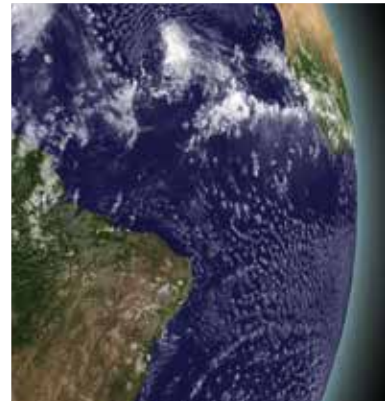
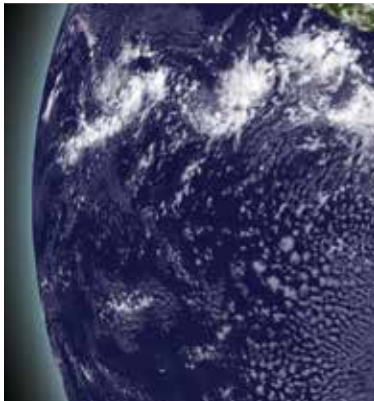
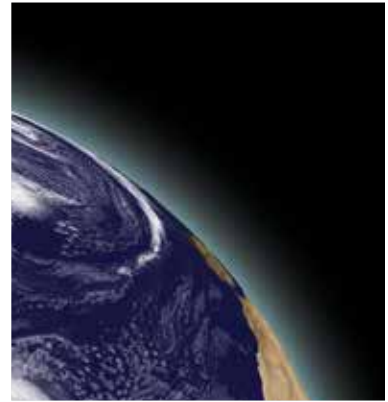


Mid-Year  
**14**  
Report



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**New North Summit | Blue Harbor Resort, Sheboygan**

A publication of New North, Inc. | Produced by Insight Publications | July 2014









# Putting it all out there

New North renews external marketing push By Sean P. Johnson

Mid-Year

14



**W**hen it comes to raising the profile of the New North, it's all about attracting the right people.

To that end, New North has been pressing rubber to road, crisscrossing the country to ensure key decision makers are aware of the virtues of doing business in the region. From conferences to trade shows to networking events, if there is an opportunity to register the region on the radar screen of a company considering real estate or facilities for a move or expansion, New North wants to be there.

The right folks have taken notice.

"They are building relationships with the people who do the deals," says John Wichman, director of business development for DTZ, a global property services and real estate firm based in Chicago.

Wichman is also a leader in CoreNet Global, Chicago, a corporate real estate networking group, and one of the principal organizers of the Great Lakes Regional Symposium, which hosts a monthly meeting bringing economic development officials, corporate leaders, real estate developers, property managers and site selectors together.

"It's all about getting to know people and building those

standing relationships," Wichman says. "Company business plans are always changing."

To build relationships that could take advantage of those changing plans, New North leadership has:

- ✦ Attended 13 external conferences, trade shows and networking events focused on site selection and marketing attraction to the New North region.

- ✦ Collaborated with the Wisconsin Economic Development Corporation and three other Wisconsin regional economic development organizations to sponsor a reception of real estate executives and site selectors for the Great Lakes Regional Symposium, held May 12-13 in Chicago. (Other participants were Centergy in central Wisconsin, the Madison Region Economic Partnership and Grow North in northern Wisconsin.)

- ✦ Connected with more than 20 new site selector contacts throughout the Midwest and nationwide.

Continuing plans also include attendance at 14 additional conferences, trade shows and networking events before the end of the year. The goal is doubling the region's contact with site selectors.

New North is also actively working with the state's Regional Leadership Council (a collaboration of the state's eight regional organizations, chaired by New North Executive Director Jerry Murphy) on familiarization tours and hosting events statewide to encourage the sharing of external marketing resources. The same work is being done on local levels to optimize marketing initiatives.

While efforts to market the region are nothing new, a general, external approach has not been an area of emphasis in recent years as New North has focused on specific industries and opportunities, Murphy says.

