

**NEW Manufacturing Alliance  
TALENT TASK FORCE MEETING MINUTES  
July 10, 2025 | 8:30 AM | at Titledown Manufacturing**

**ATTENDEES:** Craig Coleman-FSC, Ann Franz-NEWMA, Jill Fuss-McClone Insurance, Kelli Karpinski-MPTC, Heather Marconi-HART Design & Mfg., Chelsea Melnarik-Shopko Optical, Dawn Rall-FVTC, Debbie Thompson-NEWMA, Kyle Trochil-AK Crust, Marney Verhasselt-NWTC, Mike White-Secchi

**RECAP: FUTURE OF WORK – SUCCESSION PLANNING SUMMIT ON 5/2/2025 & IDEAS FOR 2026**

There were 149 registrants for the May 2, 2025 Succession Planning Summit. The overall feedback was very positive. A great range of content was offered. Attendees commented on the amazing and practical advice provided by Steve Troutman's presentation, allowing companies to be more proactive. For some, the event was eye-opening, giving companies a starting point.

**2026 Summit**

In the past, NEWMA has held a quarterly full membership meeting in April, followed by the Summit in May. Next year, the Summit will be hosted in conjunction with April's quarterly full membership meeting. Increased attendance is likely while being more cost effective.

Past topics included childcare, workplace mental health, and succession planning. Members discussed potential topic ideas for next year's Summit. Heather suggested focusing on **employee engagement, recruitment and retention.**

- Unique & different recruitment methods
- Retaining employees - Are employees happy in their roles? If so, what keeps them there? Are employees being challenged? If an employee can't move up in the organization, how can their employment be enhanced?
- Benefit options & awareness – How are benefits being communicated? Show the cost effectiveness of any benefits.
- Onboarding processes – Are new hire check-ins being done? If so, how often? Check-ins will vary based on the size of the organization.
- Tracking engagement
- Offer member companies the opportunity to survey their staff for feedback.
- Utilize a risk mapping tool to see what is happening in the marketplace.
- Gallup conducts an annual poll that could provide ideas as well as having them as a keynote.

**INDUSTRIAL MAINTENANCE CERTIFICATE TRAINING**

The training is going well. NEWMA received an additional grant to run another cohort in fall 2025. Companies on the wait list will be given the first option to enroll their employees in one of the 12 spots. The opportunity will be shared with the full membership if there are any remaining openings. Employers are expected to pay their participating employee and provide them with a raise upon successful completion of the training. Ann is reaching out to the Bay Area Workforce Development Board for other grant resources.

**INTERNSHIP DRAFT DAY | LAMBEAU FIELD | NOVEMBER 5, 2025**

Volunteers will be needed to staff the event. Ann will be sending a volunteer registration form in September. Pam Blazei is no longer working for NEWMA; therefore, organizers will be working with A-mazing Events for some of the event management. A-mazing Events also manages the Manufacturing First Expo & Conference.

Student recruitment is done at September and October college fairs. Organizers work with college career services staff and faculty, in addition to using social media. Mike Secchi suggested having influencers advertise the event.

### **IDD AGENDA – 11/5/2025**

Employer Setup - 12:00 to 2:00 PM

Employer Informational Huddle - 2:15 PM

### **3:00 PM - STUDENT WELCOME**

3:05 to 3:20 PM – Prescheduled Interviews & Networking

3:25 to 3:40 PM - Prescheduled Interviews & Networking

3:45 to 4:00 PM - Prescheduled Interviews & Networking

### **4:00 to 4:20 PM - OPEN NETWORKING**

4:25 to 4:40 PM - Prescheduled Interviews & Networking

4:45 to 5:00 PM - Prescheduled Interviews & Networking

### **5:00 to 5:20 PM - OPEN NETWORKING**

### **5:30 PM - AWARDS PROGRAM**

### **IDD 2025 SPONSORSHIPS**

**\$1,000** – Your organization’s logo will be on the IDD jerseys distributed to student attendees. Jersey logos are also displayed at the event and on the manufacturing.careers web page. Heather suggested changing from jerseys to t-shirts, as they would be more readily worn and cost effective.

**\$500** – This sponsorship level is for organizations that do not wish to host a booth at the event but would still like to serve as an IDD sponsor.

### **ELECTRO-MECH & MACHINING CAREERS CAMPAIGN**

A subcommittee is working on a 2026 campaign featuring electro-mech and machining careers. These open positions have been difficult to fill. Focus areas: *(Items 3, 4, and 7 (bolded) were mentioned as having particular value.)*

1. *Day in the Life* can show viewers what a typical day is like for a machinist or industrial maintenance employee. Host 4 or 5 of these workers with one of them featured each week on YouTube Live and social media, utilizing short videos.
2. Offer mentorship programs in these career fields for employees and youth.
3. **Work with math, tech ed and physics teachers to show them how their curriculum relates to manufacturing careers. Demonstrate hands-on activities using the core skills taught in their classes. Utilize LTC, MPTC, and NWTC’s electro-mechanical and CNC labs at the schools.**
4. **Unite electro-mech and machinist workers in a brainstorming event to learn what influenced them to go into their career. Get their help in promoting their career.**
5. Engage 19-24 year olds to help them see, if they have an aptitude for the career, the opportunities available to them. **Communicate earning potential.**
6. Create training programs to upskill employees working in general labor and assembly to industrial maintenance and machining.
7. **Promote manufacturing careers to people working in hospitality / retail. Host a free training program to get them started in manufacturing, such as a welding boot camp.**
8. Focus on late 20 to 30 year olds looking to reinvent themselves. They may be underemployed, reentering the job market, or desiring a career change. They can be reached through employment offices, job fairs, summer concert series, and county business services initiatives, in addition to other means.
9. Create a video and information page for students curious about electro-mechanical / machining jobs.

10. Work with the regional business services teams that are part of the Wisconsin Job Centers to identify opportunities to partner in job fairs and other outreach activities. Create materials and programs the business services teams could use to discuss career opportunities with job seekers - possibly have a monthly employer feature.
11. Provide outreach to manufacturers not hiring individuals before they graduate. Discuss allowing the individual to continue their education as they work for the manufacturer.

Ideas included targeting construction workers who may not have work available during the winter months. Teach employers how to hire high school students so they have the ability and training to operate tools. Tap into minority groups and churches. Unemployed or underemployed people often seek prayer and help at a church. There are communities of people who are constantly overlooked. Create positive hype that they will want to share with others.

Last year, the Talent Task Force discussed providing training and jobs to autistic individuals. Ann stated that DVR is looking at funding some training for this population. Grant results will be shared this summer.

### **UPCOMING EVENTS & PROGRAMS**

**July 24 – Project Management Training Begins** – This is a free virtual training that will run through September 17, 2025. Over 600 member employees have participated in the training. The training includes watching 12 hours of educational modules and three noon webinars with content experts. [REGISTER](#) (wait list)

**July 30 – Taps + Tours Business after Hours** (Free Event) – at Heyrman Printing – 3:00 to 5:00 PM – [REGISTER](#)

### **NEXT MEETING**

The next Talent Task Force meeting is scheduled for August 5, 2025, 9:30 a.m., at HART Design and Manufacturing, Green Bay.