



PRESS RELEASE: For Immediate Release

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BUSINESSES TO BENEFIT THRU PARTICIPATING IN LAKESHORE INDUSTRY CLUSTER INITIATIVE

The Lakeshore Industry Cluster Initiative, an economic development collaborative between EDC-Manitowoc, Door, Calumet, Kewaunee and Sheboygan counties, announces upcoming meetings for the industry clusters of Manufacturing, Energy, Agriculture-Food Production and Tourism. These meetings are designed to get the ball rolling and help businesses in developing new market and supplier connections and capitalize on opportunities in their industry, by engaging them in the process of analyzing their industry.

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

- Oct. 19 – 9:00-10:30 AM - Manufacturing Initial Cluster Meeting
EDCMC Office, 202 N. 8th St. Manitowoc; Or via Conference call 610-214-0000 (code 298546#)
- 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. 1 - 1:00-2:30 PM - Energy Cluster Initial Meeting - WPS Office, 800 Columbus St, Two Rivers
- 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. 2 - 9:00-11:00 AM – Agriculture Initial Cluster Meeting
EDCMC Office, 202 N. 8th St. Manitowoc; Or via Conference call 610-214-0000 (code 298546#)
- 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. 2 – 1:00-3:00 PM – Initial Tourism Cluster Meeting
EDCMC Office, 202 N. 8th St. Manitowoc; Or via Conference call 610-214-0000 (code 298546#)
- Nov. 27 – 1:30-3:30 PM – Tourism Cluster Asset Mapping
EDCMC Office, 202 N. 8th St. Manitowoc

Who should 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. 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.

Connie Loden, Executive Director of the EDC-Manitowoc County, stated, "Industry Cluster Initiatives are designed to be a catalyst for creating new business to business relationships and synergies, matching suppliers and markets and capitalizing on opportunities for innovation, revenue growth and job creation. Participation at the table by businesses opens the door for them to take advantage of these benefits as they are uncovered"

The Industry Cluster Teams will be supported by the region's Economic Development Corporation staff members assisted through contracted services provided by Vital Economies, the consulting firm hired to guide the process and analysis.

A Cluster Initiative varies from a Cluster Study. An Initiative is geared to be action oriented with activities of the Initiative including:

- Industry representatives engaged in strategic analysis to identify new opportunities for expansion, diversification and collaboration; Also stimulates new business to business relationships
- Building synergistic networks within and between industry sectors;
- Identifying and working to remove barriers and impediments, including challenges with workforce issues;
- Strategic 'think-tanks' to resolve industry issues and explore innovation opportunities
- Creating new investment and growth opportunities.

The next steps in the Lakeshore Industry Cluster Initiative, following this series of discovery meetings, will be Industry Value-supply chain mapping discovery sessions which will take place January 14-18.

To learn more about how to get involved and leverage a competitive advantage in this rapidly changing marketplace, please go to www.lakeshoreinitiative.webs.com or 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