

**NEW Manufacturing Alliance**  
**Board of Directors Meeting**  
February 4, 2026  
8:30 a.m. – 10 a.m.  
Services Plus  
*Minutes*

Attendees: Jeff Anderson, Scott Bean, Brandon Beard, Amy Bertram, Steve Cahoon, Tad Campana, Brian Conrad, Josh Delforge, John Dennis, Kiley Eck Hayon, Jeff Frank, Kevin Ignacio, Aaron Janichek, Bryan Peters, Mike Schulze, and Ann Franz

**Topic 1: Special guest Randy Lawton & Dave Wegge with Envision Greater Green Bay**

The presentation was on 'Planning in Times of Uncertainty'. They discussed a program called Foresight. Dave invited everyone to World Futures Day at the Oneida Casino Hotel on February 27 from 8 a.m. – noon. For more information go to [envision.org/wfd](http://envision.org/wfd) or [signals@envisionggb.org](mailto:signals@envisionggb.org).

**Topic 2: Special guest with Deloitte & Submarine Workforce and Industrial Base (SWIB)**

Joe Schibi with Deloitte discussed a project they are conducting with the Defense Department that will lead to funding opportunities. He was seeking input from the Board regarding its thoughts on being a supplier in the defense industry and workforce development ideas.

**Topic 3: Updates from NEWMA taskforces**

In 2026, the Marinette & Fond du Lac Solutions to the Talent Shortage taskforces are no longer meeting. It was determined that the group was duplicating the work of other taskforces. This also opened up the opportunity to launch a new taskforce related to promoting industrial maintenance/machining careers. We are working with BConnected on a marketing campaign that kicks off in June 2026.

**Communications** – The 8<sup>th</sup> annual President's Cup on June 4<sup>th</sup> is almost sold out of all the sponsorship opportunities. There are no gold sponsorships available, only a few of the cocktail, lunch and hole in one available.

NEWMA is sponsoring the March 21, 2026 Green Bay Blizzard game. The game will spotlight this year's 2026 All Stars. Each All Star will receive 4 free tickets to the game. During one of the timeouts between quarters, 2026 All Stars will be recognized on the field. 2026 All Stars magazines will be distributed to fans as they leave the stadium. The next recognition will be the May 6<sup>th</sup> All Stars & Future All Stars YA Awards dinner at the Wisconsin Timber Rattlers stadium.

Wisconsin Timber Rattlers Sponsorships – Ten home games will be sponsored, with 500 can Koozies distributed per game. 1 to 2 sponsors are needed per game. Other talent recruitment strategies include regional racetracks.

Taps + Tours Business After Hours – Host companies are needed.

**Industry 4.0** –The 9<sup>th</sup> cohort of the Project Management training started in January had 92 people registered for the class. The next AI cohort will start on March 18, 2026. The Project Management & Data Analytics course are no longer free for those that do not have a LinkedIn Learning subscription. Those that do not have it, are being reimbursed for the cost of a 2 month subscription. The taskforce is now meeting quarterly instead of monthly.

**K-12/STEM** – NEWMA is the major sponsor for Mind Trekkers STEM fair at FVTC on Feb. 18-19 with 1,500 middle school students. The organization is also a sponsor of the NWTC STEM fair on January 29-30 with 2,000 middle school students. NEWMA is partnering with Inspire on a high school student event called Empowering Women that will be held on March 6 at Pierce Manufacturing.

**NCMMA** – Hosting its annual SeaPerch competition on Saturday, March 7, 2026 at the Ashwaubenon Community Pool. Ann participated in an event funded by the Navy & Department of War.

**Safety** – The taskforce launched its safety video of multiple manufacturers discussing safety targeted to younger workers.

**Talent** – The Future of Work – Employee Retention Summit will be held on April 14 at FVTC.

NEWMA will be working on continuing the video series featuring what is made and careers in a specific county of northeast Wisconsin. At this time, the county being focused on is Manitowoc County.

**Topic 4: Upcoming quarterly membership meetings**

Board members should save the date of April 14 from 8 a.m. – noon at Fox Valley Technical College and June 17 for the 20<sup>th</sup> anniversary summer membership meeting. Ann would like suggestions from the Board in creating a 20<sup>th</sup> anniversary event that would be engaging and valuable for the membership to attend. One part of the event will be asking members their input on the direction of NEWMA and what are the needs of the membership. It was suggested having the event be held outside. The Communications taskforce will be working on the event with the Board's input.

**Topic 5: Associate Member approval**

The following companies were approved for membership:

- Beeler Construction
- Bowdark Consulting
- First American Equipment Finance

**Topic 6: Next steps and next meeting – March 4, 2026 at 8:30 a.m. at Fincantieri Bay Shipbuilding**