

NEW Manufacturing Alliance

Communications Task Force

January 21, 2026

Teams

8:30 a.m.

Minutes

ATTENDEES: Aaron Baer-BPM, Kate Bruns-Insight Publications, Brad Cebulski-BConnected, Cassie Diedrick-Titletown Mfg., Ann Franz-NEWMA, John Giesfeldt, Kelli Karpinski-MPTC, D.J. Krast-Shift Visuals, Lori O'Connor-NWTC, Jeff Satterburg-Sun Printing, Taylor Vande Vyver-U.S. Lubricants, Nate Vandergrift-The Lawton Standard Co.

Topic 1: 2025 NEWMA Communication taskforce events and programs

- President's Cup Scholarship Golf Scramble on June 4 - \$61,000 netted for scholarship fund.
- Manufacturing First Expo & Conference on October 29 – 1,100 attendees, 200 exhibitors, 161 high school students.
- Wisconsin Timber Rattlers sponsorship – 9 gold sponsorships, gave 4,000 can Koozies.
- Racetrack signage at 4 regional racetracks.
- Taps + Tours Business After Hours: companies featured were Nature's Way, Heyrman Printing and Sure Controls
- WIXX Packer game day ads.
- 2025 All Star Blizzard game recognition.
- Door County videos.
- September 7 Tailgate promotion with distribution of 300 can Koozies.
- Marketing strategy for promoting machining and industrial maintenance careers
- 2026 NFL Draft planning with Discover Greater Green Bay & promotional coasters.
- 2026 All Stars.
- 2026 Northeast Wisconsin Manufacturing Vitality Study Index.
- Kick off to October is Manufacturing Month.
- NEW Manufacturing Insights podcast.

Topic 2: 2026 activities and programs

- NEWMA's 20th anniversary celebration
- President's Cup Scholarship Golf Scramble on June 4
- Manufacturing First Expo & Conference on October 29
- Wisconsin Rattlers sponsorship
- Racetrack promotion
- 2027 All Stars
- 2027 Northeast Wisconsin Manufacturing Vitality Study Index
- Monthly webinars on talent recruitment and retention
- Recruitment strategies
- Taps + Tours Business After Hours – **need companies to host**
- Kick off to October is Manufacturing Month
- NEW Manufacturing Insights podcast
- Packer tailgate
- Special focus on industrial maintenance & machining careers

Topic 3: New 2026 talent recruitment strategies – updating the 2026 All Star Awards dinner

There was a discussion of changing when the All Stars recognition dinner will be held instead of hosting the event jointly with the October Excellence in Mfg./K-12 Partnerships Awards. It was decided at the meeting to host it on May 6, 2026 at the Wisconsin Timber Rattlers stadium in partnership with the NEWMA Youth Apprenticeship Awards. The taskforce

will work on the programming at the next meeting. Some ideas would be having a tailgate theme with a fun activity as part of the dinner. The event would include short clips from the 2026 All Star videos.

The 2026 All Stars will also be recognized at the Green Bay Blizzard game on March 21. Ann will need a couple volunteers to help handout 2026 All Star magazines after the game.

NEWMA is going to be working on a campaign to get more people interested in industrial maintenance & machining careers. We are looking for content speakers between 16-26 that could be social media spokespeople for the careers.

Topic 4: Set agenda and next meeting on February 18 at 8:30 a.m. via Teams.