

**N.E.W. Manufacturing Alliance
Communication Task Force Meeting**
February 15, 2010
Robinson Metal

Minutes

Attendees: Chris Linn, Jack Ignatowski, Mary Jo Malach, Casey Fryda, Mary VanVonderen, Tom Verboncouer, Bobbi Miller, and Ann Franz

Topic 1: Goals and Activities for 2010

The Steering committee approved the Communication task force goals:

- 25 media references focused on new jobs, positive image, technology and innovation.
- 4 media references specific to benefits of Alliance membership.
- 2011 All Stars publication

As of the Feb. 15, 2010, there have been 13,000 copies of the 2010 All Stars distributed. The committee brainstormed some ideas for the 2011 All Star issue. New article ideas:

- Military Service – deployed manufacturing workers and how what they learn relates to jobs when they return
- Volunteer Service – how companies employees volunteer during the working day (i.e. Pierce – firefighters)
- Nontraditional Workers – women who work in predominately male careers
- Jobs that Travel – careers where there are opportunities for travel, including international
- Career Advancement – spotlight an individual like Jeff Pallini, that started as a machinist and now is the president

There was discussion on the nomination process. The question asked was should we give some direction on what types of individuals are nominated for the All Stars. Last year, we did not have any women nominated, which was disappointing. One suggestion was having occupational categories for people to choose like machine production, engineering, and industrial maintenance. Jack suggested listing some career fields that may not be considered by the Alliance nominator, such as marketing and human resources. Bobbi was concerned if we list categories, someone may not be nominated because their profession was not listed. All agreed that we would like to continue having an All Star mentor.

Topic 2: Social Media

Tim Dyer was not interested in participating in the social media pilot. Jack, 2009 All Star, agreed to participate in the pilot. Chris suggested having Lisa Cruz meet with our task force before proceeding. Lisa is a consultant on how to use social media. She will be invited to the next Communications task force meeting.

The Alliance could have a Facebook, Linked In and Tweeter account. Before developing these accounts, we need to address what we want to accomplish and what can social media do to meet these objectives.

Topic 3: Next steps

Insight Publications contacted Ann about how Insight can assist the Alliance in getting our story out. The task force considered some story ideas including:

- Overview about the Alliance, how it started, why manufacturers are involved
- Update on the manufacturing documentary that Alex is working on
- Feature a manufacturer and spotlight some of the people that work there
- Spotlight individual that started working in manufacturing in the 1970s and how it has changed
- Multi-generations of families working for a company (Georgia Pacific suggested some of their workers)
- How some manufacturers are having employees exercise at the start of the day to decrease work injuries (MEGTEC and Bassett and GP)
- Finding employees using social marketing
- HR professionals jobs have changed over the years and are looking for a different type of worker

Next meeting, Monday, April 5 at 1pm at Fox Valley Workforce Development Board