

**N.E.W. Manufacturing Alliance
Communications Task Force Meeting Minutes**

June 29, 2009
Bassett Mechanical
1pm
Minutes

Members present: Chris Linn, Jerry Murphy, Ann Franz and Bobbi Miller

Topic 1: Manufacturing All Star 2010 publication

The 2010 publication will cost approximately \$12,000 for Insight fees and \$7,875 for the videotaping from Alex Zacharias. In addition, approximately \$200 will be needed for All Star plaques. Ann wrote an EISP grant to cover one-half of the cost and she'll let the task force know if the grant was awarded.

Nomination forms will be sent to manufacturers by July 13 and all nominations should be received by August 31. Only Alliance member companies can nominate employees for the All Star award and the upper age limit for nominees has been changed to 35 for 2010. Approximately 8 All Stars will be chosen this year.

In addition to the All Stars, a new award will be created for an All Star Mentor. The person who is awarded this honor has helped mentors manufacturing employees.

The four recipients of the technical college scholarships awarded this year will also be featured in the 2010 publication (they'll be all be featured on one page).

Ann will check with Rick and Alex to confirm that the amount of recipients fits within their quotes.

Topic 2: Website

Members viewed revisions to the website and specifically the career pathways and webouts.

Jerry commented that the home page could look a little more visually appealing and suggested we consider a 'fun facts' section and 'featured member.' Another suggestion was to change the four objectives to "What's in it for me?"

At this time the info exchange will consist of a form for site visitors to contact us. Text on this area of the site will say something like, "This area is currently being developed to exchange information on the site . . . please let us know what you'd like to have included."

Should add a section for 'did you know?' on the site.

Topic 3: PR and Media Planning

Ann will check with Barb Dreger to see if she can lend assistance in putting together a plan we can follow and a list of media contacts. In addition, Chris will speak to Mary Schmidt and see if she knows of someone who might be able to assist in this endeavor.

Topic 4: Next steps

Next meeting: Wednesday, August 5 at 1pm at Bassett Mechanical