

INSIGHT

MANUFACTURING FIRST®

EXPO & CONFERENCE

PRESENTED BY First Business Bank®

IN PARTNERSHIP WITH NEW Manufacturing Alliance

OCTOBER 28, 2026

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First Business Bank

Welcome to Manufacturing First

Wisconsin's premier gathering of manufacturing leaders.

As the founding force behind this event, First Business Bank is proud to see Manufacturing First continue to evolve into the state's leading forum for innovation, collaboration, and industry insight. We're grateful to carry this tradition forward in partnership with Insight Publications and NEWMA.

Manufacturing remains central to the strength of our region—fueling job creation, advancing innovation, and supporting the economic vitality of communities across Wisconsin. At First Business Bank, we work closely with manufacturers every day and understand the complexities of the environment you operate in.

Our approach is straightforward: deliver practical, specialized financial solutions that help you operate efficiently and grow with confidence. From managing cash flow and mitigating fraud risk to financing equipment and optimizing working capital, our team is focused on helping manufacturers execute and scale.

As you engage in today's sessions and connect with peers on the expo floor, we invite you to think about what's next for your organization—and how we can help support that path forward. Together, we can continue to strengthen and shape Wisconsin's manufacturing future.

Celebrating Wisconsin's Manufacturing Excellence

Travis Froze
President - Northeast Wisconsin Market

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Keynote Presentation: 2026 Economic Forecast For Wisconsin Manufacturers

Presented by:
Nancy Johnshoy, CFA, Senior Vice President - Portfolio Manager & Market Strategist
8:15am - 8:25am in Hall A During the Welcome & Keynote Presentation

Author of First Business Bank's Quarterly Market Review, Nancy Johnshoy, Senior Vice President - Portfolio Manager & Market Strategist at First Business Bank, will share a concise look at the economic forces shaping Wisconsin manufacturing right now.

She'll discuss timely economic data affecting Wisconsin manufacturers, such as:

- Labor market shifts and what they mean for workforce planning
- Supply chain pressures and cost trends
- The broader economic backdrop shaping manufacturing decisions today

Nancy is a familiar voice behind First Business Bank's Economic Forecast series, known for turning dense economic data into insights manufacturers can actually use. Whether you're planning your next stage of growth or your next hire, it's a strong way to start the day.

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WELCOME TO

INSIGHT MANUFACTURING FIRST®

EXPO & CONFERENCE

PRESENTED BY First Business Bank

It's a Sweet 16 for Wisconsin's largest manufacturing event!

Welcome to the latest and greatest edition of the Manufacturing First Expo & Conference. We're so excited to spend today with you as we gather in Green Bay for the 16th time to celebrate the vital industry that powers Northeast Wisconsin.

All of us at Insight, our partners at the NEW Manufacturing Alliance and our presenting sponsor First Business Bank welcome you to the Resch Expo to hear from our keynote speaker, Wisconsin native Phil Gwoke, who will speak on the important topic of generational differences in the workplace. Phil's message, starting bright and early at 8 a.m., is sponsored by R&R Insurance and Werner.

This year we're debuting a new "track" format for breakout sessions that will give you even more ways to select the learning opportunities that are right for you and maximize your day. We're also adding an additional breakout session at each time slot, so be sure to check out the program for more information.

The exhibit hall will once again be bustling with activity, and this year we're excited to extend our Power Hour prize opportunity to the entire day. As you're circulating on the expo floor, be sure to leave your business card with our participating exhibitors for your chance to win. Prize winners will be announced starting at 3:30 p.m., and you must be present to win.

Thanks, as always, for your support of Manufacturing First. It wouldn't be the same without you here!

Does your agency have the manufacturing expertise to protect your business?

we know



We know the evolving risks manufacturers face with customers, employees and their operations because we see them every day. As a Business Insurance Top 100 Agency and an owner and partner in Assurex Global, we work with hundreds of manufacturers in Wisconsin, the U.S. and all over the world.

From supply chain interruptions, inflation, cyber attacks, tariffs, labor shortages, and legal system abuse, there are challenges and opportunities in manufacturing that require a specialized expertise that few agencies can provide. And when business interruptions do occur, it's imperative to have the right agency partner and protection that can make you whole.

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INSIGHT
MANUFACTURING FIRST®
EXPO & CONFERENCE

AGENDA AT A GLANCE

7–8 a.m. Registration, Breakfast & Networking

8–9:45 a.m. Welcome & Keynote Presentations

9:30 a.m.–4 p.m. Exhibit Hall Open

10–10:45 a.m. Breakout Sessions

11:15 a.m.–12 p.m. Breakout Sessions

12–1:30 p.m. Lunch

1:30–2:15 p.m. Breakout Sessions

2:30 p.m. Business After Hours

3:30 p.m. Power Hour Drawing

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HAWKINS | ASH CPAs

What's next for your business?

Business Ownership Transition Planning

Various Ownership Transition Options and How to Choose the Right One

PRESENTED BY:

Lisa Cribben, CPA, ABV, ASA, CMA

Partner | Hawkins Ash CPAs

- Outside buyer
- Management team
- Family
- Wind down



Which path is right for you?

1:30-2:15 pm
Room 1 (Expo)

STOP BY OUR BOOTH
Meet the Hawkins Ash CPAs team and continue the conversation at Booth #115.

