



Since January 2007, the Alliance has been involved in many activities working toward improving the image of manufacturing in northeast Wisconsin. Here is a brief list of our accomplishments this past year:

- Over **220 job seekers** listed their network profiles on the Alliance's website. The website address is www.newmfgalliance.org.
- The Alliance's charter was written. The Steering committee was formed, along with three task forces: Communications, Membership/Job Fair and K-12 Outreach/Training.
- NEW Manufacturing Alliance's logo and tag line were designed.
- A brochure was created to let manufacturers know about the Alliance and its members.
- On May 2, 2007 the Alliance co-sponsored the "Manufacturing & Technology Job Fair." Over 400 job seekers attended the event.
- The Alliance co-sponsored the "Building Your Competitive Edge Manufacturing Symposium." Two national speakers presented, including the author of "Talent Force," as well as an expert on Blue Ocean Strategy. The May 2007 event was free to all members.
- Thousands of northeast Wisconsin high school students participated in several Alliance sponsored manufacturing-related exploration events, including Tech Challenge and Career Expo.
- Marketing professionals from member companies and technical colleges met for a half-day strategic marketing session. From this meeting, target markets were defined (19-25 yr. old college dropouts/underemployed, parents and media). The first project will be producing a DVD targeted at 19-25 year old college dropouts/underemployed.
- Over 2,000 NEW Manufacturing Alliance bookmarks were given to principals, teachers and guidance counselors throughout the New North. The bookmark lists the Alliance's website address and topic areas on the website related to educators (i.e., plant tours). Alliance members are listed on the back of the bookmark.
- At the quarterly General Membership meetings there were several guest speakers, including Chief Economist Dennis Winters.
- The NEW Manufacturing Alliance was featured in several publications, including *Marketplace*, *The Business News*, *Insight on Manufacturing*, *Green Bay Press-Gazette*, *Milwaukee Journal-Sentinel*, and *BBJ* magazine.

In 2008, there are many exciting activities planned including:

- NEW Manufacturing Alliance will have a booth at the February 2008, Michigan Tech's Job Fair. A recruitment package will have listings of Alliance members' job opportunities, along with college internships.
- A DVD will be produced spotlighting manufacturing careers targeted at 19-25 year olds. The DVD will feature member companies.
- Alliance members will be meeting with New North school superintendents. These meetings will be an opportunity for Alliance members to share the importance of manufacturing in our area and help dismiss any myths about manufacturing.
- A resource list will be developed assisting K-12 with equipment and material needs it has in its tech education departments. Members will be contacted about items they would like to donate to schools.
- Alliance coordinators will recruit job seekers at job fairs in communities outside of the New North that are having mass layoffs.
- The Alliance will co-sponsor the May 6, 2008, Manufacturing & Technology Job Fair.

If you have any questions, please contact Ann Franz at ann.franz@nwtc.edu or 920 498-5587.



ALLIANCE MEMBERS

Aarrowcast	JL French
Aldrich Chemical Company, Inc.	Johnsonville Sausage
Ansul/Tyco Safety Products	KI
Ariens Co.	Lakeside Foods
Bassett Mechanical	Lindquist Machine Co.
Brenner Tank	Manitowoc Co.
Carboline Co.	Marine Travelift Co.
Centerline Machining & Grinding, Inc.	Mid Valley Industries
CMD Corp.	Moore Wallace Response Marketing Services, an RR Donnelley Co.
Coating Excellence International	Nicolet Plastics
CPR Services, Inc.	Outlook Group Corp.
DeCrane Aircraft Seating Co., Inc.	Renco Machine Co.
EMT International	Robinson Metals
Enzymatic Therapy	Team Industries
Fosber America, Inc.	Trega Foods
Fox Valley Metal-Tech, Inc.	Walker Forge, Inc.
Fox Valley Spring Co.	Wausaukee Composites
Georgia-Pacific	Wisconsin Film & Bag
Great Northern Corp.	Wisconsin Public Service
Hudson-Sharp Machine Co.	World Class Manufacturing
ISP Minerals	