

## **NEW Manufacturing Alliance**

### **Communications Task Force**

August 20, 2025

Image Studios

8:30 a.m.

*Minutes*

**ATTENDEES:** Brad Cebulski-BConnected, Tonya Dittman-The Village Companies, Megan Dorsch-NorthCoast Media Group, Ann Franz-NEWMA, Jill Fuss-McClone, Taylor Vande Vyver-U.S. Lubricants, Jill Waldhart-FIS

#### **Topic 1: October is Manufacturing month planning**

- A Packer game tailgate, in partnership with the Discover Green Bay Visitor Center, is being planned. Tentatively, September 7 (vs. the Lions) is being targeted. Promotional can coolers will be distributed. Volunteers will be recruited for the tailgate.
- WIXX commercials will air for each Packer game and direct listeners to the manufacturing.careers web page. Each game will air a total of three commercials - one before, during, and post-game.
- Ann will contact Kwik Trip to inquire about the possibility of offering a free cup of coffee to regional manufacturing employees that show their company badge.
- 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.
- 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, plus other member companies. Prizes could be awarded to encourage educators to attend. Ann will be sending an email to the full membership to recruit companies to host a plant tour(s).
- A Door County video is being produced to highlight some of their products and careers. Fincantieri Bay Shipbuilding, Hatco Corporation, Marine Travelift / ExacTech, and Therma-Tron-X are featured. The video will be sent to regional schools, industry partners, and featured on social media.
- NEWMA can promote member company's manufacturing month activities. Contact Ann for details.

#### **Topic 2: NEWMA's 20 year anniversary planning**

The taskforce brainstormed ideas for 20<sup>th</sup> anniversary celebration in June 2025. In the past, the June Quarterly Membership meeting has been held in conjunction with New North. Due to the 20<sup>th</sup> anniversary celebration, it will not be held on the same date. The event will include celebrating the past and looking into the future. U.S. Ventures new location could be a possible location. The goal is not just a perspective of where we have been, but an active participation of the membership of shaping the future of NEWMA.

#### **Topic 3: NEWMA Insights podcast**

Ideas for future guests included Ahlstrom and Oshkosh Door. After the meeting, Schreiber Foods agreed to host the 2 year anniversary live podcast on October 2 at 8:30 a.m. Brad offered to assist in offering a video component to the podcast. He will meet with Ann & Kate.

#### **Topic 4: Internship Draft Day promotion**

The taskforce discussed how to promote the event to students. Taylor is connecting Ann with one of their interns from UWO to assist with some ideas from a college student perspective. Employers attending the event will be contacted about promoting it to their employees. Last year, NorthCoast Productions filmed Internship Draft Day and the footage will be used for social media.

#### **Topic 5: Upcoming NEWMA events**

September 9: Annually the **North Coast Marine Manufacturing Alliance has an Associate Member meeting**

Registration link for free event: <https://form.jotform.com/252094146101143>.

September 11<sup>th</sup>: **NEWMA Lunch & Learn - Technology for Green Supply Chain Management Practices and Their Impact on Operational and Environmental Efficiency** presented by UW Green Bay. Register at: <https://form.jotform.com/252236005123139>

September 11<sup>th</sup>: **NEWMA Taps + Tours Business after Hours at Sure Controls in Greenville** from 3:30 p.m. – 5:30 p.m. Register for this free event at: [https://www.eventbrite.com/e/newma-taps-tours-business-after-hours-at-sure-controls-tickets-1470597118569?aff=oddtcreator&utm\\_campaign=following\\_published\\_event&utm\\_content=follow\\_notification&utm\\_source=eventbrite&utm\\_medium=email&ref=eemail](https://www.eventbrite.com/e/newma-taps-tours-business-after-hours-at-sure-controls-tickets-1470597118569?aff=oddtcreator&utm_campaign=following_published_event&utm_content=follow_notification&utm_source=eventbrite&utm_medium=email&ref=eemail)

September 16<sup>th</sup>: **NEWMA Lunch & Learn - Identifying & Responding to Workplace Impairment: A "Signs & Symptoms" Training for Supervisors** presented by ARCPoint Labs. Register for free event at: <https://form.jotform.com/252235699307161>.

September 18 through November 13 – **NEWMA Data Analytic training**. This marks the 12<sup>th</sup> cohort with over 600 people have already taken this highly rated training. Register: <https://form.jotform.com/252235901806151>

**Topic 6:** Set agenda and next meeting on September 17 at 8:30 a.m. will be virtual.