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KEYNOTE PRESENTATIONS

PRESENTING SPONSOR



Nancy Johnshoy
Senior Vice President - Portfolio Manager & Market Strategist

2026 Economic Forecast For Wisconsin Manufacturers
by First Business Bank

First Business Bank will share timely, concise insights on the economic forces shaping Wisconsin manufacturing right now and what they mean for the decisions ahead. Nancy Johnshoy will get straight to what matters for capital investments, hiring decisions and production timelines. Whether you're planning your next stage of growth or your next hire, it's a strong way to start the day.

First Business Bank®

KEYNOTE CO-SPONSORS



Jeff Szalacinski
Executive Vice President Insurance Operations

The Factory of the Future – The Convergence of IT and OT
by R&R Insurance

As plants and factory floors integrate more AI, smart sensors and other devices to combat labor shortages, the attack surface for cyber threats has exploded. The desired outcome is less about your data and more about stifling a machine or your entire assembly line. Cyber risk is no longer a tech problem managed by the IT Department. When information technology and operational technology converge, it is a business continuity risk and a potential balance sheet event that belongs on the CEO's desk.

R&R INSURANCE 50 Years



Craig Wiedemeier
President

Driving Results with the Right Partner by Werner

Join Craig Wiedemeier, president of Werner, for a forward-looking talk on how manufacturers are getting more value from the partners on which they already rely. As organizations face ongoing challenges like downtime, workforce shortages and modernization, success isn't just about adding new solutions — it's about connecting the right ones in smarter ways. Craig will share how Werner helps customers simplify complexity and drive better outcomes across the business. Visit our booth and breakout session to see how we make it easier to improve performance and move forward with confidence.

WERNER



KEYNOTE PRESENTATION

Phil Gwoke

CEO, BridgeWorks | Writer & Market Researcher

Wisconsin native Phil Gwoke opens Manufacturing First with a keynote focused on one of the most consistently cited challenges facing manufacturers in Northeast Wisconsin: leading across generations.

As CEO of BridgeWorks, Phil helps organizations better understand not just how generations differ, but why. This keynote is designed to equip leaders with practical tools for navigating diverse teams.

Leading Across Generations

This keynote equips leaders with practical strategies for managing and engaging a multigenerational workforce. Learn how to build trust, foster understanding, and adapt leadership approaches to different communication, motivation, and management styles. This session explores the experiences that shape each generation, highlights challenges facing emerging professionals, and provides actionable tools to improve engagement, retention, and productivity while creating a workplace where employees can consistently perform at their best.

NOTES

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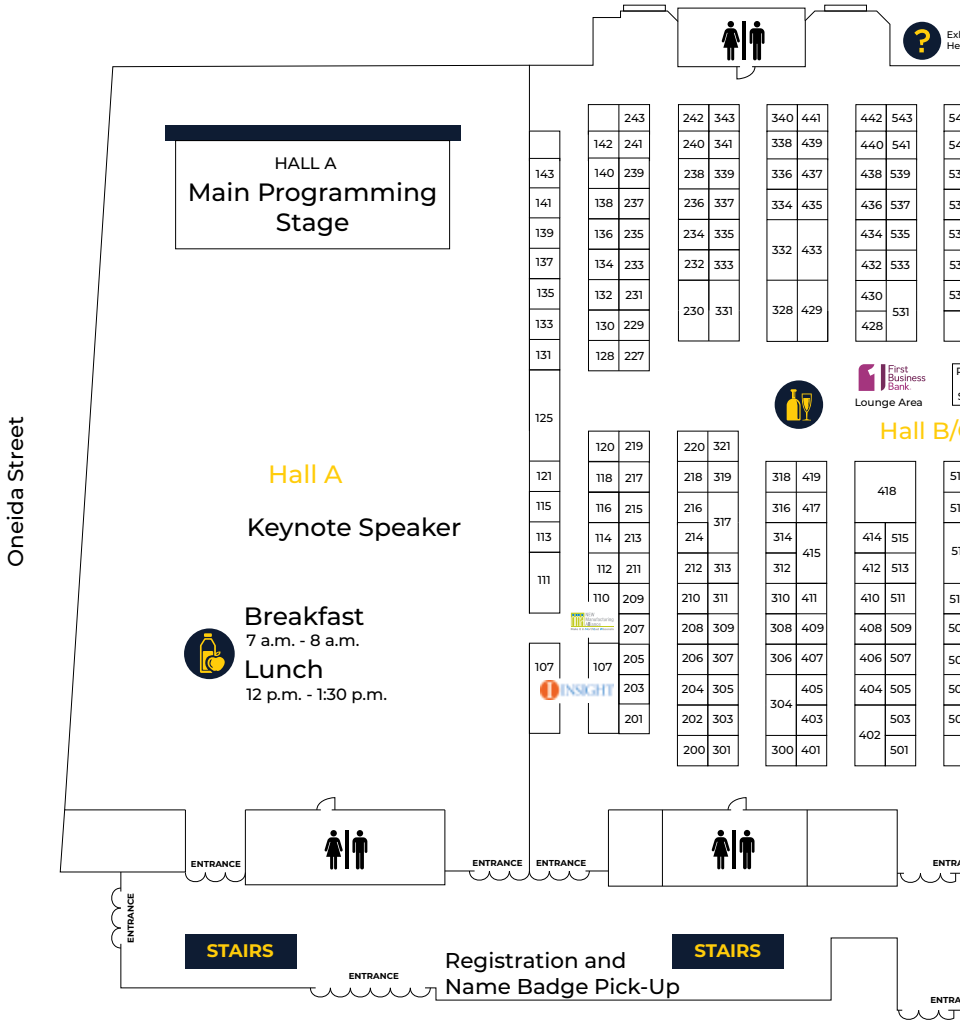
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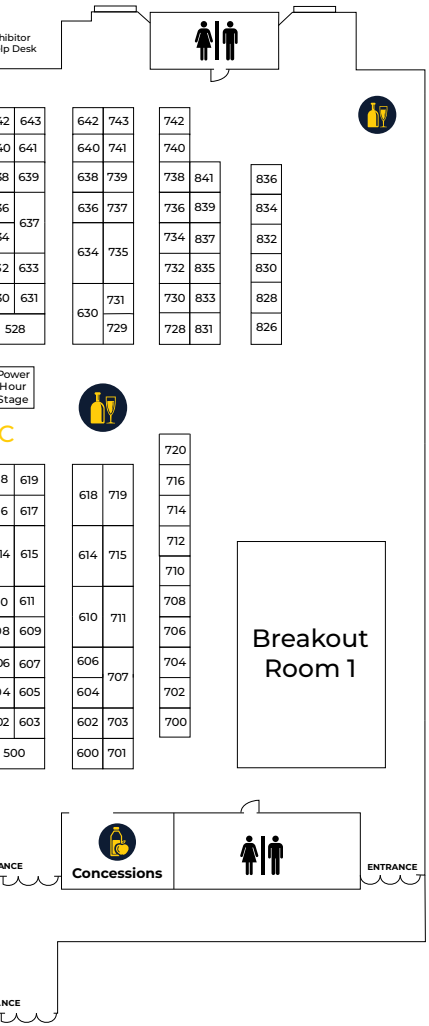
RESCH EXPO | EXPO FLOOR MAP