"Take Wind Works, for example, which was all about doing business here because we have these specific capabilities," Murphy says. "It was very targeted marketing. Now we want to really broaden that. We want to market the region regardless of a particular market."

More than a New North initiative, the latest external marketing focus can, and should, involve everyone.

John Casper, for one, likes the "fam tour" (familiarization) as a way to physically show decision makers the value of choosing the New North. He's confident they will like what they see and experience.

"From Oshkosh to Green Bay, you can get just about anywhere

in the region you need in about 45 minutes to an hour,” says Casper, president of the Oshkosh Area Chamber of Commerce. “The concept is that the whole area is greater than its parts.”

Tours might include visits to places and organizations distinctive to the region, Casper says. Examples could include business visits at global companies such as Kohler, Oshkosh Corp., Kimberly Clark, Mercury Marine or Manitowoc Company. A hospitality component could include a tour of Lambeau Field and the Green Bay Packers Hall of Fame, golf at Whistling Straits or a show at the Fox Cities Performing Arts Center.

The Fox Cities Chamber of Commerce successfully followed that formula when it hosted a tour for site selectors in 2013. Hosts showed selectors available sites, community assets such as the technical colleges and introduced them to CEOs from key companies in the region, says Shannon Full, president and CEO.

A Packers game served as a hook as well, she says. “We invited 15 and we had eight participate the first time,” Full says. “But now, we have a waiting list. We are really looking forward to the next one.” The next one is this October.

The trigger for this latest approach was the completion of the New North Business Locator Guide, a data-heavy marketing tool that can answer many of the questions site selectors have about the region’s technical abilities, educational opportunities and other items important to a company’s business plan.

Now, the time has come to show them it’s a great place to work and live, Murphy says. The efforts will be coordinated with state and local officials so the same general messages are communicated. Part of the plan also will include a comprehensive calendar of activities showing trade shows, marketing messages and other items everyone should know about.

“It makes everyone an extension of the marketing effort,” he says. “That anecdotal response of why your company is doing business here is valuable.”

**“They are building relationships with the people who do the deals. It’s all about getting to know people and building those standing relationships. Company business plans are always changing.”**

– **John Wichman**, director of business development for DTZ

With about 200 site selectors working nationwide, providing reasons for them to add a region to their list of considerations is an important part of any marketing strategy, says Kelly Leitz, vice president for marketing at the WEDC, who works with site selectors when they show an interest in Wisconsin.

“It’s a fairly small market, but by marketing to one, you are getting the region in front of about 20 potential clients,” Leitz says.

Building those connections and actively promoting the region will keep it top-of-mind, even if the payoff is not immediate, Casper says.

“It’s important to stay in front of them,” he says. “They may not jump through any hoops to get to us right away, but when they start really looking, you want them to be familiar with who you are.”

**To view the Business Locator Guide:**

**[www.thenewnorth.com/doing-business/business-locator-guide.com](http://www.thenewnorth.com/doing-business/business-locator-guide.com)**

**The New North... where manufacturing leads the way**

The New North's manufacturing sector plays a vital role in the growth and prosperity of the region and the state of Wisconsin. On the whole, Wisconsin is closely tied to be the largest employer of manufacturing jobs within the nation, with nearly 450,000 jobs in manufacturing. In the New North region, 1 in 4 employees work in the manufacturing sector. The region's manufacturing base stabilizes the economy and creates growth with 3 out of 4 manufacturers in the region expecting increased sales in 2012, according to the Northeast Manufacturer's Alliance Vitality Index 2012.

Wisconsin added the most jobs in Manufacturing than any of the Great Lakes States — 8,200 from January 2011 to May 2011.

Sector	Percentage
MANUFACTURING	29%
HEALTHCARE	16%
RETAIL TRADE	13%
HOUSING/RENTAL	11%
FINANCE	7%
CONSTRUCTION	5%
WHOLESALE	5%
TRANSPORTATION/WAREHOUSES	5%
AMUSEMENT/OTHER SERVICE	5%
OTHER SERVICE	4%

Source: U.S. Census Report, MDC Daily Report 2010

6+ workforce - manufacturing

Workers in Northeast Wisconsin have a stronger work ethic, lower rates of turnover, and higher workforce participation. U.S. Census reports consistently rank Northeast Wisconsin's workforce more stable than comparable regions and states.

