

# The Next Level

FROM THE ECONOMIC DEVELOPMENT CORPORATION  
OF MANITOWOC COUNTY • FALL 2009

## Streamline Your Business for Success

### Streamline For Success

2009 Manitowoc County Business Summit  
Wednesday, October 21, 2009

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During these tough economic times, many businesses are looking for ways to streamline their operations for success. The questions they should be asking are:

- How do I do adjust to the change and challenges that make it difficult to thrive during difficult economic times?
- What might healthcare reform mean for my business?
- How do you prepare your business for a streamlined future while supporting innovation, creativity and involvement?
- Where can my business improve its communication with co-workers and customers?
- Which social marketing tools are efficient and effective for my business?

- What aspects of Competitive Excellence (Lean/Six Sigma) apply to my business?

Get answers on October 21 during the 2009 Manitowoc County Business Summit: Streamline for Success at Fox Hills Resort in Mishicot.

The Chamber of Manitowoc County and the Economic Development Corporation of Manitowoc County will feature educational events, strategically placed into one efficient, information-packed afternoon. Whether you are surviving or thriving, learn how to adapt to today's economy and discover new ways to "streamline for success."

**Surviving & Thriving on the Brink of Healthcare Reform.** Get updated from a healthcare legislation expert

### Manitowoc County Business Summit Schedule of Events October 21, 2009

Registration  
11:30a-12:00p

Luncheon w/Keynote Speakers  
12:00p-1:30p  
"Surviving & Thriving on the Brink of  
Healthcare Reform"  
Presented by: R.J. Prilot, Dir. of Legislative  
Relations, Wisconsin Manufacturers and  
Commerce with Steve Bobwiski, CEO Dale  
Carnegie Training

Workshops I&II  
1:45p-3:00p

"Strategic Planning and Lean Thinking"  
Presented by: Dennis McCullough, CIPIM,  
Optima Associates, Inc.

"Lean Communication: Stop the Re-Talk and  
Wrong Talk"  
Presented by: Kenlyn Gretz, Americollect

Workshops III&IV  
3:15p-4:30p

"Making Sense of Social Marketing"  
Presented by David Sauter, Envano

"Lean/Six Sigma Applied"  
Presented by: Ann VandeHei, Integrys Energy

### Chef's Best Reception

4:30p-6:30p  
Unveiling of The Chamber's new Business  
Insiders Club (BIC)

Register by Friday, October 16th  
Visit [www.edcmc.org](http://www.edcmc.org) to learn how to register!

# Economic Development Strategy Coalition Formed

## To Offer Recommendations for Wisconsin

The Wisconsin Economic Development Association (WEDA), Competitive Wisconsin Inc. and the Wisconsin Counties Association have announced a partnership to create a long-range economic development strategy for Wisconsin.

The partners will hire an independent third-party organization to complete an analysis of Wisconsin's overall regional, national and global economic development competitiveness.

This analysis will offer recommendations to align and advance local, regional and statewide economic development efforts. The study will be conducted by a consultant with expertise in economic development policy, planning, innovation, industry clusters

and comparative market analysis. The study will build on the economic development research that has been done by a variety of other organizations throughout the state, and will make program and policy recommendations to create the framework for a new statewide economic development plan.

"Our objective is to complete the economic development project in advance of the 2010 gubernatorial election so that job creation and the economy are central issues in the race," said WEDA President Patrick Drinan.

Sue Marks, president of Competitive Wisconsin Inc., noted, "The partners have determined the best way to have a truly independent analysis with candid recommendations is to fund

the work with money from the private sector rather than state government."

She added, "This non-political analysis will identify key policies, programs and funding models to support high wage jobs and investments in Wisconsin's competitive industry sectors."

Mark O'Connell, president of the Wisconsin Counties Association, pointed out, "Wisconsin has an opportunity, with the right strategic plan and long-term vision, to come out of this recession stronger and more prepared for the rapidly changing national and global economic landscape."

For more information about the study can contact WEDA President Patrick Drinan at [drinan@ci.brookfield.wi.us](mailto:drinan@ci.brookfield.wi.us).

### WMEP, Wisconsin Department of Commerce Announce Venture to Drive Manufacturing Export Growth

The Wisconsin Department of Commerce (WI Commerce) and the Wisconsin Manufacturing Extension Partnership (WMEP) announce a venture to ramp up the number of state manufacturers that export their goods and services.

Under the plan, WMEP and WI Commerce will combine their resources and expertise to help small and mid-size manufacturers assess and develop their export potential. The effort will target manufacturers with outreach that includes personal contacts to manufacturers, public workshops and other communications aimed at building awareness, knowledge and capabilities.