RESCH EXPO | LEVEL 2 MAP



EXHIBITORS AND CONNECTIONS I WANT TO MAKE



MAP KEY

Bar + Hors d'oeuvres
Networking Reception
2:30 - 4:00 p.m.

Food and Beverage

Exhibitor Help Desk

EXHIBITORS

140 Adron Tool Corp
234 Advanced Tooling, Inc
209 Air Quality Engineers
131 Alliance Construction & Design
120 American Airlines
710 American Bolt Corp
826 American Calibration, Inc.
604 American Foods Group
125 Any Lab Test Now and ARCpoint Labs of Green Bay
Lounge Space Appleton Airport
233 APQ Engineering Inc.
141 Apricity
542 Arzana
218 Ascent Leadership Group
436 ASI, Division of Thermal Technologies, Inc.
505 Aspiro
317 Associated
215 Associated Bank
200 ATCAM
631 Aurora Health Care
417 Automation Bird Dog
410 Ayres
734 Badger Tag & Label Corp. (460230)
501 Baer Performance Marketing
235 Bassett Mechanical
633 BayCare Orthopedics and Sports Medicine
231 Bayland Buildings, Inc. / AGS Fabrication
607 BConnected, LLC
338 Bedford Paper Inc.
136 Beeler Construction, Inc.
702 BLC Community Bank
211 Blue Sky Contractors, LLC
739 Brabazon Pump, Compressor & Vacuum
133 Brown & Brown Insurance
203 Camera Corner Connecting Point, a Tusker Company
430 Carew Concrete & Supply
300 Carron Net Company, Inc.
511 Carrus Group
319 CLA
310 CMD Corp
213 Coex 3D
828 Concept Machine
316 Consolidated Construction Co., Inc.
438 Control System Integrators, LLC
611 CornerStone One
531 Coulee Tech
518 CR Meyer
143 Creative Edge Marketing
743 Crescent Electric Supply
337 Current Electrical Services, Inc.
606 Deluxe Plastics
535 Eagle Performance Plastics
541 EDL, A Massman Company
311 Electroline
318 EMC Insurance
419 Employment Resource Group, Inc.
113 EMT International
206 Engineering Industries
216 Engineering Specialists, Inc.
603 Enviro-Safe Resource Recovery
534 EOS Worldwide
301 Equipment Depot Wisconsin, Inc.
207 EUA
731 Executive Agenda
640 Express Employment Professionals
641 Fiberglass Solutions LLC
714 Fincantieri Marine Group
401 Findorff
212 First American Equipment Finance
707 Focused Transport Solutions, LLC
339 Forsite Benefits
610 Fosber America Inc
240 Fox Converting
331 Fox Valley Technical College
128 Fox Valley Wood Products
643 Gerard Machine LLC
440 Gillespie Productions
742 GPS Education Partners
637 Graetz Mfg., Inc.
711 Great Northern
634 Green Bay Packaging
415 Gross Automation
638 GSC
514 Haas Factory Outlet - Milwaukee
708 Hastings Air Energy Control, Inc.
728 Hausmann Group
115 Hawkins Ash CPAs
832 Hudson West Supply Chain Consulting
536 HUI Manufacturing
137 iAutomation
132 Image Studios
336 Immel Construction
403 Industrial Works
539 Inseer, Inc.
107 Insight Publications
703 ISG Inc
236 ITAD Logic
719 James Imaging Systems, Inc.
428 Keller, Inc.
834 Kerber Rose
712 Keynecta
414 KI
735 Koss Industrial, Inc.