Region	Labor Participation Rate
USA	74.7%
Midwest	78.8%
The New North Region	81.2%

Source: The First Business Economic Review 2010

**Largest Publicly Traded Companies Headquartered in the New North**

- OSK** Oshkosh Corp. (2011 Revenue: \$1.07 billion)
- BMS** Bentley Systems, Inc. (2011 Revenue: \$1.02 billion)
- MTW** Manitowoc Company (2011 Revenue: \$1.02 billion)

**LABOR PARTICIPATION RATE**

“You always hear comments about the strong work ethic in The New North region, but in our business we have to back that up with hard data. Construction projects in the region are completed faster compared to similar projects in other parts of the country. This is definitely a testament to work ethic of the workforce.”

– **Dave Sparapani, P.E.**  
Vice President, Estimating  
The Bath Company

business locator • 7



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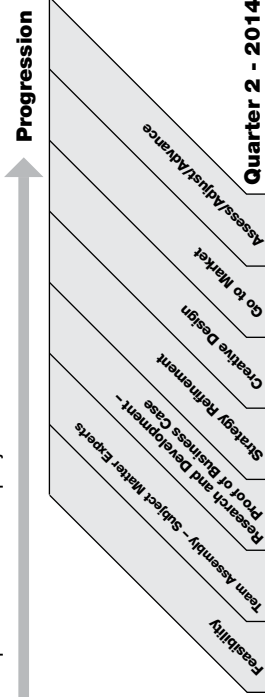
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# Dashboard of Impact Strategies and Regional Collaborations

**New North, Inc.**, tracks metrics and impact outcomes of work programs and regional projects through the use of a comprehensive **Dashboard of Initiatives and Regional Collaborations**. This Dashboard is published twice yearly, with mid-year and year-end status reported, and serves to update regional partners. New North investors and leaders in the New North region. The Dashboard highlights work programs, goals and impact outcomes of project work.

- » **Column 1:** organizes and lists major project work of New North strategic initiative
- » **Column 2:** illustrates stage of progression on work program timeline
- » **Column 3:** reports metrics tracked and impact outcomes at Midyear 2014



