

NEW Manufacturing Alliance

Board of Directors Meeting

February 7, 2024

2 p.m. – 3:30 p.m.

Microsoft Teams

Agenda

Attendees: Jan Allman, Jeff Anderson, Scott Bean, Brandon Beard, Jeff Berg, Ron Buchinger, Tad Campana, Mark Kaiser, Bryan Peters, Rick Recktenwald, Michael Schulze, Mark Weber, Barb LaMue and Ann Franz.

The January 10, 2024 minutes were unanimously approved with motion made by Rick Recktenwald, second Mark Kaiser.

Topic 1: NEWMA Taskforce Updates

Communications – The 7th annual President's Cup on June 5th is almost sold out of all the sponsorship opportunities. The only sponsorships available 2 of the 4 Hole-in-One at \$500 each. All 22 gold sponsorships are secured (\$3,000 each), which are 2 more than last year's event. The cocktail, lunch and breakfast sponsorships are all sold (\$1,500 each and there are 8 total).

NEWMA is sponsoring the March 23, 2024 Green Bay Blizzard game. 100 tickets will be purchased for tech ed teachers and their students to attend the game for free. Remaining ticket sales will have \$5 each donated to NEWMA's scholarship fund. All Stars will also be offered a free ticket. During one of the timeouts between quarters, 2024 All Stars will be recognized on the field. 2024 All Stars magazines will be distributed to fans as they leave the stadium. This is a new opportunity to recognize the All Stars earlier in the year, as we have done in the past in October.

Wisconsin Timber Rattlers Sponsorships – New for 2024, can Koozies will feature the game day sponsor's logo(s). Past sponsors will be contacted in early February for renewal, \$800 per game. Any remaining sponsorships will be communicated to the full manufacturing membership. Ten home games will be sponsored, with 500 can Koozies distributed per game. 1 to 2 sponsors are needed per game.

Taps + Tours Business After Hours – Host companies are needed.

NEW Manufacturing Insights Podcasts are going well, since the debut in October. Board members encouraged to share potential guests with Ann.

Packer Bar Coasters – NEWMA is working with the Greater Green Bay Chamber to recruit people from outside the region to move here to work / live. The coasters will be distributed at Packer bars for the upcoming season. The Chamber received a grant to fund this initiative.

Other talent recruitment strategies include bus ads and possibly sponsoring signs at the regional racetracks.

Industry 4.0 – The 3rd NEWMA Industry 4.0 Survey was shared with the membership this week. Members have until February 29th to complete the survey that is being administered by St. Norbert College. All manufacturing members are encouraged to take the survey at: https://stnorbert.co1.qualtrics.com/jfe/form/SV_3rVFdyONeA19L1k. The results will be shared including a faculty event in May, similar to what was done in 2021.

Ann attended last week a Microsoft conference focused on nonprofits spotlighting AI. The company is all in on investing and offering AI in all its products. Many of the speakers believe AI is the next disruption like the internet was several years ago. The impact it will have on our businesses and lives will be significant. There are 110 people enrolled in the second cohort of the AI training program. The next cohort will start on May 1, 2024. A new version of the training is being developed and available after March 15, 2024.

Microsoft will be doing a special virtual session in the near future for NEWMA members helping companies walk through a digital survey to identify where their company's Industry 4.0 journey is compared to 100s of other manufacturers that

completed the survey. Review survey: [AI Compass - US | Microsoft | AI4SP.org](#) . Bryan shared that he has taken the assessment and felt it was of value to his company.

K-12 – the taskforce will be working on a new video focused on communication skills. Communication topics can include written (also texting & emails), verbal, phone skills, body language, conflict resolution, constructive criticism, interview skills, receiving / listening skills (acknowledge understanding), with an emphasis on being proactive. The video will debut at the Get Real Math & Science Premiere in October.

