

**NEW Manufacturing Alliance
COMMUNICATIONS TASK FORCE MEETING MINUTES
September 17, 2025 | 8:30 AM | via MS Teams**

ATTENDEES: Christopher Brennan-Georgia-Pacific, Kate Bruns-Insight Publications, Brad Cebulski-BConnected, Ann Franz-NEWMA, John Giesfeldt, Kelli Karpinski-MPTC, Lori O'Connor-NWTC, Debbie Thompson-NEWMA, Taylor Vande Vyver-U.S. Lubricants, Nate Vandergrift-The Lawton Standard Co.

Ann announced Taylor Vande Vyver will be serving as the new Communications Task Force chair. Thanks to Tonya Dittman for serving in that role over the past few years.

OCTOBER IS MANUFACTURING MONTH PLANNING

300 promotional can coolers were distributed at the 9/7/2025 Packers vs. Lions game. The can coolers, directing fans to NEWMA's website, were well received.

October student / educator plant tours are being scheduled, with NEWMA sponsoring the bus transportation costs. 30 companies have agreed to host tours. The following tours have been scheduled.

- Oshkosh West High School - Voith
- Rocket Academy - H.G. Weber
- Sheboygan Falls High School - Alliance Laundry, Manitowoc
- Goodman High School - Fincantieri Marinette Marine
- Clintonville School - Fincantieri Bay Shipbuilding
- Oconto Middle School - Nercon & Samuel Pressure Vessel Group
- Appleton West High School - Alliance Laundry, Ripon

Manufacturing Month Kickoff is at Schreiber Foods on October 2, 2025, from 8:30 – 10:00 a.m. There will be a live audience recording of the New Manufacturing Insights podcast. This podcast will commemorate the 2-year anniversary of NEWMA's joint venture with Insight Publications. Guest speaker is Pat Koleske, senior vice president at Schreiber Horizon. The program includes an optional tour of Schreiber. **The deadline to [REGISTER](#) for this free event is 9/25/2025.**

October – Discover Moraine Park Technical College Open Houses – 5:00 to 7:00 PM (*Fond du Lac Campus – October 1, Beaver Dam Campus – October 15, West Bend Campus – October 29*)

October 1 – NWTC's Welding Rodeo, at the Marinette Campus, 8:00 AM to 5:00 PM

October 2 – Manufacturing Month Kickoff at Schreiber Foods - [REGISTER](#)

October 9 – NWTC's Welding Rodeo, at the Sturgeon Bay Campus, 8:00 AM to 5:00 PM

October 27 – Tour at Georgia-Pacific in Partnership with the Greater Green Bay Chamber

October 28 – ACP Partnerships Meeting – at the Resch Expo – 3:00 PM

October 28 – Excellence Awards Dinner / Program - at the Resch Expo – [PURCHASE TICKETS](#)

October 29 – Manufacturing First Expo / Conference & Student Event – at the Resch Expo

NEWMA'S 20 YEAR ANNIVERSARY

The event will include celebrating the past and looking toward the future. Possible venues are U.S. Venture's new location, the Northland Hotel or the Wisconsin Timber Rattlers stadium. Tentatively, the event will be held the 3rd week of June. The first week of June is the President's Cup and the second week is the New North Summit.

The goal is not just a perspective of where NEWMA has been, but an active participation of the membership in shaping its future. 2026 to 2029 goals will be created. The Board of Directors would like to hear from the manufacturers in shaping the next 20 years of the organization. There will be live polling and then tabletop

discussion questions. It was suggested companies be seated based on their size, due to smaller companies having different issues than larger companies. The information shared will be used for the Board's strategic planning session, later in 2026.

In addition to having members discuss topics on the organization's direction, other ideas for the event would be to have each task force's chair share a 5 minute recap of their group's activities/accomplishments. Past scholarship recipients, interns and All Stars could be featured in a '*Where are they now?*' segment. There will be an effort to make this a fun event with potential games or activities to encourage attendance. There was discussion of getting a prominent musician/comedian for a portion of the program. Brandon Beard will be reaching out to the EPIC Event Center to see what talent is coming during June 2026.