## Projects and Collaborations

Implement Targeted Growth Opportunities	Quarter 2 - 2014: Impact						
	Feasibility	Team Assembly - Subject Matter Experts	Research and Development - Proof of Business Case	Strategy Refinement	Creative Design	Go to Market	Assess/Adv/Advance
New North Data Centers: Targeted attraction for Data Centers					●	●	10 site ready available sites; Site Review completed Fall 2013; New Selling proposition in 2014; Plans to attend 2 national tradeshows in 2014-2015. <a href="http://www.thenewnorth.com/datacenters">www.thenewnorth.com/datacenters</a>
Wisconsin Energy Works: Develop regional energy clusters		●	●				Brand Development in process; Work Program Development and Advisory Group forming.
Wisconsin Wind Works: Wind energy supply chain					●	●	191 confirmed, active wind suppliers in WWW supply chain directory; Expansion into WI Energy Works in 2014-2015. <a href="http://www.wiwindworks.com">www.wiwindworks.com</a>
New North Biofuels: Dairy innovation & digesters		●	●				46 digestion systems in operation in New North region; 145 in Wisconsin.
New North Biogas: Woody biomass and wood fiber fuels		●	●				78 companies are current WWW Directory members interested in Biogas supply chain consortium; Supply Chain Development in 2014-2015. <a href="http://www.thenewnorth.com/biofuels">www.thenewnorth.com/biofuels</a>
New North CNG: Compressed natural gas		●	●				74 companies are current WWW Directory members interested CNG supply chain consortium; Supply Chain Development in 2014-2015.
New North Defense: Develop defense manufacturing supply chain cluster	●	●					Work program for Defense Industry Supply Chain (DISC) Web Portal and Go-to-Market Support beginning in May 2014; Department of Defense Office of Economic Adjustment Grant approved May 2014.
Global New North: Support exporting & foreign direct investment in region					●		South American Trade Venture in September 2014; Recruiting 10 regional companies; Resource directory completed; Global New North Brand expansion into Foreign Direct Investment (FDI) opportunities in 2014-2015. <a href="http://www.thenewnorth.com/global">www.thenewnorth.com/global</a>
Northwoods Wood Cluster: Hardwood Lumber Collaborative		●	●				Grant proposal submitted, Work plan finalized; Plan implementation Summer 2014.
Lakeshore Industry Cluster Initiative: New market development		●					Lakeshore Manufacturing Directory Launching June 2014; Created over 10 new Manufacturing Value Supply Chain connections through directory and cluster meetings, increasing local business revenue opportunity. Led by Progress Lakeshore   Formerly the Economic Development Corporation-Manitowoc Co. <a href="http://lakeshoreinitiative.webs.com">lakeshoreinitiative.webs.com</a>
Industrial Site Development: Repurpose for new investment							
Niagara Mill - Former NewPage Mill						●	63 new jobs, 2 new businesses; 10 new prospects; Prospect site review in process.
Dominion - Kewaunee Power Station	●	●					Evaluation of Regional, State and National energy markets for Kewaunee County Action Plan alternative energy market research in process; Report to be completed Summer 2014; Partnership with Kewaunee and Manitowoc County.
NewNorthSites.com: Online database of sites and facilities in region							268 new building and site listings added since December 2013; 785 buildings; 393 sites. Targeting SEO and Website marketing campaign launched in March 2014. <a href="http://www.newnorthsites.com">www.newnorthsites.com</a>



Support an Entrepreneurial Climate & Small Business									
	Fast Forward 1.0 and 2.0: Support Fast Growth Entrepreneurs								<b>4 Entrepreneurs; 10 mentors; Fast Forward 2.0</b> launched in January 2014. <a href="http://www.thenewnorth.com/fastforward">www.thenewnorth.com/fastforward</a>
	<b>Attract, Develop &amp; Retain Diverse Talent</b>								
	Attract Develop and Retain Talent: Educate unemployed on access to job resources	●	↑						<b>New IT Talent Cluster Initiative:</b> Continued support of advanced manufacturing talent development; Over 30,000 'Top 5 Keys' Handouts distributed to regional community centers.
	'New Hiring' Public Service Announcements: Support continued learning and job openings statewide	●	↑						<b>New work on marketing Job Fairs in region launched in Spring 2014;</b> 2 PSAs broadcasted on statewide television channels; Over 800 views on YouTube; New creative deliverables to debut in 2014. <a href="http://www.youtube.com/TheNewNorthRegion">www.youtube.com/TheNewNorthRegion</a>
	'Living in the New North' Recruitment Brochure: Attract and retain top talent to region	●	↑						<b>595,446 Total Jobs in Region</b> - September 2013; New electronic website version in development in 2014; Over 12,000 Brochures distributed. <a href="http://www.thenewnorth.com/recruitmentbrochure">www.thenewnorth.com/recruitmentbrochure</a>
	<b>Encourage Educational Attainment</b>								
	Career Path Network	●							<b>Youth Partnership Pathways Initiative launched 2014;</b> Collaborative programming in development.
	N.E.W. Manufacturing Alliance: Encourage collaborative networks and strategic direction		●	↑					<b>110 Current Members;</b> 30% of the Region's Manufacturing employees represented; twelve 2013 'All-Stars' Awarded.
	North Coast Marine Manufacturing Alliance: Encourage collaborative networks and member growth		●	↑					<b>7 Members;</b> 3 Education Partners; 9 Affiliate Members; New initiatives in development in 2014.
	Northeast Wisconsin Educational Resource Alliance (NEW ERA): Support work programs								
	Intern2work: Online regional job board for: Interns and Employers		●	↑					<a href="http://www.Intern2Work.com">www.Intern2Work.com</a> <b>Launched;</b> Active Student & Employer matching.
	New Bachelor of Science in Engineering Technology Degrees		●	↑					<b>3 New Engineering Majors offered beginning Fall 2014;</b> 12 universities and colleges partnering; Advisory Groups formed.
	<b>Leverage the Regional Brand</b>								
	Public Relations: Elevate New North partnerships and program successes		●	↑					<b>\$134,394 earned in Advertising space equivalent</b> since December 2014.
	Advertising: External marketing and national advertisements		●	↑					<b>6 Markets of Advertising:</b> Energy, Data Centers, Defense, Site Selection, Local Partnerships and Events; Focus on National outreach in 2014.
	National Tradeshow/Site Selector Event participation: Attract new investment prospects		●	↑					<b>Collaborative Regional External Marketing plan in development;</b> Participation at POWER-GEN, Area Development Consultants Roundtable, Corenet Global, IEDC, Corenet Chicago Chapter Monthly meetings, Omaha Data Center Conference 2014 and more.
	New North RFI Prospect Protocol: Assist local economic development in attracting site prospects		●	↑					<b>7 Open RFI Projects; 1,178 available sites and buildings</b> posted in New North's online Sites & Facilities Database; New partnership system with WEDC launched Spring 2014. <a href="http://www.newnorthsites.com">www.newnorthsites.com</a>
	New North Partnered Project Management: Engage subject matter experts on work programs		●	↑					Two scopes of work ready for program implementation in 2014; Investor outreach ongoing.
	<b>Elevate Sustainability as an Economic Driver</b>								
	NEWERA Sustainability Committee: Direct new initiatives for sustainability		●	↑					Led by NEWERA; Launched Sustainable Business Breakfast Series; Book Tour efforts in process; Continued resource support. <a href="http://www.thenewnorth.com/sustainability">www.thenewnorth.com/sustainability</a>
	Cool North Trends: Engage regional businesses in best practices		●	↑					Active marketing support and strategic alignment; Engagement with regional businesses in 2014.