313 KS Large Bore Pistons
328 Lakeshore College
312 Larson Engineering, Inc.
210 Lindquist Machine Co., LLC
405 Logistics Recycling, Inc.
239 LVD North America
720 M2 Technology
730 M3 Insurance
142 Marco, Inc.
407 Marine Travelift, Inc
614 Marion Body Works
636 Marquette University | FASN Advanced Manufacturing Center
609 MARTOR
540 McAdams Graphics
114 McCarty Law LLP
411 McClone Insurance
111 MCL Industries
830 Metal Ware Manufacturing
204 MetalStorm, LLC
334 Midland Plastics, Inc.
208 Milis Flatwork
630 Miron Construction Co., Inc.
230 Moraine Park Technical College
335 Morton Safety
506 MyTalentPlanner Growth Accelerator System
402 Nercon Conveyor Systems
500 NEW Hydraulics
110 NEW Manufacturing Alliance
205 NEW Water, the brand of the Green Bay Metropolitan Sewerage District
538 NEWCMG/AHEAD
706 Nielson Communications
134 NorthCoast Media Group
429 Northeast Wisconsin Technical College
432 OEC Graphics, Inc.
617 Omega Industrial
241 Optima
406 Ornua Ingredients North America
740 Outlook Group
704 Paramount Physical Therapy & Training
139 Pellitteri Waste Systems
412 Pieper Automation
503 PNC Bank
831 Premier Logistics LLC
305 Prevea Health
729 Primary Companies
237 ProAmpac
243 ProDex Labs
214 Profile Finishing Systems, LLC
605 Proof
716 ProSolutions, Inc.
642 QComp Technologies
307 Quality Stamping & Tube Corp
232 Quasius Construction
220 R&R Insurance
738 Ravelin Defense
510 Renegade Plastics
732 RGL Logistics
314 Rhino Tool House
528 Rice Companies
135 Rising Tides Analytics
409 Rocket Industrial
408 Royal Custom Plastics
530 Sadoff Iron & Metal
508 Salas O'Brien
130 Sargento
441 Sartori Company
504 Seaway Printing
116 SECURA Insurance
201 Sesco Saftey
219 Shea Electric & Communications
217 Skyline Exhibit Resource
404 Small Business EHS
543 Smet Construction Services
532 SolutionsX
439 Somerville Architects and Engineers
321 Spherion Staffing & Recruiting
618 Sprinter
741 Stephenson National Bank & Trust
112 Stoke RGA
442 Suburban Enterprises, Inc.
238 Sure Controls Inc.
837 Sustainable Business Council
304 SVA
138 Systems Control - Hubbell
308 T&A Industrial Distributors
340 Tanduo
537 Tazmanian Freight Systems
615 TDS Fiber
737 Technology Architects
118 The Boldt Company
602 The Lake Companies, LLC
434 The Lawton Standard Co.
515 Titletown Mfg
242 Towsleys, Inc
533 Tradesmen International
433 Trilliant Food/Horseshoe Beverage
833 TSC, The Speciality Company
229 Tweet Garot Mechanical
516 Twin Pillars Construction
343 USI Insurance Services
227 UW-Green Bay
332 UW-Oshkosh
435 UW-Platteville
333 UW-Stevens Point
437 UW-Stout Polytechnic
341 VARC
507 Vizance
619 VJS Construction Services
835 Wave2Networks
418 Werner
639 Wisconsin Aluminum Foundry
121 Wisconsin Drives Manufacturing
715 Wisconsin Plastics Inc.
306 Wisconsin Procurement Institute (WPI)
202 Wisconsin Public Service
303 Yes...And LLC
736 Zeta Group Engineering
509 Zimmerman Architectural Studios



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BREAKOUT TRACKS

BREAKOUT SESSION ROOM SCHEDULE

	Room 1 (Expo)	Room 2 (Loft)	Room 3	Room 4	Room 5
10 - 10:45 a.m.	**ACUITY** Investing in Robotics to Improve Safety	**STOKE RGA** Panel Discussion: Growth Challenges & Opportunities in Manufacturing	**NWTC + LAKESHORE** Fundamentals of the Future: Where Technology Meets Workforce	**SPHERION** Strengthening Safety Across Your Workforce: Practical Strategies for Today's Manufacturing Environment	**SHEA ELECTRIC** NFPA 70B and Electrical Preventable Maintenance
11:15 a.m. - 12 p.m.	**ERG** The People Problem No One Talks About: Why Your Best Hires Aren't Always on Paper	**WEIDERT** The Growth Engine Framework: From Campaign Chaos to Revenue Engine	**COULEE TECH** Scaling AI in Manufacturing: A Practical Maturity Model Approach	**MCCARTY LAW** Protecting What You've Built: Understanding Everyday Legal Risks for Manufacturers	**UW-GREEN BAY** Building Tomorrow's Manufacturing Leaders: Developing Supervisors for Growth and Retention
1:30 - 2:15 p.m.	**HAWKINS ASH** Business Transition Planning: Various Transition Options and How to Choose the Right One	**OSMS** The First 7 Days After Injury: Where Work Comp Claims Are Won or Lost	**BANK OF AMERICA** The Business Case for Automation: From Investment to Impact	**WERNER** The Connected Plant Floor	**FVTC + MPTC** Psychological Safety: Beyond the PPE

Business Growth & Strategy Track	People & Culture Track	Safety, Risk & Compliance Track	Talent & Development Track	Technology & Innovation Track

BUILD-MY-DAY PLANNER

10 - 10:45 a.m. _____

11:15 a.m. - 12 p.m. _____

1:30 - 2:15 p.m. _____

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A stalled pipeline may be a sales problem. Or a positioning problem. Or a market problem. Or a sign that sales, marketing and operations aren't working from the same plan.

