

**NEW Manufacturing Alliance  
Communications Task Force | MS Teams Meeting Minutes  
February 21, 2024 | 8:30 AM**

**ATTENDEES:** Pam Blazei-NEWMA, Kate Bruns-Insight Publications, Cal Bynoe-Employment Resource Group, Tonya Dittman-The Village Companies, Ann Franz-NEWMA, Jill Fuss-McClone Insurance, John Giesfeldt-Fincantieri Marine Group, Kelli Karpinski-MPTC, Jada Leonard-U.S. Lubricants, Heather Marconi-HART Design & Mfg., Lori O'Connor-NWTC, Debbie Thompson-NWTC

**ALL STARS VIDEOTAPING**

Alex Zacarias is pursuing another opportunity and will no longer be filming the All Stars. Members are welcome to contact Ann with potential videographers. She will reach out to three video production companies for proposals. Submitted proposals will be reviewed for selection at the 4/17/2024 Communications Task Force meeting.

**2024 PRESIDENTS CUP SCHOLARSHIP GOLF SCRAMBLE**

A \$500 Hole In One is the only remaining sponsorship. It includes the sponsor's logo featured on a hole and one cocktail reception admission.

**GREEN BAY BLIZZARD GAME | MARCH 23, 2024**

2024 All Stars will be recognized on the field at the March 23 Green Bay Blizzard game. Tonya Dittman will follow-up with her Blizzard contact in an effort to have some All Star highlights captured on video. Each All Star attendee will receive four free game tickets. Regional tech ed teachers were each offered two free tickets. Ann has received a positive response from many of the All Stars and tech ed teachers. Each 3/23 ticket sold will include \$5 donated to NEWMA's scholarship fund.

Volunteers are needed to distribute 2024 All Stars magazines at the end of the game. Volunteers can receive up to four free 3/23 game tickets, allowing them to bring family / friends.

**TALENT RECRUITMENT STRATEGIES: WI TIMBER RATTLERS, RACETRACKS & COUNTY VIDEOS**

The membership was recently notified of the opportunity to sponsor the WI Timber Rattlers and regional racetracks. Many past WI Timber Rattlers sponsors have renewed.

NEWMA is partnering with four top northeast Wisconsin racetracks for member manufacturers to reach new talent. **See the attached flyer for details.** An \$800 sponsorship lets your company select one race night at each of the following four racetracks during the 2024 season.

- 141 Speedway (Maribel)
- Shawano Speedway (Shawano)
- Wisconsin International Raceway (Kaukauna)
- Outagamie Speedway (Seymour)

**COUNTY VIDEOS** - Due to the success of the Marinette and Fond du Lac County videos, Oconto and Shawano Counties will be featured in 2024. These videos highlight products manufactured and careers in the respective counties. Shawano County video participants are Belmark, Charter Arrowcast, Cruisers Yachts, KI and Nueske's Applewood Smoked Meats. Oconto County video participants are Cruisers Yachts, Diversified Woodcrafts, Nercon, Nicolet Plastics, Unlimited Services, and Oconto County EDC.

2024 participant meetings will be held by the end of next week. Filming will take place in May / June, with the videos debuting in late September or early October 2024.

### **COLLEGE INTERN FOCUS GROUP – JULY 2024**

Two focus groups, one for production interns and the other for professional engineering interns, will be hosted for 8-12 participants, ages 23 and younger. The event will be held during working hours, with gift card(s) and / or event tickets offered to each participant. Focus group questions could include:

- How do people your age go about looking for jobs?
- What attracted you to your career and manufacturing?
- What factors determine if you will accept a job offer?
- What factors are making you remain in your position?
- What internships are available?
- What advice would you give students looking for an internship?
- How do organizers get students interested in Internship Draft Day (IDD)?

Members are encouraged to contact Ann with any potential facilitators. Ann will also follow-up with Megan Dorsch, of NorthCoast Media Group, for a facilitator. A venue will be determined after a focus group facilitator has been confirmed. Ann will recruit NEWMA IDD interns in April / May to participate in the July event.

### **2025 NFL DRAFT**

NEWMA is planning to have a talent recruitment presence at the 2025 NFL Draft in Green Bay. A consideration is that many of the attendees have extreme loyalty to their team/city and will likely not be looking to leave their region. However, there will be many Wisconsin / Midwest attendees that may be open to considering a change in their employment. Games, concerts (including EPIC Event Center), sports bars, brewery tours offer potential talent recruitment opportunities.

Brad Toll, CEO of Discover Green Bay, is involved with the 2025 NFL Draft. Tonya will reach out to Brad to see if the April 17 Communications Task Force meeting could be held at the Green Bay Convention Center. Brad could possibly share the layout and more event details.

### **UPCOMING NEWMA / NCMMA EVENTS**

March 6 - Quarterly Full Membership Meeting - [REGISTRATION](#)

March 6 – Lunch & Learn – Recruitment, Retention & Rewards

March 12 – Lunch & Learn – Youth Apprenticeship - [REGISTRATION](#)

March 13 – You Can Make It Career Expo at Greenville Middle School

March 23 – Green Bay Blizzard Game Featuring NEWMA 2024 All Stars - <https://fevo.me/newmablizz>

### **NEXT MEETING**

The next Communications Task Force meeting will be on April 17, 2024, 8:30 a.m. Location is TBD.

Agenda:

- NFL Draft
- 2025 All Star videographer review
- Plan internship focus group
- Podcast guest ideas