



PRESS RELEASE: For Immediate Release

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VALUE CHAIN MAPPING NEXT STEP IN LAKESHORE INDUSTRY CLUSTER INITIATIVE

Manitowoc, WI: The Lakeshore Industry Cluster Initiative (LICI) will host Value Chain Mapping Sessions next week for each of the four industries - Tourism, Manufacturing, Energy, Agriculture-Food Production – as part of the five-county, economic development collaborative that kicked off in August.

The schedule for the meetings is as follows:

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

- Tuesday, January 15 - 9:00 -11:00 AM - UW-Extension Office, 4319 Expo Dr. Room 300, Manitowoc – Focusing on Metal Fabrication and Plastics/Composites.

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

- Wednesday, January 16– 10:30 AM-12:30 PM – WPS Office, 800 Columbus St, Two Rivers – Focusing on Compressed Natural Gas

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

- Wednesday, January 16 – 2:30-4:30 PM – Door County Economic Development Corp., 185 E. Walnut Street, Sturgeon Bay – Focusing on Stay Another Day/ Extending Visitor stays

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

- Thursday, January 17 – 2:00-4:00 PM – Pagel's Ponderosa Dairy, N4893 Highway C, Kewaunee, WI - Optional Tour at 1:30 PM – Focusing on Dairy and Fruits & Vegetables

These sessions are designed as workshops, where all attending will roll up their sleeves and be involved.

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. Appropriate 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 right people in the room is the first step, and it is important they also come prepared to discuss their procurement practices. The flow of goods and services will be mapped out to identify what is

presently being obtained outside the region and to what extent they have or are currently exploring regional sourcing.

As the money and product flow is dissected and analyzed, redirection of the flow of these funds will bring forth new business opportunities to retain wealth and create new jobs for the region. Overall the goal is to identify new Business to Business local connections that will increase competitiveness and build a stronger community.

A diverse group of local enterprises will be involved in each cluster session so a lively, fact-filled, eye-opening, two hours will result in some fruitful take-aways for all attending.

Following the Kick Off in August, each of the individual Industry Cluster Networks hosted initial meetings and Asset Mapping to identify what unique assets the region offers, which can be leveraged as a competitive advantage. Approximately 300 people from the region's business community have been engaged in the effort to date.

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, Dominion Kewaunee Nuclear Plant and WEDC.

To learn more about how to get involved in the Lakeshore Industry Cluster Initiative, please contact visit the web site: **www.lakeshoreinitiative.webs.com** or contact Connie Loden at cloden@edcmc.org / 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—Dane Checolinski— (920) 452-2479

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