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TODAY AT 10 AM | ROOM 2 (LOFT)

Stalled Growth: Why the Fix Is Never Just Sales



Jen Fietz
CEO
StokeRGA.com



Mike Culver
Vice President of Sales
Winona Foods



Kathryn Rowan
Vice President & General Manager
EDL Packaging



Paul Sheridan
Vice President & General Manager
Little Rapids Corp

What stalled. What they changed. What worked.
Continue the conversation at Booth 112.

Think growth may be stuck somewhere in your business? Start with a Growth Assessment.

We look across your numbers, customers, markets, pipeline, sales, operations and team to find where growth is really getting stuck, and where to start.

StokeRGA.com

BUSINESS GROWTH & STRATEGY

Presented by Stoke RGA Revenue Growth Accelerator

10 a.m.

Panel Discussion: Growth Challenges & Opportunities in Manufacturing by Stoke RGA



Jen Fietz
Owner, CEO

When growth stalls, the problem is rarely just sales. Facilitated by Jen Fietz of Stoke RGA, this candid discussion brings together Mike Culver of Winona Foods, Kathryn Rowan of EDL Packaging, and Paul Sheridan of Little Rapids Corp to unpack where growth really gets stuck across sales, marketing, operations, and leadership; what they changed; and what worked to get it moving again.

Stoke RGA Revenue Growth Accelerator

PANEL



Mike Culver
Winona Foods



Kathryn Rowan
EDL Packaging



Paul Sheridan
Little Rapids Corp

11:15 a.m.

The Growth Engine Framework: From Campaign Chaos to Revenue Engine by Weidert



Frank Isca
Director of Business Development

Most B2B marketing programs stall because they're built around disconnected initiatives — a campaign, a website refresh, a content push — rather than a system. Each effort may perform well on its own, but momentum fades, results are hard to tie to revenue, and every new initiative feels like starting over. At the same time, buyer behavior has changed. Buyers self-educate earlier, expect personalization, and increasingly rely on AI-driven search experiences. Sales teams need better qualified leads, while marketing is under pressure to prove ROI and do more with fewer resources. Campaign-centric approaches can't keep up. This session explores a systems-based approach to revenue growth that aligns marketing, sales, and service around shared priorities. You'll learn how connecting strategy, content, technology, and enablement creates momentum that compounds — so scalable growth is built in, not reset with every new initiative.

WEIDERT

1:30 p.m.

Business Transition Planning: Various Transition Options and How to Choose the Right One by Hawkins Ash CPAs



Lisa Cribben
CPA/ABV, ASA, CMA

Many business owners are interested in transitioning their businesses to the next owners over the next 5 years. However, many business owners don't know all their options or what to consider in the decision-making process. This presentation will walk through the various options, timing considerations, and the goals and objectives that should be thought about in assessing the right option.

HAWKINS | ASH CPAs 70 YEARS 1956 – 2026

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PEOPLE & CULTURE

10 a.m.



Jake Morois
Engineering Technology Instructor & CTED Trainer



Brenden Olds
Electro-Mechanical Program Coordinator & Automation Instructor

Fundamentals of the Future: Where Technology Meets Workforce

by Lakeshore College and Northeast Wisconsin Technical College

"What does the future of manufacturing really look like — and how do you get there? This session connects emerging technologies with today's workforce realities to provide a clear, practical path forward. Explore how industrial machines generate data through sensors and integrated systems, how that data is interpreted, and how AI is transforming operations — and what those changes mean in real-world terms for your most important asset: your people. As technology advances, so do the demands on your workforce, reinforcing the need for strong fundamentals in manufacturing. Learn how manufacturers are upskilling their current workforce, leveraging versatile hands-on equipment, flexible learning environments, and partnerships with Wisconsin's technical colleges. From advanced technologies to workforce development, this session delivers a unified message: You can't build the future without investing in the team you have today.

LAKESHORE COLLEGE

NORTHEAST WI Technical College

11:15 a.m.



Sharon Hulce
President and CEO

The People Problem No One Talks About: Why Your Best Hires Aren't Always on Paper

by Employment Resource Group, Inc.

Technical skills are important, but also to some degree trainable. What shouldn't be negotiated is how they will integrate into your organization and culture fit. This session will give you a lens on 30 years of experience in finding out "what's behind the curtain" with any candidate vs. the appearance they project.

EMPLOYMENT RESOURCE GROUP, INC. 25 ANNIVERSARY

1:30 p.m.