The taskforce will be spotlighting youth apprenticeship in the month of March. A YA student and her company mentor from Walker Forge will be guests on an upcoming *NEW Manufacturing Insights* podcast. On March 12th, there will be a NEWMA Lunch & Learn focused on YA. Plus, the taskforce is looking at having an award, possibly added to the fall Excellence Awards or in spring, to recognize an exceptional YA student(s) that is a senior in the fall that participated in YA the previous school term. The June quarterly full membership meeting could spotlight this award for a YA student that is graduating in May 2024.

The taskforce sent a survey to K-12 schools requesting a point of contact for companies to be able to know who they should contact. There were over 190 responses! The K-12 contacts are accessible on the Alliance's website: [K-12 Contacts for Manufacturers - Northeast Wisconsin Manufacturing Alliance \(newmfgalliance.org\)](#).

NCMMA – Hosting its annual SeaPerch competition on Saturday, February 17, 2024 at the Ashwaubenon Community Pool. There are 20 teams competing with even more students participating in the underwater robotics competition.

Safety – The inaugural NEWMA Safety taskforce meeting on January 16 had over 30 people attend from 30+ companies. There was great excitement about the taskforce, which will meet the third Tuesday of each month from 8:30 a.m. – 10 a.m. There will be a featured guest, plus an opportunity to share issues that will be part of each meeting.

STEM – On February 15 & 16 – Mind Trekkers at NWTC's Green Bay Campus. The NEWMA sponsored event will have over 2,000 participants from middle schools from throughout the region. On March 13, 2024 - *You Can Make It Career Expo* at Greenville Middle School with over 400 7th grade students from Greenville & Hortonville Middle Schools. Ann will start the recruitment this month for 2 more Get Real Math/Get Real Science sponsors.

Talent – The Future of Work – Mental Health in the Workplace Summit will be held in early May. Details will be finalized by March. The taskforce will be creating a directory of Leadership Training. A template is being created for training providers to fill out. The information will be shared on the Alliance's website.

NEWMA will be filming Shawano & Oconto county videos similar to the videos produced last year featuring Fond du Lac & Marinette Counties manufacturing companies.

Topic 2: March 6 – NEWMA Quarterly Membership meeting at UW Oshkosh – Fox Cities campus

The next Quarterly membership meeting will be held on March 6 from 8:30 a.m. – 10:30 a.m. The keynote speaker is Jeff Butler, national selling author on generational differences. Jeff has also worked with companies like Google, Amazon and John Deere. He has presented at over 300 events throughout the country.

Topic 3: Hot Topic

New EPA regulations targeting chemicals commonly used in manufacturing. An article about this topic: [Chemistry Creates, America Competes. - American Chemistry Council](#).

Generational differences – attracting & retaining Gen. Z. The discussion emphasized that this generation is different than others. Gen Z are concerned with creating a personal brand and are attracted to social media influencers. They desire recognition and advancement. NEWMA will work this year on identifying influencers that can speak to this generation.

Topic 4: Upcoming NEWMA events

- February 13 – Lunch & Learn, Presented by ErgoFactor
- February 15 & 16 – Mind Trekkers at NWTC's Green Bay Campus
- February 17 – SeaPerch Underwater Robotics Competition at Ashwaubenon Community Pool
- February 28 from 3:30 p.m. – 6 p.m. at the Oneida Golf & Country Club, Informational meeting of the NEWMA Multi Employer Plan, Financial Life Benefits.
- March 5th - 7th cohort of the NEWMA Project Management training
- March 6 - Quarterly Full Membership Meeting - [REGISTRATION](#)
- March 6 – NEWMA Lunch & Learn – Recruitment, Retention & Rewards
- March 12 – NEWMA Lunch & Learn – Youth Apprenticeship
- March 13 – You Can Make It Career Expo at Greenville Middle School
- March 23 – Blizzard & NEWMA 2024 All Stars

Topic 5: Next steps and next meeting – April 3rd at 8:30 a.m. at Voith – 2100 N. Ballard Road, Appleton.