

NEW Manufacturing Alliance

Communications Task Force

April 21, 2026

Teams

8:30 a.m.

Minutes

ATTENDEES: Aaron Baer-BPM, Alex Auch-Lakeshore Tech, Christopher Brennan-Georgia-Pacific, Kate Bruns-Insight Publications, Brad Cebulski-BConnected, Nicole Grieger-OEC Graphics, Kelli Karpinski-MPTC, Ann Franz-NEWMA, DJ Kast-Shift Visuals, Taylor Vande Vyver-U.S. Lubricants, Jill Fuss-Titletown Mfg./McClone Insurance, Nate Vandergrift-The Lawton Standard Co. and Sarah Putbress-NEWMA

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

The Awards dinner will be held on May 6 at the Timber Rattlers stadium. Special behind the scenes of the ballpark for the YA Award winners and parents starting at 4 p.m. Event starts at 5 p.m. with fun interactive events featuring engagement with the 2026 All Stars. During that time, students will compete with the 2026 All Stars on the following games:

- Giant Jinga – play against an All Star, beat the All Star and get a logo swag gift
- Connect 4 - play against an All Star, beat the All Star and get a logo swag gift
- Corn Hole - play against an All Star, beat the All Star and get a logo swag gift

In addition, there will be a virtual welder and a table spotlighting the products made by the winners.

At 6:45 p.m. the Awards program will begin with mentors of the student giving the introduction to the YA winners. Then the 2026 All Stars will be recognized with a short video to introduce each and then the All Star can say words of thanks.

During the event the 2026 All Stars picture will be seen on the jumbo screen on the field. The winners will also receive a plaque.

The 2027 All Star nominations will be going out on June 1, 2026.

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

The event will be held at Great North Commons from 1:30 p.m. – 3:30 p.m. Event title: **Shaping the Future of Manufacturing in Northeast Wisconsin**

The program will be featuring:

- The past – testimonials/panel/video
- Present – Visual representation of events and programs
- Future – Polls and roundtable discussions

Agenda:

- **Welcome & Opening Video**
- There will be messaging on the image of manufacturing careers 20 years ago compared to now (media clippings and NEWI Vitality Study Index).
- **20 Years Overview with guest panel and/or speakers**
 - a. K-12/high education panel featuring: new degree programs such as engineering and training programs. Partnerships with K-12 such as Get Real Math, WTEA partnerships and Excellence Awards
 - b. All Stars past winners & Internship Draft Day interns
 - c. Taskforce chair panels
 - d. Past Board chairs

Poll questions: What should NEVER change about the Alliance?

- **Next section: “Designing the Next 20 Years” – potential topics**
 - a. Future Workforce needs
 - b. Technology & Industry 4.0
 - c. Manufacturing Image & Awareness
 - d. Education Partnerships
 - e. Talent Attraction

Questions for Each Table

- What will manufacturing talent needs look like in 2031?
- What major workforce problem should NEWMA solve next?
- What program should exist that does NOT exist today?
- If resources were unlimited, what bold initiative should NEWMA launch?
- How are you using AI now and what are your future plans

6. Closing – cocktail reception

The taskforce reviewed the 15 year anniversary magazine and discussed suggestions for the 20 year anniversary magazine. More discussion at the next meeting.

Sponsors will be featured in the publication. Sponsorship levels for the event:

\$2,000 sponsor with proceeds for event & social media campaign for industrial maintenance/machining careers

\$1,000 sponsor for the Scholarship Fund

\$300 sponsor for the industrial maintenance/machining

The taskforce reviewed potential 20 year logo ideas. After the meeting, one of the logos was modified and will be the logo used.

Topic 3: **October is Manufacturing Month**

- Possible CEO/VP level event with invite going out to the President’s Cup attendees. Topics for the meeting would be having an opportunity for leaders to talk about hot topics (cybersecurity, culture, leadership, AI, workforce), NEWMA overview and an opportunity to build community with the leaders.
- Live Podcast to kick off the month.
- Plant tours for students and/or the general public or special groups like Boys & Girls Club/Leadership Green Bay
- Virtual tours
- Manufacturing First
- Excellence Awards
- K-12 student outreach event where students vote on their favorite WMCs ‘Coolest Thing Made’

Topic 4: **Upcoming NEWMA Events**

May 6: 2026 All Star & Future All Star YA Awards dinner at the Timber Rattlers

May 13: Taps + Tours Business after Hours at Fiberglass Solutions

June 3: President’s Cup Scholarship Golf Scramble at Blackwolf Run

June 11: All About Boats! Tours & Dialogue for Tech Ed Teachers at Fincantieri Bay Shipbuilding & Burger Boat

June 17: NEWMA 20th anniversary membership meeting

Topic 5: **Set agenda and next meeting on May 20 at 8:30 a.m. at C.A. Lawton in De Pere**