

**N.E.W. Manufacturing Alliance  
Communication Task Force Meeting**  
July 12, 2010  
Northeast Wisconsin Technical College

*Minutes*

**Attendees: Chris Linn, Casey Fryda, Rick Berg, Bobbi Miller, and Ann Franz**

**Topic 1: Social media using Facebook**

The K-12 task force will be assisting the Communications task force with topic areas for Jack to consider that are related to DPI's Career Pathway. The 2011 All Stars publication will have a feature spotlighting the new Facebook page. Chris shared that he has a staff person who can help with designing the Facebook and Twitter page. Casey also agreed to help.

**Topic 2: 2011 All Stars**

The committee discussed a timeline for getting the magazine to print:

July 16 – nominations sent to membership  
Aug. 20 – nominations are due  
Aug. 30 – All Stars selected  
Sept. 30 – Questionnaires of winners due  
Oct. 1 – All Stars in production  
Oct. 21 – All Stars photos due  
Oct. 28 – Committee reviews draft of magazine  
Nov. 1 – Corrections due  
Nov. 3 – All Stars to printer

Insight and Alex Zacarias are charging the same amount as the previous year for the production of the magazine. The task force would like to see the cover shot be similar to past issues, with one person featured. The committee will discuss articles for the issue at the next meeting.

**Topic 3: Communications to Alliance members**

The committee discussed how to connect with Alliance members that are not active participants in either one of the task forces or regular attendee of the General Membership meetings. It was suggested that those companies that are not active, the president should be contacted to determine who is the correct contact for the company. Usually the person responsible for community engagement would be the person that would be interested in working with the Alliance.

The committee will work on developing a Linked In group in the fall.

**Topic 4: Manufacturing Your Future documentary update**

Alex contacted Chris Linn about having some members of the committee preview a copy of the documentary. Chris would like to work on promoting the documentary.

**Topic 5: Next Steps**

**Next meeting, Monday, August 30 at 3pm at Bassett Mechanical**