Haley M. Kersten
Trainer-Leadership Development and Manufacturing Operations



Dan Pahlow
Leadership Instructor

Psychological Safety: Beyond the PPE

by Fox Valley Technical College and Moraine Park Economic and Workforce Development

Create a culture where employees feel safe to speak up, ask questions, and address risks before they become incidents. In manufacturing environments, psychological safety strengthens communication, improves problem-solving, and supports safer, more effective operations.

Fox Valley TECHNICAL COLLEGE Knowledge That Works

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SAFETY, RISK & COMPLIANCE

Presented by acuity INSURANCE

10 a.m.

Investing in Robotics to Improve Safety

by Acuity Insurance



Gwendolyn Luscavage
CSP, MS
General Manager of Risk Control

Robotics can improve productivity, but its greatest value may be protecting employees from hazardous, repetitive, and physically demanding work. This session explores how manufacturers can incorporate safety into every stage of a robotics investment, from defining operating limits and identifying task-specific hazards to selecting safeguards, training employees, verifying performance, and documenting the process. Attendees will learn how a structured, task-based risk assessment can help address hazards during programming, setup, operation, maintenance, jams, and shutdowns. The session will also examine how employee involvement and effective training build trust in automated equipment. By connecting injury prevention, risk reduction, and insurance considerations to the business case for automation, participants will leave better equipped to implement robotics safely while strengthening return on investment.

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11:15 a.m.

Protecting What You've Built: Understanding Everyday Legal Risks for Manufacturers

by McCarty Law LLP

Your biggest business risks as a manufacturer often share the same root cause — failing to protect what's yours. Whether it's a customer's contract quietly claiming your IP, a competitor stealing your innovations, or a key employee walking out with your trade secrets, the solution is the same: protecting what you've built.

McCarty | Law LLP



Sarah Knutson
Attorney and Managing Partner



Kristy Christens
Attorney and Partner



Rebecca Kellner
Attorney

1:30 p.m.

The First 7 Days After Injury: Where Work Comp Claims Are Won or Lost by OSMS, Orthopedic & Sports Medicine Specialists

Injury outcomes aren't decided at 6 weeks. They're decided in the first 6 hours. Learn from expert providers about how the first 7 days after any work injuries is critical in the outcome.

O·S·M·S ORTHOPEDIC & SPORTS MEDICINE SPECIALISTS



Traci Tauferner
Director of Industrial & Tactical Medicine



Shelly Smith
Co-Founder/ Licensed Therapist



Dr. Sabina Singh
Chief Medical Officer



Darin Schumacher
Director of Marketing & Business Development

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TALENT & DEVELOPMENT

10 a.m.



Chad DeSanto
Sr. Manager of Regional Risk & Safety

Strengthening Safety Across Your Workforce: Practical Strategies for Today's Manufacturing Environment

by Spherion Staffing & Recruiting

Every worker plays a role in creating a safer workplace, but every new worker also introduces new risk. Whether you're onboarding full-time employees, contractors, or contingent workers, building a strong safety culture requires more than policies and compliance. It requires systems that prepare people to work safely from day one and support them throughout their employment.

This session explores practical strategies for strengthening onboarding, improving communication, reducing human error, and building resilient safety systems using the principles of Human & Organizational Performance (HOP). We'll also discuss how collaboration across supervisors, safety teams, contractors, and staffing partners can reinforce accountability, improve compliance, and create a safer workplace for everyone.

Attendees will leave with actionable ideas they can immediately apply to strengthen safety culture, reduce risk, and better protect every member of their workforce.

SPHERION
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11:15 a.m.



Jessica Kofler
Executive Officer



Jessica Lambrecht
Workforce Training Advisor

Building Tomorrow's Manufacturing Leaders: Developing Supervisors for Growth and Retention

by UW-Green Bay

Frontline supervisors have a direct impact on employee engagement, retention, productivity, and workplace culture. Yet many manufacturing leaders are promoted based on technical expertise without receiving formal leadership development.

This session explores the challenges facing today's manufacturing supervisors and highlights evidence-based strategies organizations are using to strengthen leadership capacity at all levels. Participants will learn about emerging leadership competencies, succession planning considerations, and approaches for preparing employees to successfully transition into supervisory roles.

Drawing on workforce trends, employer partnerships, and leadership development insights gathered through one of Wisconsin's largest providers of workforce education and training, attendees will gain practical ideas for building stronger leadership pipelines within their organizations.

University of Wisconsin GREEN BAY

1:30 p.m.



Justin Wildesen
Connected Services Product Manager

The Connected Plant Floor by Werner

As manufacturing environments become more connected, the line between IT and OT continues to blur. This session will explore what it takes to support a connected plant floor, from industrial networks and secure remote access to the systems that keep operations running. Justin Wildesen will discuss how manufacturers can better connect technology across their operations, reduce complexity, and build a stronger foundation for what comes next. He'll also share why having a partner that understands both IT and OT can make that journey easier.

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TECHNOLOGY & INNOVATION

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10 a.m.

NFPA 70B and Electrical Preventable Maintenance

by Shea Electric & Communications, LLC



Andrew Borgardt
Project Manager

NFPA 70B is now the standard for facilities to address electrical maintenance, ensuring safety, performance, and longevity of electrical systems. This proactive approach reduces the likelihood of unexpected incidents, equipment breakdowns, and costly downtime, improving overall operational efficiency. NFPA 70B is used in industrial plants, commercial buildings, and large residential complexes. It includes requirements for developing a safety program, establishing an electrical maintenance plan, assessing equipment condition, and performing periodic maintenance procedures. Compliance with NFPA 70B guidelines ensures a safe working environment and helps avoid legal repercussions in case of an incident.

