

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
At HART Design & Manufacturing | November 15, 2023 | 8:30 AM**

ATTENDEES: Chris Brennan-Georgia-Pacific, Tonya Dittman-The Village Companies, Ann Franz-NEWMA, Heather Marconi-HART Design & Mfg., Debbie Thompson-NWTC, Jessica Van Den Plas-FyterTech Nonwovens

Tonya Dittman was introduced as the new Communications Task Force chair, replacing Mike Kawleski who recently retired from Georgia-Pacific.

RECAP: OCTOBER - MANUFACTURING MONTH EVENTS

Month of October - NEWMA sponsored bussing for hundreds of regional students to tour companies in Fond du Lac, Marinette, Oconto, Calumet, and Sheboygan Counties.

10/3 - Get Real Video Premiere, Meyer Theatre - 177 Registrants | Videos featuring Alliance Laundry Systems, KI and EMT International premiered. The new *How to be Successful in the Workplace* video, featuring ten member companies, was also shown.

10/5 - Marinette Education & Business Conference

10/6 – KICKOFF: Manufacturing Month & NEW Manufacturing Insights Podcasts at Oshkosh Corp. - 86 Registrants

10/12 – Aspiro Open House

10/20 – Industry Tours for Ripon & Laconia High School Students

10/24 - ACP Partnerships Roundtable | 83 Registrants

10/24 - Excellence in Mfg./K-12 Partnerships Awards | 262 Registrants - A record \$25,000 was net for NEWMA's scholarship fund.

10/25 - Manufacturing First Conference | A record 1,150 attendees & 218+ exhibitors - 292 high school students participated in career exploration.

10/29 - Packers vs. Vikings Tailgate Talent Outreach

10/31 - Plant Tour Experience for Fond du Lac High School Sophomores

Talent Recruitment Tailgate | Packers vs. Vikings | 10/29/2023

NEWMA partnered with The Village Companies for the tailgate that was located in front of D2 Sports Bar, on Armed Forces Way. Hundreds of NEWMA promo can coolers were distributed and appreciated by fans.

Today's discussions centered on tailgate enhancements for possibly two to three 2024 home games.

- Member manufacturers can be given the opportunity to host the event.
- Provide more promotion prior to the event.
- Display banners and additional signage.
- Add QR codes to the can coolers and signage.
- Decrease the size of the promotional flyer that was distributed, making it easier to carry.
- Provide more gamification, such as a meat raffle.
- Prizes could include beads, cheese, snacks, bar coasters, hand warmers, etc.
- Noble Roots is a small new brewery that could possibly be part of the booth.
- Display any prizes. Quick prize registration could encourage fans to provide their contact info.
- Alternative Event: Partner with the Green Bay Blizzard. Provide transportation that brings students/parents from the Boys and Girls Club to one of their games.

NEWMA INSIGHTS PODCASTS

The podcasts kicked off live on October 6 at Oshkosh Corp. The podcasts are posted on the NEWMA website and have had hundreds of listeners. November and December guests include The Village Companies, WMEP, UWO's

Engineering program, ASPIRO, and AriensCo. The Vitality Study will be featured in January, along with a Sure Controls discussing Industry 4.0. Additional 20 minute podcast topics and other ideas were discussed.

- Spotlight the All Stars. HART Design & Manufacturing's 2024 All Star, Carlos, has an inspiring story. A lunch and learn could also be featured that discusses the paperwork hurdles and joys of bringing someone to the U.S. to work.
- Feature how to successfully reinvent yourself after having made a regretful choice(s) that some may think could negatively impact their career.
- Have a correctional system rep present a success story.
- Host young people who have succeeded in manufacturing.
- Partner with the tech colleges, Mission Wisconsin, and chambers of commerce.
- Promote the region and the cool things that are locally manufactured.
- Post a QR code that leads them to the website. Evaluate the results.
- Create a contact form for individuals to submit potential guest names.
- Promote the podcast to educators including tech ed teachers.

2024 NORTHEAST WISCONSIN MANUFACTURING VITALITY INDEX SURVEY

UW-Oshkosh is currently surveying manufacturers and should have the results by the end of November. The findings will be announced at the 12/13 NEWMA Quarterly Membership meeting at Fox Valley Technical College. Vye will be producing the study's finalized pamphlet.

COLLEGE INTERNSHIP FOCUS GROUP - SUMMER 2024 EVENT

This topic was tabled for the January meeting.

UPCOMING NEWMA EVENTS

November 16: Taps + Tours at Lambeau Field, 3:30 to 5:30 PM

December 13: Quarterly Membership Meeting at Fox Valley Technical College, 8:00 to 10:30 AM

NEXT MEETING

The next Communications Task Force MS Teams meeting will be on January 17, 2024, 8:30 a.m.