



PRESS RELEASE: For Immediate Release

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LAKESHORE INDUSTRY CLUSTER INITIATIVE WARRANTS PARTICIPATING

Manitowoc, WI: The Lakeshore Industry Cluster Initiative (LICI) has announced meeting dates for the General Asset Mapping-Discovery Forums. These Discovery Forums will assist in developing action plans to stimulate business and job growth improving the Lakeshore region's economy.

Multiple locations and times are offered throughout the Lakeshore Region to maximize participation by allowing people to choose the session that works best for their schedule. The schedule for the first series of general Regional Asset Mapping Discovery Forums is:

- **Tuesday, November 6 – 3:00-5:00 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.

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.

industry specific asset mapping meeting dates have been also been set. These meetings are similar in regards to looking at the assets in the region, however, they will be looking at assets specific to the related industry.

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

- Nov. 29 - 9:00 -11:00 AM – Manufacturing Cluster Asset Mapping Meeting

UW-Extension Office, 4319 Expo Dr. Room 300, Manitowoc

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

- Nov. 28 – Noon-2:00 PM – Energy Cluster Asset Mapping – Location to be determined (tentatively WPS)

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

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

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

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

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 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