

**NEW Manufacturing Alliance**  
**COMMUNICATIONS TASK FORCE MEETING MINUTES**  
**May 21, 2025 | 8:30 AM | via MS Teams**

**ATTENDEES:** Kate Bruns-Insight Publications, Megan Dorsch-NorthCoast Media Group, Jill Fuss-McClone Insurance, Ann Franz-NEWMA, Kelli Karpinski-MPTC, DJ Kast-Shift Visuals, Lori O'Connor-NWTC, Jeff Satterburg-Delzer-Herman-Sun, Debbie Thompson-NEWMA, Taylor Vande Vyver-U.S. Lubricants, Nate Vandergrift-The Lawton Standard Co., Jill Waldhart-FIS

**2025 NFL DRAFT - Talent Recruitment Initiatives**

- Bar ads were posted at 60 regional locations.
- 5,000 drink coasters were produced and distributed.
- A Discover Green Bay full page ad was purchased.

**APRIL 2025 RESULTS:**

- **618** people visited NEWMA's [home](#) page during April 2025.
- **149** people visited NEWMA's [manufacturing.careers](#) page during April 2025. (38% increase from April 2024 and the highest number in one month since February 2024)
  - **84** people scanned the QR code for [manufacturing.careers](#).
    - **62** people scanned the QR code from indoor ads.
    - **22** people scanned the QR code at the racetracks (1 race in Shawano & practice only at Outagamie).
- **31** people visited NEWMA's [discover](#) page.
  - **19** people scanned the QR code on the coasters or full-page ad.
  - **13** people registered to win the Packer game tickets.

**NEW 2025 TALENT RECRUITMENT STRATEGIES**

Promotion of machinist and electro-mech careers is needed, as there are not enough people to fill these positions. Regional college enrollments have dropped in these fields. 44% of regional machinists are age 56 or older, based on NEWMA's 2025 workforce projections survey results. This creates an even greater need for qualified people to fill these roles. **Contact Ann if you would like to join a small committee being formed to promote these careers and their educational programs.**

**OCTOBER IS MANUFACTURING MONTH EVENTS – Podcast Anniversary, Plant Tours, etc.**

- A fall 2025 Packer game day tailgate in partnership with Discover Green Bay Visitor Center is being planned. Promotional can coolers will be distributed.
- October – NEWMA Insights Podcasts 2<sup>nd</sup> Year Anniversary – A live podcast, at a manufacturer member's site, will honor this milestone and kick-off Manufacturing Month. Best places to work could be a theme. An audience of 40 to 60 people is desired. An optimal day / time will be determined. Contact Ann if your company is considered a *best place to work* and interested in hosting the live podcast and /or a plant tour that could follow the live podcast. A one minute video clip, featuring NEWMA highlights, could be produced to promote the live podcast.
- October 28 – ACP Partnerships Meeting at the Resch Expo
- October 28 – Excellence Awards Dinner / Program at the Resch Expo
- October 29 – Manufacturing First Expo / Conference & Student Event at the Resch Expo
- October - Plant tours featuring companies that produced any of the Get Real Math and / or Science videos and 2025 All Star companies could be held. Prizes could be awarded to encourage educators to attend.
- A Door County video will be produced to highlight some of their products and careers. Fincantieri Bay Shipbuilding, Hatco Corporation, Marine Travelift / ExacTech, and Therma-Tron-X will be featured in the video. The video will be sent to various schools, industry partners, and featured on social media.
- NEWMA can also promote any of our members' manufacturing month activities.

## 2026 ALL STARS NOMINATIONS

Nominations begin June 3 and will close on July 8, 2025. The Communications Task Force will finalize their votes at the July 23 meeting. Ten 2026 All Stars and two Mentors will be selected. DJ Kast, Shift Visuals, will be filming this year's All Stars.

## UPCOMING NEWMA EVENTS & PROGRAMS

May 1 – Excellence Awards Nominations Opened - [NOMINATE](#)

May 22 – Taps + Tours at Nature's Way – *A November date is open for a manufacturer to host this event.*

June 3 – All Star Nominations Open

June 4 – Presidents Cup Scholarship Golf Scramble - at Blackwolf Run

June 5 – Quarterly Full Membership Meeting - at Lambeau Field

June 6 – Excellence Awards Nominations Close

June 13 – Marinette County Onboarding College Interns Event

July 8 – All Star Nominations Close

## NEXT MEETING

The next Communications Task Force meeting will be on July 30, 2025, 8:30 a.m., at The C.A. Lawton Co., 1950 Enterprise Drive, De Pere.