## Get Connected to New North Projects and Successes:



**New North website: Promote connections and enable resources**  
Average of 196 unique website visitors per week; Significant growth in visitors from outside the region; Targeted SEO campaign in process.  
[www.thenewnorth.com](http://www.thenewnorth.com)

**New North News Newsletter:**  
Share regional information and business successes  
Current Followers: 7,878 followers on Twitter, LinkedIn and Facebook;  
7,507 New North News Subscribers.  
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**New North Regional Event Calendar:**  
Promote partners and networking  
8 event categories; Average of 68 events posted per month;  
[www.thenewnorththeevents.com](http://www.thenewnorththeevents.com)



**Mid Year and Annual New North Report to the Community: Key stakeholder communication**  
Over 30,000 print copies of Annual Report and Midyear Report to the Community distributed in 2013.  
[www.thenewnorth.com/reports](http://www.thenewnorth.com/reports)

## new north summit

**New North Summit: Enable regional networking and thought leadership**  
New North Summit 2014 to be held on Dec. 2nd, 2014, at Blue Harbor Resort in Sheboygan, Wis.  
[www.newnorthsummit.com](http://www.newnorthsummit.com)



**Northeast Wisconsin Business Locator:**  
Market the region externally  
Over 7,000 distributed; Site selector meetings and connections; external marketing plan for 2014 in development.  
[www.thenewnorth.com/BusinessLocator](http://www.thenewnorth.com/BusinessLocator)

# Can't get enough

New North recruitment brochure to expand, move online By Sean P. Johnson

Mid-Year

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**R**ecruiters and human resource directors will be the first to tell you there is no such thing as too much information when it comes to extolling life in the New North.

This rings especially true when it comes to attracting and retaining the talent that will keep the region's economy vibrant in the years to come. For the past several years, those recruiters and HR professionals have used the New North's recruitment brochure, a 20-page document that explains the richness of life in the region, from housing options to health care, from education to recreation.