A publication commemorating this milestone will be created. Member organizations can have their organization's logo featured in the publication. All proceeds will be directed to the scholarship fund.

Members, in conjunction with NEWMA's BOD, will be shaping the event's content. Today's attendees shared some ideas.

- Setup models that feature AI in motion and automation. Show the progression of manufacturing.
- Have a moderator facilitate future vision planning and ideation centered on attendee's vision of the future. Get input from all attendees.
- Spotlight individuals / member organizations that have benefited from NEWMA.
- Host a Family Feud style game that is focused on manufacturing.
- Charlie Berens, comedian, would be a great entertainer for this event.

NEWMA INSIGHTS 100th EPISODE PODCAST CELEBRATION

A celebratory 100th episode event is being planned. A networking reception can host past podcast guests. A highlight reel of mini snips of the most downloaded podcasts could be shared at the event and on social media, with the trajectory of listenership highlighted. Ann will follow-up with Great Northern Corporation and send a save the date when the event details have been finalized.

CAMPAIGN FOR LATE 20 TO 30-YEAR OLDS

(Unemployed, Reentering The Job Market, or Desiring a Career Change)

NEWMA's various Task Forces are discussing ideas to get young adults interested in working as machinists or industrial maintenance mechanics. This campaign includes promoting college enrollments for these professions. Chris Brennan suggested writing goals of what we want to achieve. Determine the tactics and tools that can be used to hit those goals. Ann hopes to roll out this campaign in June 2026. Members discussed some ways to get young adults interested in working in these occupations.

These roles have been difficult to fill because you have to be a jack of all trades, per Kelli Karpinski. What are the results and goals we want to achieve? Once the videos are created, we must decide where to send them, as this is just as important as content. The colleges offers boot camps that could help familiarize people with these careers, per Nate Vandergrift.

Brad Cebulski suggested creating user generated content (UGC) that feels like it comes from the source, in this case a young adult. UGC is video shot from a cell phone and is popular with young adults. They become an influencer. The difficult part is getting people to participate in creating content. NEWMA's influencers could be previous All Stars, interns, or scholarship recipients.

Kate Bruns suggested making the content humorous or doing some sort of stunt that could help generate views. There are a lot of YouTube channels based on some kind of stunt or character. A person / host willing to talk to an audience would be needed. Identify an influencer and then create stories to tell.

Ann and Brad will form a small subcommittee that will work on this initiative. Subcommittee members will meet in November 2025. Prior to the meeting, Brad will create what the campaign structure could look like from beginning to end and will share this at the November meeting.

UPCOMING EVENTS & PROGRAMS

- **September 18 to November 13** – Data Analytics Training – This marks the 12th cohort with over 600 members having already taken this highly rated training.
- **September 30** - Virtual Lunch & Learn – Work Release – presented by Sergeant Joseph Bonnin, of Sanger B. Powers Correctional Center – Noon to 1:00 PM – [REGISTER](#)
- **October 2** – Kickoff to Manufacturing Month & Live Podcast at Schreiber Foods, 8:30 to 10:00 AM - [REGISTER](#) by 9/25/2025
- **October 28** – ACP Partnerships Meeting – at the Resch Expo
- **October 28** – Excellence Awards Dinner / Program - at the Resch Expo – [PURCHASE TICKETS](#)
- **October 29** – Manufacturing First Expo / Conference & Student Event – at the Resch Expo
- **November 5** – Internship Draft Day – at Lambeau Field
- **November 12** – 100th Podcast Episode Celebration
- **December 17** – Quarterly Full Membership Meeting – at FVTC

NEXT MEETING

The next Communications Task Force meeting is scheduled for November 19, 2025, at BConnected, 101 W. Edison Avenue, Appleton, 8:30 a.m.