum, Brillion
June 7:	President’s Cup Scholarship Golf Scramble at Blackwolf Run
June 8:	NEWMA Quarterly Membership Meeting at Lambeau Field
June 14:	Aviation Careers Exploration Retreat for Tech Ed Teachers – Appleton, WI
June 1:	All Star Nominations Begin
June 9:	Excellence Awards Nominations CLOSE
June 30:	All Star Nominations CLOSE

NEXT MEETING

The next Communications Task Force meeting is scheduled for 7/20/2023, 8:30 a.m., at the Startup Hub (on NWTC’s Green Bay campus). Attendees will be voting on the All Star nominations.