

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
via MS Teams | September 13, 2023 | 8:30 AM**

ATTENDEES: Pam Blazei-NEWMA, Tonya Dittman-The Village Companies, Megan Dorsch-NorthCoast Media Group, Ann Franz-NEWMA, Kelli Karpinski-MPTC, Mike Kawleski-Georgia-Pacific, Jada Leonard-US Venture, Heather Marconi-HART Design & Mfg., Jenifer Odette-DAYTA Marketing, Joe Simon-DaVinci Insurance Advisors, Debbie Thompson-NWTC

OCTOBER - MANUFACTURING MONTH EVENTS

10/3 - Get Real Video Premiere, Meyer Theatre
10/5 - Marinette Education & Business Conference
10/6 – Live Podcast Kickoff
10/24 - ACP Partnerships Roundtable, Resch Expo
10/24 - Excellence in Mfg./K-12 Partnerships Awards, Resch Expo
10/25 - Manufacturing First Conference, Resch Expo
10/29 - Packers vs. Vikings Tailgate Talent Outreach

Get Real Video Premiere | Meyer Theatre | 10/3/2023 | 4:30 – 6:30 PM | Free Event [REGISTRATION](#)

New Get Real Math & Science videos will premiere from Alliance Laundry Systems, EMT International, and KI. Plus, the new employability skills video *How to be Successful in the Workplace* will debut. Two videos tied to YA employability skills standards were produced. Ann is working with CESA 8 on the video lesson plans. Attendees viewed the employability skills summary video. A suggestion was to add the skill (text) throughout each company's presentation.

Mfg. Month & NEW Manufacturing Insights Podcast Kickoff | Oshkosh Corp. | 10/6/2023 | 8:30 – 10:00 AM

This free event will be open to all members and Manufacturing First registrants. The event will feature some of the October podcast guests, in addition to networking. The registration link will be sent later this week.

ACP Partnerships Roundtable | Resch Expo | 10/24/2023 | 3:00 to 4:30 PM | Free Event [REGISTRATION](#)

Companies connect with educators about ways they can work together.

Excellence in Mfg./K-12 Partnerships Awards | Resch Expo | 10/24/2023 | 4:30 – 8:30 PM | [REGISTRATION](#)

Two levels of sponsorship are available, \$250 and \$1,000. The \$1,000 sponsorship includes two free tickets to the dinner/program and a full page ad in the *Excellence Awards* magazine that will go to the full membership and all New North public and private school administrators, school counselors and tech ed teachers. \$250 sponsors will have their logo featured in the *Excellence Awards* magazine. This event is one of NEWMA's largest scholarship sponsor opportunities.

Manufacturing First Expo & Conference | Resch Expo | 10/25/2023

If your company hasn't registered, there are still exhibit booths and tickets available.

Talent Recruitment Tailgate | Packers vs. Vikings | 10/29/2023 | 8:30 AM to Noon

NEWMA is partnering with The Village Companies tailgate. Two more volunteers are needed from 8:30 a.m. to noon. An outdoor table in front of D2 Sports Bar, on Armed Forces Way, has been reserved. Can Koozies® will be distributed that directs fans to the NEWMA website. Two more volunteers are needed. Please contact Ann if you are able to volunteer.

Student Plant Tours - During October, NEWMA is coordinating hundreds of regional students to go on plant tours from Fond du Lac to Marinette.

NEWMA INSIGHTS PODCASTS

The October podcasts will be recorded on 9/26/2023 at Woodward Studios. **Podcast programming episodes:**

- October 5 - Welcome to NEWMA's new podcast (overview)/history with Brian Rasmussen and Paul Rauscher. They will provide leadership insights, with plugs to Manufacturing First. Paul will discuss the beginnings of the Alliance.
- October 12 - Football theme/banter about the NFL Draft coming to Green Bay, Internship Draft Day with Anne Troka, Sargento Foods. Anne will share tips on Sargento's internship program and leadership insights.
- October 19 – K/12 partnerships, Excellence Awards and dinner, tech ed with Staci Sievert, Seymour High School, one of the 2023 Excellence Awards winners. Staci will also provide leadership insights.
- There will not be a podcast the week of Manufacturing First/Excellence Awards.
- November 2 – Manufacturing First takeaways/insights roundup
- November 9 – Exporting with Roxanne Baumann, WMEP

Other podcast theme ideas could include the games people play and their industry correlation, in addition to other leadership topics. Upcoming episode dates/topics can be posted on the NEWMA website.

2024 NORTHEAST WISCONSIN MANUFACTURING VITALITY INDEX SURVEY

UW Oshkosh's Center for Customized Research will continue administering the survey beginning in late September. Vye will continue creating the final report and PPT based on the survey results.

COLLEGE INTERNSHIP FOCUS GROUP - SUMMER 2024 EVENT

Members would like to unite a group of young manufacturer employees, including interns, to get their feedback regarding their manufacturing career. An activity could be held, followed by a group discussion. This is being planned as an annual summer half day event, beginning in 2024. Atomic Research has been contacted to serve as a moderator. Members will continue to move forward with this initiative.

UPCOMING NEWMA EVENTS

September 21	Taps + Tours Business After Hours, MCL Industries
September 28	Virtual Lunch & Learn: Transforming Employee Recruitment with AI
October 3	Get Real Video Premiere, Meyer Theatre
October 6	Live Podcast Kickoff – Manufacturing Month
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 (IDD), Lambeau Field

NEXT MEETING

The next Communications Task Force meeting will be in-person at HART Design & Manufacturing, November 15, 2023, 8:30 a.m.