

NEW Manufacturing Alliance
Board of Directors Meeting
August 2, 2023
2 p.m. – 3:30 p.m.
Gardan
Minutes

Attendees: Jeff Anderson, Brandon Beard, Ron Buchinger, John Dennis, Nicole Malson, John Nundahl, Bryan Peters, Rick Recktenwald, Mark Weber, Barb LaMue and Ann Franz

Topic 1: Presentation from Wipfli on ChatGPT

A presentation from Mark Stevens and Jake Rohrer from Wipfli.

Topic 2: Taskforce updates

Quarterly Membership meeting: The June 8th meeting was very well attended. Many of the attendees noted their enjoyment in hearing the keynote speaker that discussed ‘Where are all of the workers?’ The December quarterly membership meeting will be held on December 13, 2023 from 8 a.m. – 10:30 a.m. at FVTC. The keynote speaker is Mike Evans, speaking on the topic Thrive and Flourish Through Disruption & Change, AI Impact and Today’s Sea of Sameness.

Communications: The taskforce voted on the 2024 All Stars with over 40 nominations submitted, similar to last year. The companies that had an All Star include: Fiberglass Solutions, Fincantieri Ace Marine, Georgia-Pacific, KI, Marion Body Works, Nature’s Way, Nicolet Plastics and Nueske’s Applewood Smoked Meats.

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.

Starting in October, the organization will partner with Insight Publications on a weekly podcast called, ‘NEWMA Insights’. The podcasts will be approximately 15 minutes long each week. A kick off event for the podcast in conjunction with October is Manufacturing Month is being planned for Monday, October 2, 2023.

The organization is working with The Village Companies in hosting a Packer Game Day tailgate on October 29th, Packers vs. Vikings game. A space in front of D2, on Armed Forces Way, has been reserved. Can Koozies®, containing a promotional flyer recruiting NEWMA members jobs, will be distributed at the event.

Industry 4.0: The Digital Literacy training that was funded by Microsoft had great feedback from the participants and companies. In June, there was an ESL version of the class that had Maria Gonzalez translating in Spanish. There will be additional classes available in the fall. A new AI training is being offered utilizing LinkedIn Learning and content experts starting on August 22, 2023. To date, there are over 80 people enrolled in the class. Ann took 13 people to Microsoft Technology Center in Chicago.

K-12: There were 70 nominations for the 12th annual Excellence in Mfg./K-12 Partnerships Awards. The Awards dinner will be held on October 24th at the new Resch Expo. The following sponsorships are available.

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 publication.

Winners are:

2023 EDUCATION AWARD WINNERS

Brighter Image – **Seymour Community School District**

Career Pathmaker – Administrator - **Vicki Porior, Oshkosh Area School District**

Career Pathmaker – Educator - **Elizabeth Kust, N.E.W. School of Innovation**

Career Pathmaker – Educator - **Paul Endter, Appleton West High School**

Career Pathmaker – Tech Ed Teacher – **Justin Casper, Two Rivers High School**

Education Innovation – **Fond du Lac High School**

Higher Education Award – **Christine Brown, Fox Valley Technical College - Wautoma**

Manufacturing Partnership - **Wabeno High School**

2023 MANUFACTURER AWARD WINNERS

Brighter Image – **Miller Electric Mfg. Co.**

Educational Partnership – **Advanced Tooling Specialists (ATS)**

Leadership – **Samuel Pressure Vessel Group**

Manufacturing Innovation - **Team Industries**

Visionary – **Gregorio Balandran, Amcor**

Youth Apprenticeship – **Walker Forge**

2023 COMMUNITY PARTNERSHIP WINNER

Community Partnership – **Goodwill NCW & Rawhide Youth Services**

On July 10 and 11, ten companies were filmed the 'How to be successful in the workplace' videos. CESA 8 has the scripts for both videos and is working on the teacher lesson plan. The shorter version will debut at the Get Real Video Premiere on October 3 at the Meyer Theatre.

In August, Ann will be sending out the annual Manufacturer K-12 Outreach survey. The questions identify the school districts, grades, and methods manufacturers would like to assist any of the regional schools. The survey results help schools better connect with industry.

The K-12 taskforce is working on several 'October is Manufacturing Month' events including plant tours and the annual ACP Partnership Roundtable meeting held on October 24, 2023. New this fall, NEWMA will share with the membership a flyer to give to employees on how to provide career advice for their children.

Solutions to the Fond du Lac County & Marinette Talent Shortage taskforces: The videos that were created this past year are now approved and will be debuted on September 12th. There will be a promotion through the end of the October. Here are the links to the videos:

- Fond du Lac County - What's Made: <https://f.io/SOEIzkW>
- Fond du Lac County - Careers: https://f.io/zvMo-p_l
- Marinette County - What's Made: <https://f.io/Dc8vp629>
- Marinette County - Careers: <https://f.io/L5V3OxTq>

If there is interest, we may consider spotlighting 2 other counties for 2024.

STEM: Get Real Science and Get Real Math videos have been filmed this summer. The Premiere will be held on October 3, 2023 at the Meyer Theatre. The organization hosted 25 tech ed teachers on June 14 at EAA, including a tour of the Command Tower, Gulfstream and Plexus.

Mind Trekkers will be held at NWTC's Green Bay campus on February 15 (Thursday) and 16 (Friday), 2024. Ann will need 8-10 companies to sponsor the event, at \$5,000 each. Sponsorship includes a booth at the event and your company's logo on the t-shirt that will be given to thousands of student attendees. Companies will also get recognition via the event's promotional materials. Food sponsorship opportunities will also be available. Sponsors need to be secured by August 15, 2023. **Video of event held in 2019 at NWTC:**
<https://www.youtube.com/watch?v=LnDEHiFhbsw>

Talent: The NEWMA – St. Norbert Frontline Leadership training sold out with 20 participants. The training will begin in September. If successful, it will be offered again in 2024.

There were 164 registrants for the Future of Work Childcare Symposium on 5/23/2023 at the Green Bay Botanical Garden. Presenters included the Fox Cities Childcare Alliance. Counties spotlighted were Waupaca, Oconto, Waupun and Manitowoc. The taskforce is working on the topic for next year's event. Initial thoughts are the issue of mental health in the workplace.

The taskforce is planning Internship Draft Day. New this year, the event will be held on the atrium's main floor. An informational IDD LinkedIn page has been created. This year's event will have increases in the scholarships that are awarded. First overall draft pick will receive a \$2,500 scholarship (previous \$1,500) and second overall draft pick will be awarded a \$1,000 scholarship (previous \$500). Each overall draft pick per college, as long as there are 5 students that interview will receive a \$500 college scholarship (previous \$50 gift card). Mark Murphy, CEO and President of the Green Bay Packers, will present the awarded scholarships.

Ann will be notifying member companies to register for IDD beginning the first week of August. Employers will have until mid-September to enter their internships online.

Topic 3: President's Cup Scholarship Golf Outing recap

The event raised an all time high of \$75,500. Costs did go up with the event, however the event netted \$49,400. Next year's event will be held on June 5, 2024 at Blackwolf Run. We have the opportunity to have 22 teams for next year's event.

Topic 4: NEWMA Financials

Ron reviewed the NEWMA financials from January – July 2023. The organization is financially healthy.

Topic 5: Open discussion on a hot topic

Tabled due to time.

Topic 6: Associate Member approval

Two Associate membership applications: Paramount Physical Therapy & Preempt Physical Therapy. Motion made by Ron with second from Jeff. Motion was unanimously approved to approve both membership applications.

Topic 7: Next steps and next meeting on September 6, 2023 at 8:30 a.m. (virtual)