

NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
via MS Teams | August 16, 2023 | 8:30 AM

ATTENDEES: Kate Bruns-Insight Publications, Tonya Dittman-The Village Companies, Ann Franz-NEWMA, John Giesfeldt-Cantilever Agency, Kelli Karpinski-MPTC, Mike Kawleski-Georgia-Pacific, Chris Ledvina-UWGB, Jada Leonard-US Venture, Heather Marconi-HART Design & Mfg., Lori O'Connor-NWTC, Jessica Van Den Plas-FyterTech Nonwovens, Debbie Thompson-NWTC

2024 ALL STARS

Winners have been notified. Filming will take place from August 28 to September 6, 2023. Members discussed ways to spotlight the winners in January 2024, as their recognition at the Excellence Awards event will not be held until the following October. Each All Star could be spotlighted for a day via social media. A presentation to each winner with balloons/cookies/donuts delivered with the All Star magazines can be planned. In December, Ann will work with each All Star's organization to coordinate some form of recognition when she drops off their box of *2024 All Stars* magazines in January.

OCTOBER IS MANUFACTURING MONTH EVENTS

- 10/2 - Podcast Kickoff
- 10/3 - Get Real Premiere at the Meyer Theatre
- 10/5 - Marinette Education & Business Conference
- 10/24 - ACP Partnerships Roundtable at the Resch Expo
- 10/24 - Excellence in Mfg./K-12 Partnerships Awards at the Resch Expo
- 10/25 - Manufacturing First Conference – at the Resch Expo
- 10/29 - Packers vs. Vikings Tailgate Talent Outreach
- 10/31 - Fond du Lac High School Sophomore Plant Tour Experience

TALENT RECRUITMENT TAILGATE

PACKERS VS. VIKINGS | OCTOBER 29, 2023 | 8:30 AM TO NOON (GAME TIME)

NEWMA and The Village Companies are partnering at the October 29 Packers vs. Vikings game at Lambeau Field. An outdoor table in front of D2, on Armed Forces Way, has been reserved. Can Koozies®, containing a promotional flyer, will be distributed, in addition to other swag. The tailgate will host games and be publicized through NEWMA's social media outlets. Four volunteers will be needed from 8:30 a.m. to noon.

NEW MANUFACTURING ALLIANCE'S INSIGHTS PODCASTS

Tentatively, an informational kickoff to the new podcasts and manufacturing month is being planned at Oshkosh Corp. If that venue does not work, the new Greater Green Bay Visitor Center could possibly hold the kickoff. Potential speakers are Brian Rasmussen - Insight Publications and Paul Rauscher - Alliance founder. Oshkosh Corp. leadership would also present, followed by open networking. NEWMA members and Manufacturing First registrants would be invited. When confirmed, Ann will follow-up with members.

October podcasts will promote Excellence Awards winners and the Manufacturing First Conference. Manufacturers can be featured, individually or as a group. Oshkosh Corp. could be the sponsor of the month. Kate shared that IOM will be publishing a number of NEWMA stories / ads, including promotion of NEWMA's podcasts and the recent Taps & Tours held at AriansCo Museum.

COLLEGE INTERNSHIP FOCUS GROUP - SUMMER 2024 EVENT

Members would like to unite a group of young manufacturer employees, including interns to get their feedback. An activity could be held, followed by a group discussion. Participating companies would receive the findings from the content learned at the event. This is being planned as an annual summer half day event, beginning in 2024. Attendance could be incentivized by offering gift coupons or regional game day / event tickets. Ann will

follow-up with Atomic Research to see if they are interested in facilitating the focus group. IDD companies will be recruited to participate.

UPCOMING NEWMA EVENTS

August 17	Virtual Lunch & Learn - Mental Health
August 22	AI Training Begins
September 13	Project Management Training Begins
September 21	Taps + Tours Business After Hours at Bay Tek Games
October 2	Live Podcast Kickoff – Manufacturing Month
October 3	Get Real Video Premiere at the Meyer Theatre
October 24	ACP Roundtable at the Resch Expo
October 24	Excellence in Mfg./K-12 Partnerships Awards at the Resch Expo
October 25	Manufacturing First Expo & Conference at the Resch Expo
November 2	Internship Draft Day (IDD) at Lambeau Field

NEXT MEETING

The next Communications Task Force MS Teams meeting is scheduled for September 13, 2023, 8:30 a.m.