Still, they have found that prospective recruits and their families want more.

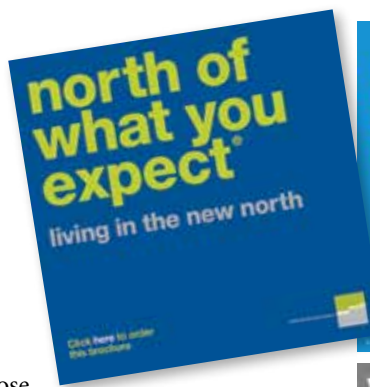
"The way people research a location is changing," says Margie Harvey, vice president, human resources for Silver Star Brands, which encompasses Miles Kimball and several other catalogue brands. "They won't wait for it to come in the mail, nor will they accept just the brochure. They want to dig deep in the areas that are important to them."

To help them do just that, the New North is taking its "Living in the New North" talent recruitment brochure digital. The HR and recruiting professionals working on the new resource hope to

**"We are small enough that you can live in Green Bay and commute to Appleton, yet we have many of the same amenities of those larger areas. To highlight that all together is pretty unique."**

– **Kellie Dunn-Poggemann,**

human resources principal business partner  
with Gannett Wisconsin Media



**To view the New North Recruitment brochure:**  
[www.thenewnorth.com/recruitmentbrochure](http://www.thenewnorth.com/recruitmentbrochure)

debut the digital version of the popular recruiting tool by the time the New North Summit is held in December.

"As we move into inbound marketing and relationship building, we need more content and to be able to respond to prospects faster," says Ann Duginske, director of marketing and development for New North. "We need to be able to present the information in multiple forms and for more than just the job seeker."

While the digital resource will offer additional depth, it will not replace the printed brochure. With more than 20,000 copies printed so far, a condensed version complementing the online site will play a valuable role in the process.

"A recruiter will still be able to use it as part of a package sent to a candidate," says Kellie Dunn-Poggemann, human resources principal business partner with Gannett Wisconsin Media. "But it will be so much more fluid now with the online version. We will be able to update things immediately and include information about things such as sports, arts and places to volunteer."

**“The way people research a location is changing. They won’t wait for it to come in the mail, nor will they accept just the brochure. They want to dig deep in the areas that are important to them.”**

– **Margie Harvey**, vice president, human resources for Silver Star Brands

In addition to including a wider array of information, the digital recruiting tool will also include video and social sharing tools, an important part of the equation for reaching a younger generation of talent, Duginske says. With a greater level of detail than a printed piece would allow, she says the new tools will be able to show recruits of any age the New North region has the amenities and lifestyle they are looking for.

Just as important, Harvey says, is that it allows the trailing partner the opportunity to do detailed research the candidate might gloss over while involved in the recruitment process.

“The candidate is often times solely focused on the job,” she says. “The spouse will be the one with questions and now they will be able to research them to their heart’s content.”

### On the web:

To view the current *Living in the New North* talent recruitment brochure, visit: [www.thenewnorth.com/recruitmentbrochure](http://www.thenewnorth.com/recruitmentbrochure).

With talent almost always on the top list of needs for area companies, Dunn-Poggemann says the new digital recruiting tools should help dispel the myth that prospects need to head for major metropolitan areas such as Chicago or the East Coast to enjoy certain amenities such as professional sports, arts and culture or a diverse population.

“We are small enough that you can live in Green Bay and commute to Appleton, yet we have many of the same amenities of those larger areas,” she says. “To highlight that all together is pretty unique.”

The commitment to helping the area secure talent extends beyond the group of HR professionals helping New North build this tool. Prairie States Enterprises of Sheboygan has stepped forward as a sponsor to help defray costs of creating the resource.

“This project provides for an impressive response to virtually every HR professional’s challenge of effectively representing community features that always attend new employment decisions. It’s a decision about the job and the place where the job is located,” says Felicia Wilhelm, CEO for Prairie States Enterprises. ◀



(L-R) Mickey Noone, CTP®, President  
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# On the supply side

Grant, New North to help defense suppliers diversify By Sean P. Johnson

Mid-Year  
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**S**arah Loch gets up each day with a single mission in mind: find jobs to keep her employees working.