SHEA ELECTRIC 20

11:15 a.m.

Scaling AI in Manufacturing: A Practical Maturity Model Approach

by Coulee Tech



Rod Holum
CEO & Founder

Most manufacturers know AI matters — but few know where to start or how to scale it without creating chaos. In this session, Rod Holum, CEO & Founder of Coulee Tech, breaks down a practical, no-fluff approach to adopting AI using a proven maturity model. You'll learn how to identify quick wins, prioritize high-impact opportunities across operations, and avoid the common pitfalls that stall AI initiatives. Whether you're leading the plant floor, IT, or the executive team, you'll walk away with a clear, actionable roadmap to move from experimentation to real results — without disrupting what's already working. If you're looking to drive efficiency, strengthen security, and stay competitive, this session will show you how to scale AI the right way.

COULEE TECH

1:30 p.m.

The Business Case for Automation: From Investment to Impact

by Bank of America



Joseph Neigum
Senior Relationship Manager

Automation is a strategic business decision that impacts growth, workforce planning, profitability and competitiveness. As manufacturers navigate labor shortages, rising costs and increasing efficiency demands, leaders must identify where automation can deliver the greatest impact.

This panel brings together automation, finance and accounting experts to explore the practical realities of automation investments, including identifying opportunities, evaluating ROI, financing capital expenditures and avoiding common pitfalls.

Matt Moseman, founder of DEVELOP, will share insights on implementing automation to increase productivity, expand capacity and address workforce challenges. Joe O'Brien of Bank of America Leasing & Capital will discuss capital planning and financing strategies, while Rob Kane, CPA, Partner at Wipfli, will address financial, tax and strategic considerations.

Attendees will leave with actionable guidance for evaluating automation investments and aligning them with long-term business goals.

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PANEL



Matt Moseman
Founder
DEVELOP



Joe O'Brien
Senior Vice President
Bank of America Leasing & Capital LLC



Rob Kane
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BREAKOUT 1 NOTES

SESSION: _____

BREAKOUT 2 NOTES

SESSION: _____

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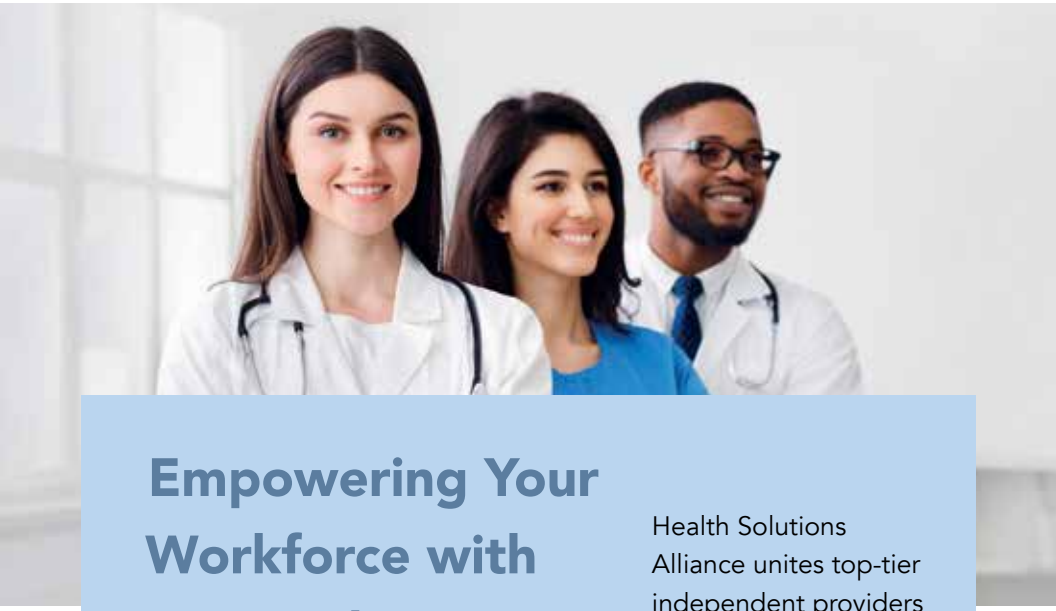
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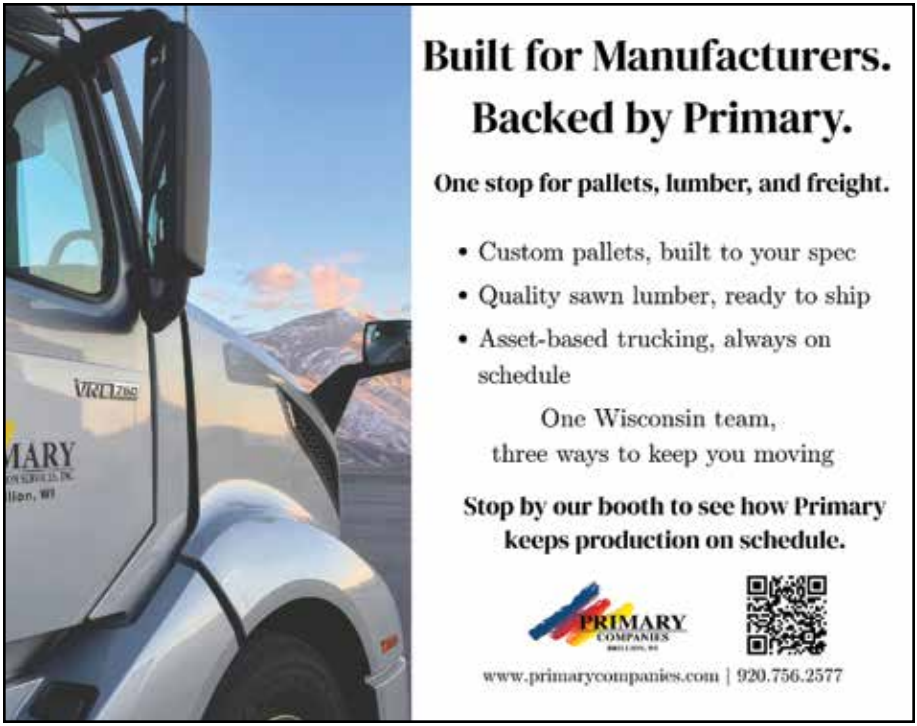
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Fox Valley Technical College Booth 331

