

NEW Manufacturing Alliance

Communications Task Force

August 19, 2026

Teams

8:30 a.m.

Minutes

ATTENDEES: Ann Franz, NEWMA; Nate Vandergrift, Lawton Standard; DJ Kast, Shift Visuals; Tammy Beringer, Lakeshore College; Nicole Grieger, OEC Graphics; Cassie Diedrick, Titledown Mfg; Jill Fuss, Brown & Brown; Kelli Karpinski, Moraine Park College; Brad Cebulski, BConnected; Sarah Putbress, NEWMA

Topic 1: Discuss campaign for machining & electro mechanical careers

- **Status:** All assets are complete, including reshoot "day in the life" videos and a finalized budget.
 - **Landing Page:** careersinmanufacturing.com is live.
 - Minor updates are pending (quotes, company logos).
 - **Rationale:** A dedicated page enables precise traffic and metric tracking.
- **Ad Account Setup:** Ann is working with Carrie to set up ad manager accounts under NEWMA's ownership, ensuring long-term control.
 - **Launch Plan:**
 - **Organic:** Titledown Manufacturing's video will be the first posted on NEWMA's social pages.
 - **Paid Ads:** Four videos will run simultaneously on TikTok, IG Reels, and YouTube Shorts, targeting 18–25 year olds.
 - **Companies:** Titledown, Hart, CMD, Sargento.
 - **Spanish-Language Video:** A video from Hart Design featuring a Spanish-speaking employee will be used for a separate ad campaign targeting Spanish-language users.
- **Future Content:** NEWMA will continue filming more companies at no cost to build an authentic library of member stories.

Topic 2: 2027 All Stars magazine review

- **Audience:** Primarily middle and high school students.
- **Centerfold Redesign:** The centerfold, updated every two years, will be replaced with two pages: one for machining careers and one for industrial maintenance careers.
- **New Interactive Elements:**
 - **QR Codes:** Add a more interactive way to see the All-Star videos.
 - **Company Career Links:** Add direct links to member career pages from their All-Star spotlights.

Topic 3: October is Manufacturing Month

- K-12 student outreach event where students vote on their favorite WMCs 'Coolest Thing Made'
 - Currently identifying NEWMA area companies, will contact schools to do a vote
- 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 1 – NEWMA Insights Podcasts 3rd Year Anniversary – A live podcast, at Robinson Inc, will honor this milestone and kick-off Manufacturing Month.
 - 8:10 AM – limited space (50 people)
- 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
- October - Plant tours bussing paid by NEWMA for students to visit manufacturing companies.
 - Survey was sent to members to identify interested companies
 - Ann will work with Schools & CESAs to set it up

- 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, industry partners, and featured on social media.
- NEWMA can promote member company's manufacturing month activities. Contact Ann for details.
- Partner with Robinson on October 11th Packer game.
 - Ann has reached out, but has not yet heard back

Topic 4: Internship Draft Day promotion

- **Goal:** Recruit over 200 college students in one month.
- **Current Tactics:** Emailing past attendees, attending college career fairs, and social media.
- **New Ideas:**
 - **Vertical Video Ads:** Use TikTok, IG Reels, and YouTube Shorts to reach students directly.
 - **Expanded College Outreach:** Explore partnerships with UW-Madison's Engineering Department and the University of Minnesota.

Topic 5: Upcoming NEWMA Events

September 9: Annually the **North Coast Marine Manufacturing Alliance has an Associate Member meeting** from 8 a.m. – 10:30 a.m. at Cruisers Yachts in Pulaski. Registration link for free event: <https://form.jotform.com/261944720520150>

September 10 – November 5: **NEWMA Data Analytics training:** <https://form.jotform.com/262245481613152> .

September 10: **Taps + Tours Business after Hours** at Aspiro from 4 p.m. – 6 p.m Register for this free event at: <https://form.jotform.com/262245766761162>.

September 15: Deadline to register for your free booth **Internship Draft Day** being held on November 4th at Lambeau Field from 2 p.m. – 4:45 p.m. Meet with over 200 college students from throughout Wisconsin and Michigan promoting your internship and co-ops. Register: <https://form.jotform.com/262144233602143>.

September 23: **NEWMA Cybersecurity conference** featuring manufacturing leaders sharing their best practices in cybersecurity along with leading expert, Thomas Freeman with Ghostscale . Event will be held from 1:30 p.m. – 3:30 p.m. at Black Sheep event center at 3675 Algoma Road, New Franken. There is no cost to attend: <https://form.jotform.com/262253289911158> .

September 30: **NEWMA Lunch & Learn: Youth Apprenticeship.** Register for this free event: <https://form.jotform.com/262253537079159>.

Topic 6: Set agenda and next meeting on September 16 at 8:30 a.m. at BConnected in Appleton