

NEW Manufacturing Alliance

Communications Task Force

July 22, 2026

Teams

8:30 a.m.

Minutes

ATTENDEES: Aaron Baer, BPM, Nate Vandergrift, The Lawton Standard Co., Ann Franz, NEWMA, Sarah Putbress, NEWMA, Lori O'Connor-NWTC; Brittany Gudex, Appleton Airport (ATW) ; Kelli Karpinski, MPTC; Cassie Diedrick, Titledown Mfg.; Brad Cebulski, BConnected

Topic 1: 2027 All Star voting

- Good turnout for nominations
 - 24 All-Stars, 8 Mentors
- Winners Announced (*Please do not share publicly*)
 - All-Stars: McKenna Scott (Fincantieri Ace Marine), Dylan Deschler (Gardan, Inc.), Logan Paalman (Qcomp Technologies, Inc), Jordan Hockers (Nicolet Plastics, LLC), Tyler Ezinga (Georgia Pacific), Aiden Farrell (W.E. Hoban Company), Jorge Gonzalez Salas (W.E. Hoban Company), Kassie Bains (Seaway Printing Co), Matthew Main (Trilliant Food & Nutrition),
 - Mentors: Nicolet Plastics: Jeanine Kobes, Marion Body Works: Seth Loken
 - Winners will be notified in early August and those that did not win will be contacted later in August.
- Video Strategy:
 - Full Profiles: Keep the 3-minute video format for in-depth stories.
 - Social Teasers: Create 30-second "sizzler" videos (e.g., impactful soundbites) to drive engagement and link to full profiles. (*Sarah will produce these from Shift Visuals full videos*)
- Magazine Centerfold:
 - Topic: Focus on machining and industrial maintenance—two hard-to-fill career fields.
 - Content: Key messaging, QR codes to videos, and contact info for schools offering programs.

Topic 2: Recap of the 20th NEWMA anniversary celebration – June 17, 2026

- Discussion on the 20 year event:
 - Successes:
 - High Engagement: Table discussions and live polling were highly effective.
 - Valuable Feedback: Consolidated table notes will inform the Board's strategic plan (Sept).
 - Improvements for Future Events:
 - Check-in: Streamline the process (e.g., pre-printed name tags).

Topic 3: Discuss campaign for machining & electro mechanical careers

- Campaign Status:
 - Videos:
 - Videos that are completed: HART Design & Manufacturing (one in English and one in Spanish) & Titledown videos filmed & edited
 - Challenges: Need to re-film one video – not wearing proper PPE
 - Ann will work with BConnected on the landing page that each video will be directed to.
 - Ann will reach out to additional companies to be featured in the campaign.
 - The videos will be released starting in August.

Topic 4: October is Manufacturing Month (discuss each of the items listed below)

- K-12 student outreach event where students vote on their favorite WMCs 'Coolest Thing Made' Ann contacted WMC and they are in favor of working with us in promoting our local manufacturers that are part of the competition.
 - Plant tours at the companies nominated for the WMC award.
- WIXX commercials will air for each Packer game and direct listeners to the manufacturing.careers web page. Each game will air a total of three commercials - one before, during, and post-game.
- October 1st – NEWMA Insights Podcasts 3rd Year Anniversary – A live podcast, at Robinson Inc, will honor this milestone and kick-off Manufacturing Month.
 - **Focus:** YA program, including a talk/panel with YA students
 - **Format:** Business after Hours (later in the day, beverages served)
- October 27 – ACP Partnerships Meeting at Great North Commons
- October 27 – Excellence Awards Dinner / Program at the Great North Commons
- October 28 – Manufacturing First Expo / Conference & Student Event at the Resch Expo
 - Registration is still open
 - NEWMA members have a deadline of August 3rd
- October - Plant tours bussing paid by NEWMA for students to visit manufacturing companies.
 - **Next Steps:** Send out email with survey to find participating companies
- A Manitowoc County video is being produced to highlight what is made and careers at the following companies: Burger Boat, Eck Industries, Parker Hannifin, Redline Plastics and Wisconsin Aluminum Foundry. The video will be sent to regional schools and industry partners, and featured on social media.
- NEWMA can promote member company's manufacturing month activities. Contact Ann for details.
- Other suggestions for October:
 - **Packer house** – special 20 year NEWMA event at a member Packer house for the 10/11 game.
 - Ann will follow up with Robinson
 - Interactive AI exhibit at Manufacturing First
 - Ann will bring up with Manufacturing First group

Topic 5: Upcoming NEWMA Events

- **Taps + Tours:** Graetz Manufacturing in Pound, WI (*today, 7/22 from 3-5 PM*)
- **AI Training:** Wednesday 7/29 at 12 PM – launching next cohort
- **Internship Draft Day registration will kick-off 8/4**
 - Looking for student ambassadors to promote the event

Topic 6: Next meeting on August 19 at 8:30 a.m. via Teams