It's been a tough couple of years.

When Aurora Manufacturing first opened its doors in 2000 in Berlin, it was as a specialty shop handling assembly and painting work for Oshkosh Corp., which was in the midst of several large military contracts. There was so much work, even Aurora had to occasionally subcontract.

With those contracts completed, and defense spending curbed, Loch is now trying to expand the markets Aurora serves in order to bring in work and grow the company's opportunities.

"It has been a real struggle," says Loch, the operations manager for Aurora Manufacturing. "Nobody is letting go of anything. The whole immediate area is suffering."

It's a challenge faced by perhaps hundreds of smaller companies that supplied parts and expertise to Oshkosh Corp. during the life of those major contracts. At the peak of the contracts, Oshkosh Corp. was working with an estimated 1,400 suppliers in Wisconsin.

With no similar contracts on the horizon, those suppliers need to diversify and find



COURTESY OSHKOSH CORP.

new markets if they want to stay in business.

"We need to be tapping into different commercial markets," Loch says. "We would never close the door to military contracts, but we also need to develop other markets."

There is help coming for companies such as Aurora. As 2013 drew to a close, the Department of Defense Office of Economic Assistance awarded an \$837,000 grant to the East Central Regional Planning Commission to find ways to grow opportunities for those

companies, making them less reliant on federal defense contracts.

New North is one of the partners developing the plan, concentrating on supply chain mapping that can be used to demonstrate how other industries can tap into the capabilities of companies in the region. New North has created similar projects in the past such as Wisconsin Wind Works ([www.wiwindworks.com](http://www.wiwindworks.com)) which highlighted the manufacturers in the region contributing components to that sector of the energy industry.

The supply chain mapping is one of six projects that will be funded by the grant to cushion the blow of losing an estimated \$91 million in earnings from the layoffs that accompanied the cutbacks following the completion of the contracts. The job reductions from defense cutbacks represent 1.25 percent of the workforce and nearly 4 percent of the manufacturing base in the five counties surrounding Oshkosh,



**"We need to be tapping into different commercial markets. We would never close the door to military contracts, but we also need to develop other markets."**

– Sarah Loch, operations manager for Aurora Manufacturing, Berlin

## Help for contractors

For information on financial assistance and how to join diversification initiatives and receive business advisement, companies are encouraged to visit: [www.thenewnorth.com/defense](http://www.thenewnorth.com/defense)

according to the Bureau of Economic Advisors.

“What this grant does is give us a chance to better align the overall economic strategies of the region,” says Katherine Ahlquist, an economic development planner with the ECRPC. “We are already seeing some diversification, and while it’s possible there could be an uptick in defense spending, we need to prepare for the future.”

In addition to the supply chain mapping and direct assistance to select companies directly affected by the cutbacks, the grant will also fund research into the development of an aviation industry cluster at Wittman Regional Airport in Oshkosh, as well as the development of an accelerator and growth management program at the University of Wisconsin-Oshkosh.

Companies receiving direct assistance will get help in several forms from Wisconsin Manufacturing Extension Partnership, depending on their needs. The range of services covers things such as specific ISO certifications, export assistance or strategic repositioning.

Initial planning phases for the work began in May and should be completed by October, Ahlquist says. The different studies and

**The supply chain mapping is one of six projects that will be funded by the grant to cushion the blow of losing an estimated \$91 million in earnings from the layoffs that accompanied the cutbacks following the completion of the contracts.**

assistance programs should be completed by August 2015.

“What we hope to do is take the supply chain we already have, and then position it so that it can serve a more diverse group of industries,” Ahlquist says. “It can be frustrating for folks, because a lot of what is happening right now is background work.”

Diversification will be an important thrust, Ahlquist says. The goal is to help companies discover multiple opportunities for their services.