"Demand for manufactured goods is rising more sharply around the world than in the United

States, creating new opportunities for Wisconsin manufacturers to tap international markets," said Michael Klonsinski, WMEP's executive director. "The success of our manufacturing economy depends on our ability to adapt to a global marketplace."

Though Wisconsin exports have been on a steady upward climb in recent years, many manufacturers remain on the sidelines, according to a 2008 study. The Wisconsin Next Generation Manufacturing Study revealed that more than half - 60 percent - of more than 500 manufacturers surveyed said they were making "little or no progress" toward becoming a world-class global player.

Wisconsin exports increased by 9.2 percent to \$20.6 billion in 2008

making Wisconsin the 18th-largest exporting state, according to WI Commerce. Export-supported jobs linked to manufacturing account for an estimated 6.8 percent of Wisconsin's private sector employment, according to the Office of Trade and Industry Information in the US Department of Commerce. More than 18.4 percent of all manufacturing workers in Wisconsin depend on exports for their jobs.

For more information on this initiative please contact WMEP at 1-877-856-8588, visit [www.wmep.com](http://www.wmep.com), or visit <http://www.commerce.state.wi.us/ie/IE-OurServices.html>.

# Streamline Your Business for Success (cont)

on the healthcare reform legislation being proposed in Washington DC. Learn what it might mean for your business. Recognize change, adjust

## Continued on page 3...

to change, react to change, create change when necessary; adjust our behaviors and attitudes and manage change effectively; and leave with a structured approach to organizational change that allows for flexibility.

## Strategic Planning and Lean Thinking.

Identify opportunities for significant bottom line improvement, redesign processes that contain the most waste and streamline those processes that contain regulated non-value-added activities. Lean Office focuses on total employee involvement through team building, process redesign and problem solving techniques. Provide your employees with a "tool box"

of Lean skills; identify waste in the office; create and support a new culture of innovation, creativity and involvement; and, understand how measurements drive behavior that insures continuous improvement.

**Lean Communication.** Improve the way you communicate with your co-workers and customers by reducing wasteful communication. Do you want to stop "re-talk" and wasting time? Do you want to make sure that co-workers and customers are not getting the "Wrong-Talk?" Become skilled at leaving voice mail messages that prepare the receiver when they call you back; learn to communicate a point in one communication, instead of multiple communications; understand what your customers want in a communication; determine when to you need a "live conversation" instead of another 'reply all' to an email; and, communicate with

Outlook using 'voting,' 'forced reply all' and 'do not deliver before.'

## Making Sense of Social Marketing.

Discover the current social media landscape and how businesses are leveraging these fast changing but exciting communications tools. From Facebook to Twitter and many more, prepare to be demystified!

**Lean/Six Sigma Applied.** Move from business as usual to business as exceptional learning the concepts of Competitive Excellence (Lean/Six Sigma). Learn what Competitive Excellence means at Integrys; understand Business Process Management (BPM) concepts; learn how metrics impact the success of projects; review fundamentals of Lean/Six Sigma methodologies; and, identify where Competitive Excellence has helped solve business



**R.J. Pirlot**

*Wisconsin Manufacturers and Commerce*



**Steve Bobowski**

*Dale Carnegie Training*



**Dennis McCullough, CPIM**

*Optima Associates, Inc.*



**Kenlyn Gretz**

*Americollect*



**David Sauter**

*Envano*



**Ann VandeHei**

*Integrys Energy*

# Clean Energy Business Loans Available

\$28 Million Available

Wisconsin has been approved for \$28 million in American Recovery and Reinvestment Act federal funds for its State Energy Program (SEP).

The funds are the first part of the \$55 million in Recovery Act funding the state is receiving for this program.

"With these funds, Wisconsin can work with state businesses and take a leadership role in clean energy manufacturing and create good jobs," Governor Doyle said. "Wisconsin is the only state to target its SEP funds exclusively to manufacturing.

"Wisconsin has a larger percentage of employees in manufacturing than any other state," Doyle continued, "and we can leverage our innovative, high-skilled workforce to create clean

energy products and processes." The Wisconsin Department of Commerce will administer the program.

Eligible activities include:

- Reducing fossil fuel use in manufacturing by deploying renewable energy and energy efficiency technologies;
- Retooling Wisconsin businesses to enable them to produce components of renewable energy systems and energy efficient products; and
- Investing in renewable energy projects.
- Projects must create or retain jobs, reduce greenhouse gas emissions, reduce fossil fuel use, and/or deploy renewable energy.

