

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
at NWTC's Green Bay Campus | July 20, 2023 | 8:30 AM**

ATTENDEES: Pam Blazei-NEWMA, Tonya Dittman-The Village Companies, Megan Dorsch-North Coast Media Group, Ann Franz-NEWMA, John Giesfeldt-Cantilever Agency, Mike Kawleski-Georgia-Pacific, Heather Marconi-HART Design & Mfg., Joe Simon-Davinci Insurance, Debbie Thompson-NWTC

2024 ALL STARS VOTING & MAGAZINE PLANNING

Winners were finalized and announced to attendees. Ann will follow-up with all the nominees. The questionnaire that will be sent to the winners was reviewed for changes. For next year's (2025) All Stars, any age requirements, for either category, will be reviewed / edited prior to sending out the nomination forms.

The 2024 All Star winners will be hosted at the Excellence Awards event in October 2024. Alex Zacarias will be filming the All Star winners for two weeks beginning the last week of August 2023. Videos can be previewed in October 2023. The magazine will be published, including an electronic version, in January 2024. 25,000 copies will be printed for distribution.

Ann discussed doing some form of recognition in January 2024 when the 2024 All Stars magazines are delivered to the winning organizations. Companies could be contacted to determine how they would like to celebrate their All Star. Winners could receive a certificate and/or gift card. A celebration video could be created and shown at the 2024 Excellence Awards event. A recognition event could be hosted virtually.

Ann will be following up with the 2023 All Star winners, with free tickets, for this year's Excellence Awards event on October 24 at the Resch Expo. Bill Jartz will serve as emcee. Ann will contact the companies / organizations that sponsored last year to see if they would like to sponsor this year's Excellence Awards, before opening the sponsorships to the full membership.

AMOUNT & SPONSORSHIP	DESCRIPTION
\$2,500 Award Category	Sponsor the Education or Community Partnership Awards (<i>WEDC is confirmed for the Business category.</i>)
\$1,500 Tech Ed Teachers	Provide tech ed teachers with free tickets to attend the 10/24 Excellence Awards dinner and program.
\$1,000 Gold Sponsor	Have your organization and logo featured on a one-page ad in the Excellence Awards publication.
\$250 Silver Sponsor	Have your organization's logo featured in the Excellence Awards pamphlet.

RECAP: PRESIDENTS CUP - 6/7/2023

Favorable weather helped provide for a successful 6th Annual Presidents Cup Scholarship Golf Scramble at Blackwolf Run. The event generated \$75,000 in sponsorships, its highest amount ever. \$48,000 will be netted and directed towards the Alliance's scholarship fund. Next year's Presidents Cup will be held on June 5, 2024 at Blackwolf Run, Kohler.

TALENT RECRUITMENT STRATEGIES

City bus ads have resulted in a significant response from the Green Bay area, with a 60% increase of people visiting the manufacturing.careers web page. Ann will be contacting the Green Bay member companies to see if they would like to purchase future Green Bay city bus ads.

NEWMA Minute radio ads continue with some companies purchasing another promo week, due to favorable results from their previous spot(s). All of the September and October spots have filled. Ann will be notifying the membership regarding November through January radio sponsorship opportunities.

Class Reunions – In an effort to recruit people who have left the area to return to live / work, class reunion sponsorships are being sought. It has been challenging, due to most reunions only being publicized internally. The Oshkosh area has two upcoming 20-year class reunions that NEWMA will pilot with a donation to each of their foundations, in addition to having a presence at the events.

Ashwaubenon will host a ‘Summer Blast’ for their high school graduates on August 12. Ann will look into this event to see if sponsorships are available that would benefit the Alliance’s recruitment initiatives.

Podcasts, in partnership with Insight Publications, will launch in October. There is discussion on hosting an event to kick-off the podcast. Subsequent 15-minute podcasts will be held weekly.

Wisconsin Timber Rattlers sponsorships have been going well, enhancing participant talent recruitment efforts.

What is Made & Careers Video Projects - Two of the four new Marinette and Fond du Lac County videos were shown. Two videos for each County feature careers and what is made, respectively. Promotion of the videos will begin with a kickoff, including a press release, in September. Video clips can be added to social media. Ann is also considering doing some of these types of videos in other smaller regional communities.

Other potential talent recruitment strategies were discussed. Suggestions included sponsoring a race car. Following trends and using the latest social media platforms was also suggested. Currently, Instagram is popular among young people. Determine the hashtags that matter to them. Using appropriate humor helps maintain interest.

Last year, NEWMA hosted focus groups with some of the All Stars. Powerful testimony was shared. For next year, Ann suggested doing some type of event that would unite interns, providing value to them, their company, and other Alliance organizations.

PACKER GAME DAY PROMO

NEWMA and The Village Companies will be partnering at the October 29 Packers vs. Vikings game at Lambeau Field. A space in front of D2, on Armed Forces Way, has been reserved. Can Koozies®, containing a promotional flyer, will be distributed at the event. Promotional messaging was shared by Pam that could also be printed on the can Koozies®. Bay Tek Games will have incentivized games available. Tonya Dittman will look into having a promotional banner printed. 3-4 event volunteers will be needed.

Ann will contact Brad Toll, CEO - Discover Green Bay, regarding possibly partnering at the new Green Bay Visitor Center.

UPCOMING NEWMA EVENTS

July 20	Taps + Tours Business After Hours, Lindquist Machine
July 26	Virtual Lunch & Learn – NEWMA Benefits
August 1	Manufacturer K-12 Outreach Survey
August 10 & 17	Virtual Lunch & Learns - Mental Health
September 21	Taps + Tours Business After Hours, Bay Tek Games
October 2	Live Podcast Kickoff – Manufacturing Month
October 3	Get Real Math & Science Video Premiere, Meyer Theatre
October 24	ACP Roundtable, Resch Expo
October 24	Excellence in Mfg./K-12 Partnerships Awards, Resch Expo
October 25	Manufacturing First Expo & Conference, Resch Expo
November 2	Internship Draft Day, Lambeau Field

NEXT MEETING

The next Communications Task Force MS Teams meeting is scheduled for August 16, 2023, 8:30 a.m.