



See the Buzz and Share Yours!

This newsletter is your communication tool. Have an update or success story? We would love to feature it!

The Manufacturing Alliance recently launched a Digital Outreach Campaign with Marketing Agency Hookd to highlight manufacturing careers across West Central Wisconsin.

“Through targeted videos and expanded online content, we aim to build awareness and highlight high-tech career opportunities in our region,” said Momentum West Executive Director Steve Jahn.

After just two weeks, the campaign is already seeing strong results:

- 123,000+ impressions

- 3,900+ clicks
- Strong engagement across display and YouTube

"Engagement is outperforming industry benchmarks, reinforcing that there is strong interest when manufacturing careers are positioned around opportunity, innovation, and local impact," Stated Hookd's Creative Marketing Leader Jessica Whaley.

Have something to share? Send it our way!

Have news, success stories, or opportunities to share?

We're building a strong pipeline of local stories and want to hear from you!

[Share Your News →](#)



Lean Series: Make a Lasting Impact

University of Wisconsin–Stout is hosting an expert-led Lean Series designed to help you **streamline processes and drive continuous improvement** through **hands-on sessions and a monitored on-site project**.

Participants will build skills in:

- Principles of Lean

- Value Stream Mapping
- Cellular Flow
- Lean Culture
- 5S System
- Quick Changeover
- Total Productive Maintenance

Dates: May 12, 19, 26; June 2, 9 & 23, 2026

Time: 8 AM – 4 PM

Location: 29 Pines Conference Center, 5872 33rd Ave, Eau Claire, WI 54703

[Register Now!](#)



Summer Starts Here: Hands-On Manufacturing Camps

In collaboration with Junior Achievement (JA), UW-Stout and CVTC are hosting summer camps providing **essential job-readiness skills, including interviewing, communication, and daily real-world job applications.**

Their goal is to give students opportunities to develop skills and lessons that are essential for a future in Skilled Trades. Students will experience **hands-on activities and immersive experiences with local businesses.**

Take a look at the three events below for more information –



Trades and Transportation

Dates: JULY 20-24 2026
Time: 9 am - 12:00 PM
Location: CVTC Transportation Education Center Eau Claire, WI
Price: \$45

[Register](#)



Manufacturing

Dates: June 22 - 25
Time: 8:00 am - 4:00 pm
Location: CVTC Manufacturing & Engineering Campus
Price: \$50

[Register](#)



Construction

Middle School
Dates: June 22–25
Times: 8:00 am – 4:00 pm
Location: CVTC Manufacturing & Engineering Campus
Price: \$50

High School
Dates: June 22–25
Times: 8:00 am – 4:00 pm
Location: CVTC Manufacturing & Engineering Campus
Price: \$50

[Register](#)



Opportunity Spotlight: Marketing and Data Management Internship

The Manufacturing Alliance is offering a summer internship supporting digital outreach and communications, with potential for an extended role.

Ideal candidates:

- Work independently

- Have a basic understanding of digital marketing
- Are comfortable with virtual communication
- Current students preferred

To apply, send a resume and cover letter to Steve Jahn.

Email: steve@momentumwest.org

Share with someone who might be a great fit!

Wisconsin Competitiveness Report: What It Means for Your Business

This **Chamber-only event** features **Kurt Bauer, President & CEO of Wisconsin Manufacturers & Commerce**, as he shares highlights from the *Wisconsin Competitiveness Report*. The report takes a look at what is holding Wisconsin back, including workforce shortages, rising costs, and regulatory pressures, and what those challenges mean for businesses across the region.

Attendees will **gain insight into the state's current economic challenges** and practical ideas being discussed to help move things forward.

Co-sponsored by the Eau Claire Area Chamber and the Menomonie Area Chamber & Visitor Center.

Dates: May 20

Time: 7:30 -9:00 a.m.

Location: Sleep Inn and Suites Conference Center (29 Pines Travel Center)

[Register Now!](#)

[Wisconsin Competitiveness Report →](#)

**Thanks for being part of the effort to
strengthen manufacturing in Western
Wisconsin!**

The Manufacturing Alliance newsletter is designed to be a shared space for manufacturers, educators, and community partners across our region.

Here's how you can get involved:

- Share news, updates, or events from your organization
- Recommend a student, educator, or employee for a spotlight
- Highlight new programs or opportunities in your community

Share Your News or Events



Contact the Alliance Team →



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