

NEW Manufacturing Alliance

Board of Directors Meeting

August 7, 2025

8:30 a.m. – 10 a.m.

Voith

Minutes

Attendees: Jeff Berg, Scott Bean, Tad Campana, Brian Conrad, John Dennis, Aaron Janichek, Rick Recktenwald, Mike Schulze, Barb LaMue and Ann Franz.

Topic 1: Special guest Rep. Glenn Grothman

Rep. Grothman requested comments regarding tariffs be sent to him that he can share with the Trump administration.

Topic 2: NEWMA & NWTC update

The college is meeting with a few of the NEWMA Board members to finalize its fiscal responsibilities in late August or September. Any changes would start January 1, 2026. UW Green Bay has expressed interest in the fiscal, if NWTC chooses not to continue. The relationship with the NWTC is like 3 other manufacturing alliances in the state. Conversations with those alliances have garnered interest in having the state manufacturing alliances come together with their Board of Directors in November 2025. More details forthcoming.

Topic 3: Taskforces updates

Engineering technology 4-year degree anniversary at UWGB & UWO in fall 2025. NEWMA was a pivotal partner in the development of these programs. Ann is working with the colleges to spotlight the anniversary in the fall.

Communications - \$60,000 netted for the NEWMA Scholarship fund an all-time record. Over 40 nominations were submitted for the upcoming 2026 All Star awards. Looking for a venue for the October live podcast as part of Manufacturing First. NEW Manufacturing Insights podcast marks its 100th episode in November which will include a networking event on November 12th.

Industry 4.0 – The latest cohort of the Data Analytics course had 68 people enrolled. In July, the 8th cohort of the Project Management training has 101 participants. AI will be offered in the fall.

K-12/STEM – The taskforce voted on the winners for the 14th annual Excellence in Mfg./K-12 Partnerships Awards. The Awards dinner will be held on October 28th at the Resch Expo. The taskforce is working on a YA video, sponsored by Fincantieri Marine Group, Lindquist Machine, Marion Body Works, Nercon, Robinson and Sargento Foods. The video is targeted for YA students / young adults and is focused on successful manufacturing workforce entry –onboarding expectations. Video segments will be filmed in fall 2025 with final video debut in December or January. The taskforce is working on a large scale plant tour event throughout the month of October. There will not be a Premiere this year, due to not having a company sponsor the Get Real Math/Science videos. Instead there will be effort to get 100s of educators to tour manufacturing companies. The Alliance will be debuting 2 Door County videos featuring what is made and careers in the county.

NCMMA – The annual Associate Member breakfast will be held on September 9 at Burger Boat.

Safety – The first Safety audit team toured The Village Companies this past June. In addition, the taskforce is working on an universal Safety video focused on the why this is important more than the specifics. Debut in December.

Talent – The Future of Work – Succession Planning Summit held on May 2 at FVTC had 147 people registered. Instead of having a Future of Work Summit in the spring and a quarterly membership meeting held a month before, it was suggested to have the Future of Work Summit serve as the spring quarterly membership meeting. The industrial maintenance upskilling training that was grant funded has gone very well. The training will be offered again by another \$32,000 grant to fund the training.

Topic 4: Electro-Mech & Machining careers campaign

Board review the work product of a committee working on ideas for 2026 to promote these careers:

1. *Day in the Life* can show viewers what a typical day is like for a machinist or industrial maintenance employee. Host 4 or 5 of these workers with one of them featured each week on YouTube Live and social media, utilizing videos.
2. Offer mentorship programs in these career fields for employees and youth.
3. Work with math, tech ed and physics teachers to show them how their curriculum relates to manufacturing careers. Demonstrate hands-on activities using the core skills taught in their classes. Utilize LTC, MPTC, and NWTC's electro-mechanical and CNC labs at the schools.
4. Unite electro-mech and machinist workers in a brainstorming event to learn what influenced them to go into their career. Get their help in promoting their career.
5. Engage 19-24 year olds to help them see, if they have an aptitude for the career, the opportunities available to them. Communicate earning potential.
6. Create training programs to upskill employees working in general labor to industrial maintenance and machining.
7. Promote manufacturing careers to people working in hospitality / retail. Host a free training program to get them started in manufacturing, such as a welding boot camp.
8. Focus on late 20 to 30 year olds looking to reinvent themselves. They may be underemployed, reentering the job market, or just desiring a career change. They can be reached through employment offices, job fairs, summer concert series, and county business services initiatives, in addition to other means.
9. Create a video and information page for students curious about electro-mechanical / machining jobs.
10. Work with the regional business services teams that are part of the Wisconsin Job Centers to identify opportunities to partner in job fairs and other outreach activities. Create materials and programs the business services teams could use to discuss career opportunities with job seekers - possibly have a monthly employer feature.
11. Provide outreach to manufacturers not hiring individuals before they graduate. Discuss allowing the individual to continue their education as they work for the manufacturer.

The Board should send Ann their top 1-3 votes for the items listed above, plus any other ideas.

Topic 5: NEWMA's 20 year anniversary 6/6/2026

Board members should consider ideas of how to celebrate the 20 year anniversary of the organization in June 2026. NEWMA holds its June membership meeting with the New North summit, but this is a special anniversary, so we may want to host it on a different date. In addition, Barb shared with Ann that the New North Summit is the same day as the President's Cup Scholarship Golf Scramble. Ann is seeing if we can change the date either a day earlier or later.

Topic 6: Upcoming NEWMA events and programs

September 9 - NCMMA Associate Member Breakfast at Burger Boat

September 11 – Taps + Tours Business after Hours at Sure Controls

October 28 – Excellence Awards and ACP Roundtable

October 29 – Manufacturing First

Topic 7: Associate Memberships

A motion was made by Scott and second by John to approve the following new Associate Memberships:

Kane Communications

ArcPoint Labs

Baer Performance Marketing

VirtuousAI

Ansary & Associates

Blue Sky Contractors

Topic 8: Next steps and meeting on September 3 from 8:30 a.m. – 10 a.m. at CMD Corp. in Appleton

Today's meeting marks Rick Recktenwald's last meeting, he is retiring this month. Special thanks for his dedication to the organization and leadership over the years.