

Talent Task Force Meeting

August 13, 2026

Hart Design & Manufacturing

8:30 a.m. – 9:30 a.m.

Minutes

ATTENDEES: Ann Franz, NEWMA; Heather Marconi, HART; Paige Vanden Bush, Sartori; Mindie Boynton, Moraine Park; Marney Verhasselt, NWTC; Jess Kofler, UWGB; Matt Theiss, AHEAD Staffing; Dawn Rall, FVTC; Eva Throne, Vizance

Topic 1: Training grants update

The state is expected to announce WisTRAIN grant by the end of September.

Topic 2: Internship Draft Day on November 4, 2026 – 2 pm – 5 pm

- Employer registration deadline: September 15.
- Student registration: September 22–October 31.
- A \$1,000 sponsorship option includes a larger booth, logo placement on event T-shirts and screens, and recognition on the manufacturing.careers webpage.
- Student recruitment and attendance strategies discussed:
 - Continue working through colleges to identify the strongest faculty/career-services contacts and have schools follow up directly with registered students before the event.
 - Use career centers, student clubs, student government, SkillsUSA and other student organizations to distribute information through their own networks.
 - Continue using posters, digital signage and QR-code postcards; make materials available for member companies to share at career fairs and in employee break rooms.
 - Consider a virtual component to expand access for students farther from Green Bay.
 - Use more student-oriented social platforms such as Snapchat and TikTok, with content that feels organic rather than like a traditional advertisement.
 - Continue Facebook/member-company outreach as a way to reach parents and employees who may have college-age students.
 - Recruit directed at Student Senate and student clubs.
- At the end of the month, Ann will send members a promotional 'to-do' list and ready-to-share digital/print materials for Internship Draft Day.
- Potential student incentives and event engagement:
 - Heather will provide four Hall of Fame passes and four Lambeau Field tour tickets for event giveaways.
 - Consider drawing for the passes/tickets near the end of the event to encourage students to stay through the scholarship announcements.
 - Explore using student photos/videos, social tags and event screens to encourage participation and create promotional content for future years.
 - Heather is working on getting a Packers representative, recent draft pick or other recognizable guest could announce winners.

Volunteers are needed for the event. Anyone interested should confirm with Ann by email.

Topic 3: Brainstorm topics for the next Future of Work Summit: Leading in Times of Change on April 14, 2027

- PNC Bank has been confirmed as a sponsor. NEWMA is seeking an additional major sponsor and a \$1,000 breakfast sponsorship.
- NEWMA is looking for a keynote speaker who may also be available for a special CEO-focused session before or after the Summit.
- Task Force members and training providers were asked to continue bringing ideas for keynote and breakout speakers.
- Potential breakout topics and speakers discussed:
 - Judy Rule (FVTC): trust building and dealing with difficult people.
 - FVTC instructor: practical AI prompting and efficiency.

- New Moraine Park instructor: emotional intelligence and generational differences.
- JoAnn Hall, MPTC: *Working Genius* / Patrick Lencioni - framework for building stronger teams.
- Holly Schneider, author of *Carry Your Own Backpack*: culture, boundaries and emotional intelligence.
- Practical use of personality assessments such as DISC or EQ to improve communication and team effectiveness.
- Change-management instruction and practical application.
- Youth apprenticeship and generational gaps, including how to implement and benchmark a YA program.
- Leadership through personal-life changes and conflicts.
- Transitioning from peer to supervisor, including how organizations can support new supervisors.
- Using AI in recruiting: benefits, limitations and appropriate use.
- Legal considerations related to AI for HR.
- How HR contributes to strategy, operations and P&L.
- Helping supervisors improve the people-leadership side of their role.
- Effective one-on-one development meetings and creating a repeatable process for employee development conversations.
- AI in manufacturing across the shop floor and organization, focused on three to four practical 'easy wins.'
- The group emphasized that breakout sessions should be practical and give attendees tools or ideas they can immediately apply in their organizations.

Topic 4: Manufacturing Leadership for Frontline Leaders training program update

- The first session, beginning in November, sold out within 24 hours.
 - A second session will be offered in January 2027.

Topic 5: NEWMA upcoming events and programs

9/10 – Taps + Tours at Aspiro
 9/10 – Data Analytics Training
 9/23 – Cyber & Suds, Black Sheep (New Franken) – 1:30-3:30
 9/30 – YA Lunch & Learn – Ann Troka from Sargento & CESAs
 10/1 – Live Podcast recording at Robinson
 10/27 – Excellence Awards 5-8 PM
 Before dinner, 3-5 PM – Connecting with New Talent Event (free)
 10/28 – Manufacturing First

Topic 6: Next steps & agenda for the December 10, 2026 at 8:30 a.m. at NWTC