



PRESS RELEASE: For Immediate Release

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LAKESHORE INDUSTRY CLUSTER INITIATIVE SETS ASSET MAPPING SESSIONS

Manitowoc, WI: The Lakeshore Industry Cluster Initiative (LICI) announces Industry Cluster Co-Chairs along with the schedule for general Asset Mapping Discovery Forums to assist in developing action plans to stimulate business and job growth improving the Lakeshore region's economy.

Serving as Co-Chairs for the four target industries that are the focus of the five county Lakeshore Industry Cluster Initiative will be:

- **Manufacturing** – Tim Reis (Manitowoc Company) and Michael Davel (N.E.W. Industries)
- **Energy** – Merlin Raab (Wisconsin Public Service Corporation) and Andy Onesti (Manitowoc Public Utilities)
- **Agriculture** – Toni Sorenson (GreenStone Farm Credit Services/Soren's Valhalla Orchards) and Andy Barta (Rio Creek Feed Mill, Inc.)
- **Tourism** – Jennifer Laughlin (Renard's Cheese) and Dave Sanderson (Blue Harbor Resort and Spa)

In addition to serving as co-chair of the Manufacturing Cluster, Tim Reis, will be serving as the Co-Chair of the LICI Leadership Team, along with Connie Loden, Executive Director of the EDC-Manitowoc County.

The schedule for the first series of general Asset Mapping Discovery Forums has also been announced:

- **Tuesday, November 6 – 3:00-4:00 PM** – Sheboygan Co. Administrative Building, Room 309, 508 New York Ave. Sheboygan
- **Wednesday, November 7 – Noon-2:00 PM** – Sturgeon Bay Campus- NWTC 229 N. 14th Ave. Sturgeon Bay
- **Wednesday, November 7 – 4:00 – 6:00 PM** – UW-Extension Office, 4319 Expo Dr. Room 300, Manitowoc
- **Thursday, November 8 – 3:30- 5:30 PM**, Farm Market Kitchen, 520 Parkway St, Algoma

These forums are designed to help identify unique area assets (knowledge, human resources/skill sets, innovation/manufacturing capabilities, geographic, cultural-historic, environment/ natural, excellence, infrastructure, government) and opportunities that can be leveraged as competitive advantages for setting development strategies for area economic growth. The information gained from these forums will be used by the Lakeshore Industry Cluster Teams to assist in developing action plans to improve our business climate and economic activity in the region.

Why should you attend?

The Lakeshore Industry Cluster Initiative Leadership Team invites those whose ideas, efforts and/or investments can positively change the economic opportunities in our region. If you have an interest in business growth and economic development for the Lakeshore Area – this is an opportunity for you to

be engaged and play an active role in the efforts currently underway to work with area businesses to help create new job growth and prosperity for our region.

Coming up at the end of November will be Industry Cluster-Specific Asset Mapping Sessions. Please watch for the schedule to be announced on these meetings in the near future.

The Co-chairs of each cluster are also currently working to set dates for their initial Industry Cluster orientation meetings, at which they will begin to explore what their industries are experiencing in today's business climate and develop working norms and a meeting schedule for their Cluster.

The Lakeshore Industry Cluster Initiative is led by the Economic Development Corporation of Manitowoc County partnering with the New North, Calumet County, Sheboygan County EDC, Lakeshore Technical Institute, Northeast Wisconsin Technical College, Door County EDC and Kewaunee County EDC, with additional funding through contributions by Wisconsin Public Service Corporation, Alliant Energy, Keller, Inc. Two Rivers Water and Light, Sturgeon Bay Utilities

To learn more about how to get involved in the Lakeshore Industry Cluster Initiative, please contact Connie Loden at cloden@edcmc.org or 920-482-0540, or your local Economic Development Organization listed below.

Calumet County – Julie Schmelzer - (920) 849-1493 ext. 442

Door County EDC – Bill Chaudoir – (920) 743-3113

Kewaunee County EDC – Jennifer Brown - (920) 487-5233

EDC Manitowoc County – Connie Loden (920) 482-0540

Sheboygan County EDC – Nick Kitzman (920) 946-9379

Lakeshore Technical College – Peter Thillman (920) 242-0689

Northeast Wisconsin Technical College – Lori Suddick (920) 498-5401

New North Inc – Jerry Murphy – (920) 336-3860