

NEW Manufacturing Alliance

Communications Task Force

November 19, 2025

BConnected

8:30 a.m.

Minutes

ATTENDEES: Brad Cebulski-BConnected, Ann Franz-NEWMA, Cassie Diedrick-Titletown Manufacturing, John Giesfeldt, Taylor Vande Vyver-U.S. Lubricants, Nate Vandergrift-The Lawton Standard Co.

Topic 1: October is Manufacturing month recap

- September 7 - Distributed 300 promotional can coolers at the Packers vs. Lions game.
- Month of October – NEWMA sponsored bussing for hundreds of regional students to tour companies.
- October 2 – The 2 year anniversary of NEW Manufacturing Insights podcast with a live audience at Schreiber Foods.
- October 14 – Ann was featured on WFRV Local Live at 9 a.m. program.
- October 28 – ACP Partnerships Meeting at the Resch Expo – 64 Registrants
- October 28 - Excellence in Mfg./K-12 Partnerships Awards dinner/program hosted 206 attendees and raised a \$18,000 for the Alliance's scholarship fund.
- October 29 – Manufacturing First Expo & Conference at the Resch Expo – There were 1,000+ registrants, 200 exhibitors, and 161 high school students in attendance.
- Promotional radio commercials were broadcast on WIXX.

There was discussion about 2026 October is Manufacturing month. One suggestion was the live podcast to kick off the month be later in the day with a networking reception afterwards. For Manufacturing First move-in day to have the expo floor open until 4:30 p.m., which would coincide with the networking reception for the Excellence Awards.

Topic 2: Internship Draft Day recap

A record number of students attended this year's Internship Draft Day (IDD)! Over 200 registrants representing 18 colleges throughout Wisconsin and Upper Michigan attended. The top draft pick was from St. Norbert College, while the 2nd top pick was from UW Green Bay. Aaron Popkey with the Packers announced the winners. Next year's event, we will try and secure either a Packer leader, Mark Murphy or recent draft pick for the Packers.

New this year, Ann worked with a Women in Business club at UW Oshkosh. This helped generate 3 times the number of students attending from that college. Social media utilized the videos that were shot from the 2024 event that NorthCoast provided to the organization. Amazing Events was contracted to do outreach at the colleges, which was another reason for the increase in students attending the event.

Topic 3: 2026 All Stars

The videos and photographs are now available that Shift Visuals did for the project. The taskforce reviewed 2 potential 2026 All Star covers and selected the final choice.

Ann shared wanting to review when we have the All Star Award's dinner. Over the past few years, we have had the winners no longer working at their employer when the Awards dinner is held over a year from the time they were first informed that they were selected. The taskforce discussed having a separate Award's dinner earlier in the year, such as May or June. The Award's dinner would recognize that year's winners and also recognize those that are nominated but not selected for the 12 overall winners. In addition, the Alliance's Youth Apprenticeship award winners could also be recognized at the dinner. Plus we could invite the other high school students that were nominated at the dinner as well. One other group that could be asked to attend the dinner are the top draft picks from Internship Draft Day. Ann will contact the 2026 All Star Award winning companies about their interest in an earlier event.

Topic 4: NEWMA 20 year anniversary planning – tabled until next meeting

Topic 5: Discuss new promotions for members in 2026

Ann discussed replicating the North Coast Marine Manufacturing Alliance's Associate member directory: [2025-NCMMA-Member-Directory.pdf](#). In 2026, we will be having a NEWMA Member Directory that has full page ads featuring the companies that are members. This will serve as an opportunity for members to learn about each other and hopefully do business with one another.

Topic 6: Upcoming NEWMA events

12/17: Quarterly Membership meeting at FVTC from 8:30 a.m. – 10 a.m.:

<https://form.jotform.com/253164473964162>.

Topic 7: Set agenda and next meeting on January 21 at 8:30 a.m. via Teams