Applications and program information will be available at the Wisconsin Department of Commerce website: <http://commerce.wi.gov/BD/BD-SEP-ARRA.html>.

Or you may contact the Economic Development Corporation of Manitowoc County Executive Director Kenneth Stubbe at (920) 482-0540 or by email at [kstubbe@edcmc.org](mailto:kstubbe@edcmc.org).

## Agriculture Grant Workshops Announced

Three workshops will be offered this fall to help farmers and agricultural entrepreneurs to develop strategies to access state and federal grants.

Attendees will learn how to successfully submit a Value Added Producer Grant (VAPG), an Agricultural and Diversification Grant (ADD), and The Sustainable Agriculture Research and Education program application.

These programs provide research and development, planning and working capital funds to farmers and farmer based enterprises to develop and implement ventures.

The training workshops will take place on:

- Friday, October 23, 2009 - 9:30am to 2:30pm at Northeast

Wisconsin Technical College,  
2740 Mason St, Rm SC128,  
Green Bay, Wisconsin.

To register contact Valerie Dantoin at [valerie.dantoin@nwtc.edu](mailto:valerie.dantoin@nwtc.edu) or (920) 498-5568.

- Monday, November 2, 2009 - 9:30am to 2:30pm at Washington Town Hall, 5750 Old Town Hall Road, Eau Claire, Wisconsin.

To register contact Pam Herdrich at [pam.herdrich@wi.usda.gov](mailto:pam.herdrich@wi.usda.gov) or (715) 834-9672 or River Country RC&D at (715) 834-9672.

- Thursday, November 5th - 9:30am to 2:30pm at Dane County UW-Extension Fen Oak Building, 1 Fen Oak Court, Madison, Wisconsin.

To register contact Jane Klevena at [jkleven@wisc.edu](mailto:jkleven@wisc.edu) or (608) 262-5200.

A registration fee of \$15 will cover the cost of lunch and materials.

For additional information on these state and federal programs or for help applying to these programs contact Economic Development Corporation of Manitowoc County Executive Director Kenneth Stubbe at (920) 482-0540 or [kstubbe@edcmc.org](mailto:kstubbe@edcmc.org).

# Rev Up Your Engines!

## Project Mini-Chopper Begins

Rev up your engines because the Manitowoc County High School Manufacturing Project: Project Mini-Chopper has begun! In its second year, five high school teams have begun their journey in building a mini-chopper as part of a Manitowoc County wide effort to promote careers in manufacturing.

During this journey, the students will learn all of the aspects associated with taking a product from concept through production such as project management, budget management, time management, problem solving, mechanical design, safety and manufacturing processes.

Taking on the challenge this year are teams Lincoln 1, Lincoln 2,

MPSD, Mishicot, and Valders. Each team is given a \$2,500 budget to design, fabricate, build, and paint a mini-chopper bike by the April 16th, 2010 deadline. The bikes will be unveiled on April 23rd, 2010 in conjunction with the annual Ant Hill Mob Bike Show.

Each team partners with a Hard Core sponsor that provides technical and material assistance to the team. Manitowoc Ice, Heavy Metal Fabricators, Manitowoc Tool and Machining, Baileigh Industrial, and Lakeshore Technical College have taken on the role of Hard Core sponsor. The teams design must be approved by their sponsor and the finished project must incorporate the sponsor's corporate logo. A huge "Thank You" goes out to these

companies for their support!

The High School Manufacturing Project is a collaborative effort spearheaded by the Economic Development Corporation of Manitowoc County and The Chamber of Manitowoc County with support from Lakeshore Technical College, local businesses, manufacturers, and local high schools.

The project gives high school students real life experiences as they build the mini-chopper as part of their academic curriculum throughout the school year.

### Lakeshore Entrepreneur and Inventors Network: Building Business Through Networking

Join us for our fall series that will strengthen your skills and knowledge for an important part of our professional lives: Networking.

Our speakers will show you techniques ranging from one-on-one interactions to reaching the masses through social networking.

And of course, there's always time at each of our meetings to practice these skills to gain new leads and contacts.

- "Effectively Working the Room: The Top 10 Habits of Turning Introductions into Leads"  
October 19, 2009 @ 6:00p  
Presenter: Diane Roundy, Director of Business Development of Schenck Business Solutions

Ever get tongue tied, nervous or freeze up in social situations? Do you wish you could be

one of those people who can walk into a room of strangers and leave with new business leads and even a few new friends? Then you can't afford to miss this presentation!

- "How to Make Social Networking Work for Small Companies and One-Person Operations"  
November 16, 2009 @ 6:00p  
Presenter: David Sauter, President and CEO of Envano, Inc.

