

NEW Manufacturing Alliance

Communications Task Force

February 18, 2026

Teams

8:30 a.m.

Minutes

ATTENDEES: Aaron Baer-BPM, Chris Brennan-Georgia-Pacific, Kate Bruns-Insight Publications, Brad Cebulski-BConnected, Cassie Diedrick-Titletown Mfg., Ann Franz-NEWMA, John Giesfeldt, Kelli Karpinski-MPTC, Jill Fuss-McClone Insurance, Lori O'Connor-NWTC

Topic 1: Plan 2026 All Stars & Future All Stars Awards – May 6, 2026

The Awards dinner will be held at the Wisconsin Timber Rattlers stadium. The event is recognizing the 2026 All Stars and Future All Stars YA winners. Plus we will be inviting companies and their nominees that didn't win attend, both 2026 All Star applicants and 2026 Future All Star YA nominees.

The meeting was to brainstorm ideas for the new Awards dinner. Below are some suggestions from the K-12 taskforce to kick off the event between 5 p.m. – 6 p.m. some fun activities that would include All Stars at:

- Batting cage available.
- Name that tool
- Putt – Putt competition
- Career trading cards

Ideas from the Communications taskforce for the programming before the dinner:

- Contest to win a tool.
- Have a measuring contest with calipers.
- Virtual weld competition.
- Have the All Stars featured on the large scoreboard.
- Foundry in a box activity and/or paper making activity.
- For the food manufacturers that have a winner, a table of their product to taste.

Other ideas include:

1. Have the All Star companies give logo swag to the YA winners.
2. Create a custom jersey to give to the YA winners.
3. On the tables, have a handout on what the companies make that have a winner or a tables around the room with products that are made by the companies that have employees being recognized at the night's event.

Food for the dinner something special but not as formal as the steak dinner for the Excellence Awards. For the Awards presentation, have a portion of the All Stars video shown as an introduction for each winner.

Topic 2: Plan 20th NEWMA anniversary celebration – June 17, 2026

The taskforce discussed possible locations for the event including: Berkshire Mahler Museum of Glass, The Gibson Social Club in Oshkosh, Great Northern Commons/Fire & Fur, Automobile Gallery Museum, Ariens Museum.

It was suggested hosting the event from 2 p.m. - 4 p.m. The program would be from 2 p.m. - 3 p.m. and then networking reception at 3 p.m. The first 20 minutes would be an overview of the past 20 years including the impact the organization has had on the community and then the next 40 minutes would be focused on what's next for the organization with audience participation. It would be nice if the past All Stars could attend, especially those on the cover. Maybe some video testimonials on the value of the organization by its members.

Questions will be asked, possibly using something like Kaboot to poll the audience on their vision for NEWMA's next 20 years. Questions will need to be generated at a future meeting.

Topic 3: Ideas for networking at Manufacturing First Expo

It would be beneficial to know what products and services individuals attending the event have interest in learning about and then connecting them to the companies that are exhibiting at the expo to facilitate networking.

Topic 4: Upcoming NEWMA Events

February 18 & 19: Mind Trekkers at FVTC

March 7: SeaPerch Underwater Robotics Competition

March 21: All Stars recognized at Green Bay Blizzard game – volunteers needed

April 2026: Timber Rattler Tuesday night Bang for Your Buck and Racetrack sponsorships

Topic 5: Set agenda and next meeting on March 18 at 8:30 a.m. Titledown Mfg.