Grow the skills of your employees with cost-effective scheduled or customized trainings

www.fvtc.edu

Fox Valley Wood Products Booth 128

World Class Customer Service for custom crates, lumber and pallets; we craft any pallet size—from large industrial platforms to food-grade pallets

www.foxvalleywoodproducts.com

Gerard Machine LLC Booth 643

The company specializes in Swiss CNC machining, a process known for producing small, complex, high-volume components with exceptional accuracy.

www.gerardmachine.com

Gillespie Productions Booth 440

REAL STORIES MAKE REAL CONNECTIONS. At Gillespie Productions, we blend a news/documentary style with on-brand messaging to create captivating videos.

www.gillespieproductions.com

GPS Education Partners Booth 742

For 25 years, GPS Ed has bridged education and industry — building high-quality work-based learning that prepares students for real careers.

https://gpsed.org



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Great Northern **Booth 711**

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https://greatnortherncorp.com

Green Bay Packaging **Booth 634**

Green Bay Packaging is a full-service manufacturer of custom corrugated packaging, folding cartons, & coated labels, with over 40 locations nationwide.

https://gbp.com

Gross Automation **Booth 415**

Gross Automation is a top distributor of industrial automation and electrical control systems. The company also touts a UL 508A certified panel shop.

www.grossautomation.com

GSC **Booth 638**

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Gsc-3d.com

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Hausmann Group Booth 728

Hausmann Group is an independent Wisconsin insurance agency that helps clients navigate unexpected risks with confidence.

www.myhaus.com

Hastings Air Energy Control, Inc. Booth 708

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www.hastingsair.com

Hawkins Ash CPAs Booth 115

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https://hudsonwestgroup.com

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HUI is an ISO 13485 / 9001 certified contract sheet metal manufacturer with expertise in design engineering, fabrication, powder coating, & assembly.

www.huimfg.com

iAutomation **Booth 137**

iAutomation is a leading industrial automation distributor across the Midwest & East Coast, delivering panel building, robotics & engineering support

https://iautomation.com

Image Studios **Booth 132**

https://imagestudios.com

Immel Construction **Booth 336**

Immel is a full-service construction firm providing Construction Management, General Contracting, Design/Build, and Preconstruction Services.

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LOCATION: LOFT



Presented by:

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www.insightonbusiness.com

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www.isginc.com/food-industrial-business-unit

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www.ks-lbp.com/index_en.html

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marionbody.com

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www.eng.mu.edu/schimmelsj/index.html

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https://newmfgalliance.org

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www.omegaindl.com/product/column-guard-omega-column-shield

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October 10, 2026

In IOM this month:

Bernzomatic torches made in Chilton show up everywhere from cooking shows to camping and almost certainly your plumber has used one. Read more in the August Home Made feature. Also:

- Q&A with The Lawton Standard Co.'s Nick Knotts
- Marion Body Work's industry-first automation solution
- Plant news

Case study: At Marion Body Works, automation improves employee morale

Marion Body Works pursued two game-changing automation projects at its Shawano plant that have improved both product quality and employee morale. Senior Director of Operations Zach Brockdorf says the new technologies streamline operations while also positioning Marion as an industry-leading innovator. Marion was ready to take the automation leap primarily because it had buy-in and support

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Tweet Garot Mechanical — Booth 229

Tweet Garot provides precision custom fabrication from concept to installation, specializing in food processing equipment and mechanical assemblies.

tweetgarot.com

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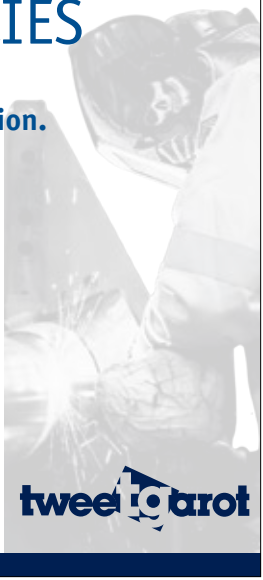


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