Finding more baskets for the company’s eggs is a tough task, Loch says. She is considering bidding for supply projects directly from the government in order to fill unused capacity as she also works to expand the company’s presence in private commercial markets.

“The federal government is still the largest procurer in the world,” Loch says. “They buy a lot of parts and pieces.”



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Vice President  
Business Health, Bellin Health  
Executive Director, Bellin Run





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### \$30,000 TO \$50,000

- Associated Bank
- Kimberly-Clark Corporation
- The Boldt Company

## LEADERSHIP

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- Bemis Company, Inc.
- Miron Construction Co., Inc.
- Schreiber Foods, Inc.
- Thrivent Financial
- Wisconsin Public Service Corporation / Integrys Energy Services, Inc.

## VISIONARY

### \$15,000 TO \$25,000

- Green Bay Packers, Inc.

## FOUNDING

### \$10,000 TO \$15,000

- Affinity Health System
- American Transmission Company
- Ariens Company
- Community First Credit Union
- CR Meyer and Sons Company
- H.J. Martin & Son
- Prevea Health
- Oshkosh Corporation
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- Schenck SC
- ThedaCare

## SUSTAINING

### \$5,000 TO \$10,000

- AT&T, Inc.
- Bergstrom Automotive
- BMO Harris Bank, N.A.
- Davis & Kuelthau
- First Business Bank
- Grande Cheese Company
- Investors Community Bank

- The Manitowoc Company, Inc.
- Marinette Marine Corporation
- Menasha Corporation
- Miller Electric Mfg. Co.
- Prairie States Enterprises, Inc.
- U.S. Venture
- WE Energies
- Wells Fargo
- Wipfli LLC

## CONTRIBUTING

### FRIEND TO \$5,000

- Air Wisconsin Airlines Corporation
- Alliant Energy Corporation
- Ameriprise Auto and Home Insurance
- Aon Risk Solutions
- Baker Tilly Virchow Krause, LLP
- Bank First National
- Bassett Mechanical
- Baylake Bank
- C.A. Lawton Co.
- Creative Business Services
- Coldwell Banker The Real Estate Group, LLC
- Camera Corner/Connecting Point
- ChemDesign Products, Inc.
- Consolidated Construction Company
- Festival Foods
- Foth Co.
- Faith Technologies
- Fairchild Equipment, LLC
- Fox River Fiber Co., LLC
- Grant Thornton, LLP
- Great Northern Corporation
- Newmark Grubb Knight Frank
- Holy Family Memorial Hospital
- Hoffman, LLC
- Humana
- J.F. Ahern Co.
- Jewelers Mutual Insurance Company
- Katapult, LLC
- Laborers Local Union No. 330

- Lakeside Foods, Inc.
- Lindquist Machine Corporation
- Marinette County Association for Business and Industry, Inc.
- Merit Gear Corporation
- Northeast Wisconsin Regional Economic Partnership (NEWREP)
- Performa, Inc.
- Pomp's Tire Service, Inc.
- Right Management, Inc.
- St. Norbert College
- Silver Star Brands
- Wausaukee Composites, Inc.
- Wisconsin Housing and Economic Development Authority (WHEDA)
- Willis of Wisconsin, Inc.
- Wisconsin Bank & Trust

## IN-KIND

- A-Mazing Events, LLC
- Cellcom / Nsight
- Coalesce, Inc. Marketing & Design
- Converting Influence
- Fox Valley Technical College (FVTC)
- Elevate97 (formerly Fulfillnet, Inc.)
- Green Bay Chamber of Commerce
- Infinity Technology, Inc.
- Insight Publications, LLC
- Integrys Energy Services, Inc.
- Kerber, Rose & Associates, S. C.
- Nation Consulting
- New North B2B
- Northeast Wisconsin Technical College (NWTC)
- Outagamie County Regional Airport (ATW)
- Skyline Technologies
- Stellar Blue Technologies, LLC
- Step Industries, Inc.
- St. Norbert College
- Van Lanen, Inc.
- Woodward Communications
- 4 Imprint, Inc.



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