We have invited David back to speak to our group so he can further share his knowledge of interactive marketing tools and technologies. David will share practical tips and strategies that even the smallest business can use to increase sales through social marketing.

Registration is not necessary, and there is no cost to attend.

Seminars are held at Lakeshore Technical College, Cleveland Training Room at 1290 North Avenue, Cleveland, Wisconsin.

For more information contact Lakeshore Technical College Entrepreneurship and Workforce Sales Director Kristin Bell Abell at (920) 693-1658 or at kristin.abell@gototlc.edu.

Or you may contact Economic Development Corporation of Manitowoc County Director of Business Assistance Diana Schultz at (920) 482-0540 or at dschultz@edcmc.org.

# EDCMC Fundraising Kicks Off

Local companies and municipalities pledge \$125,000

The EDCMC announces its fundraising campaign, an effort to improve the long term prosperity of the business community and residents of Manitowoc County through existing business growth and retention, entrepreneurial assistance and business attraction.

The goal is to raise 60 percent from private sources and 40 percent from municipal sources.

Tim Schneider, leading the fundraising effort explains, "This fundraising effort is critical to the future of Manitowoc County's economy. I am proud to be involved in the effort to continue to offer EDCMC services to existing businesses, to

entrepreneurs, our communities, our workforce, and to attracting new businesses."

"In our five year existence the support of the Manitowoc County business community and local municipalities has been our greatest asset," said EDCMC president Andrew Steimle, "The EDCMC looks forward to building and strengthening those relationships and thanks them for their support."

The EDCMC thanks the following who have already committed to the fundraising effort:

- Color Craft Graphic Arts
- Hamann Construction Co

- Holy Family Memorial
- Kaysun Corporation
- City of Kiel
- Leede Research
- City of Manitowoc
- Manitowoc Pattern and Machine
- Mike Check Builders Inc
- Shooter Malone's
- The Manitowoc Company
- City of Two Rivers
- Vinton Construction Co
- Wisconsin Maritime Museum

The EDCMC also thanks the companies, organizations, and municipalities that have already contributed to the EDCMC's mission. A complete list of investors can be found at: [www.edcmc.org/investors.html](http://www.edcmc.org/investors.html).

## Our Valued 2009 Investors

### \$10,000 and Above

Bank First National  
City of Manitowoc  
City of Two Rivers  
Community First Credit Union  
Holy Family Memorial  
Investors Community Bank  
The Manitowoc Company

### \$5,000 - \$9,999

Associated Bank  
City of Kiel  
Dominion Energy Kewaunee  
Lakeside Foods

### \$1,000 - \$4,999

Access Investment Advisors  
ACE Building Service  
Braun Building Center  
Cawley Company  
Cleveland State Bank  
Festival Foods  
Foster Needle  
Great Lakes Staffing, Inc.  
Hamann Construction  
Hawkins, Ash, Baptie & Company, LLP  
Heiden, Inc.  
Jagemann Stamping

Just Orthodontics  
Kahlenberg Brothers  
Kaysun Corporation  
Kroenig, Stangel, Swetlik, & Zinkel  
Krueger International  
Lakeshore Technical College  
Leede Research  
M&I Bank  
Michael Best & Friedrich LLP  
Mike Check Builders  
Miller St. Nazianz  
Northern Labs  
Orion Energy Systems  
Parker Hannifin  
Perkins  
Salutz & Salutz  
Schenck Business Solutions  
Shipbuilders Credit Union  
Shooter Malone's  
Shoreline Credit Union  
Spancrete  
Steve Ford State Farm Insurance Agency  
Steve Schenian Trucking  
Vinton Construction  
Whyte Hirschboeck Dudek  
Wisconsin Aluminum Foundry  
Wisconsin Maritime Museum  
Wisconsin Nationwide  
Wisconsin Public Service Corporation

### \$100 - \$999

Americollect  
Americinn  
Architectural Forest Products  
Bartow Builders  
Bayland Buildings, Inc.  
BC Signs / Amy's Apparel / GT Spas  
Burger Boat Company  
Courthouse Pub  
Culvers  
Doneff Companies  
DOWCO  
Domino's Pizza  
GT Machine, LLC  
HUI  
Jim Reif Builders Inc.  
Jim Vopat  
Kaeden Services  
Keller  
Manitowoc County Board of Realtors  
Manitowoc Disposal & Recycling  
Maritime Insurance  
Sailboats Inc.  
Smile Clinic  
R&J Fricke Inc.  
Riverside Foods  
Riverwood-Maritime Credit Union