



**PRESS RELEASE:** For Immediate Release

**Date:** October 25, 2012

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## CLUSTER ASSET MAPPING MEETINGS THIS WEEK

Manitowoc, WI: The Lakeshore Industry Cluster Initiative (LICI) hosts Asset Mapping Sessions this week for each of the four industries - Tourism, Manufacturing, Energy, Agriculture-Food Production - featured as part of the five-county, economic development collaborative.

The schedule for the meetings is as follows:

**Tourism Cluster** (Co-Chairs: Jennifer Laughlin-Renard's Cheese & Dave Sanderson-Blue Harbor Resort and Spa)

- Tuesday, Nov. 27 – 1:30-3:30 PM – Tourism Cluster Asset Mapping  
EDCMC Office, 202 N. 8<sup>th</sup> St. Manitowoc

**Energy Cluster** (Co-Chairs: Merlin Raab-Wisconsin Public Service Corporation, Andy Onesti-Manitowoc Public Utilities & Steve Dvorak-DVO Anaerobic Digesters)

- Wednesday, Nov. 28 – Noon-2:00 PM – Energy Cluster Asset Mapping – WPS Office, 800  
Columbus St, Two Rivers

**Manufacturing Cluster** (Co-Chairs: Tim Reis-Manitowoc Company & Michael Davel-N.E.W. Industries)

- Thursday, Nov. 29 - 9:00 -11:00 AM – Manufacturing Cluster Asset Mapping Meeting  
UW-Extension Office, 4319 Expo Dr. Room 300, Manitowoc

**Agriculture / Food Production** (Co-Chairs: Toni Sorenson-GreenStone Farm Credit Services/Soren's Valhalla Orchards & Andy Barta-Rio Creek Feed Mill, Inc.)

- Thursday, Nov. 29 – 2:00-4:00 PM – Agriculture Cluster Asset Mapping  
Farm Market Kitchen – 520 Parkway St., Algoma

These forums are designed to help identify unique industry 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.

Appropriate participants to be involved in the Lakeshore Industry Cluster Initiative and represented at these industry cluster meetings, include both businesses that are directly involved in an industry targeted, and businesses that support or serve the targeted industries, such as banks, engineering firms, educational institutions, and staffing agencies. Representatives from the businesses include CEOs, plant

managers, operations managers, purchasing and inventory managers, engineers, human resource managers, research and development personnel, logistics managers and supervisors.

The Lakeshore Industry Cluster Initiative is a partnership with the New North, Calumet County, Sheboygan County EDC, Lakeshore Technical College, Northeast Wisconsin Technical College, Door County EDC, Kewaunee County EDC and led by the Economic Development Corporation of Manitowoc County. Additional fund contributors are Wisconsin Public Service Corporation, NextEra Energy Point Beach Nuclear Plant, Alliant Energy, Keller Inc., Two Rivers Water and Light, Sturgeon Bay Utilities and Next Era Energy.

To learn more about how to get involved in the Lakeshore Industry Cluster Initiative, please contact Connie Loden at [cloden@edcmc.org](mailto: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