

Winter 2010

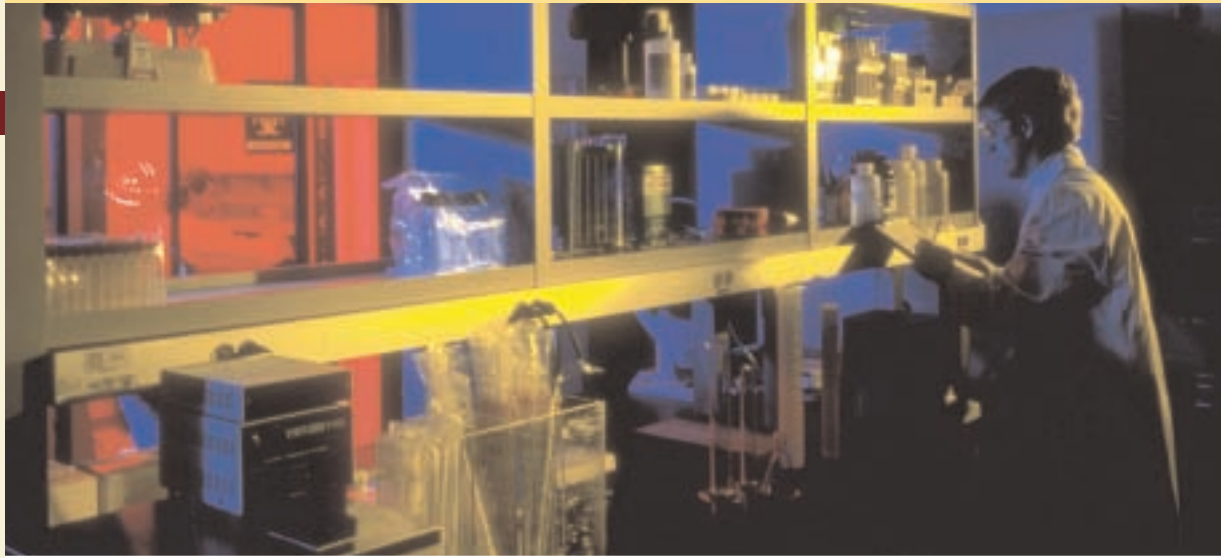
DEVELOPMENT

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Training Within Industry

Looking to the Past for Growth Strategies

Did you know that lessons learned during WWII can help today's manufacturing businesses rebuild after the national recession, overcome challenges and compete globally?

Training Within Industry (TWI) was developed in the 1940s. In the 1950s, TWI helped rebuild Japan's infrastructure after the war. It is the basis of thriving Japanese businesses.

Today, it is very important to implement lean strategies and improve efficiency. TWI can help. It is comprised of four programs:

- Job relations, which teaches supervisors to develop employees for optimal performance.
- Job instructions, which teaches supervisors to

effectively teach skills to other employees.

- Job methods, which trains supervisors to

improve the way each job is done.

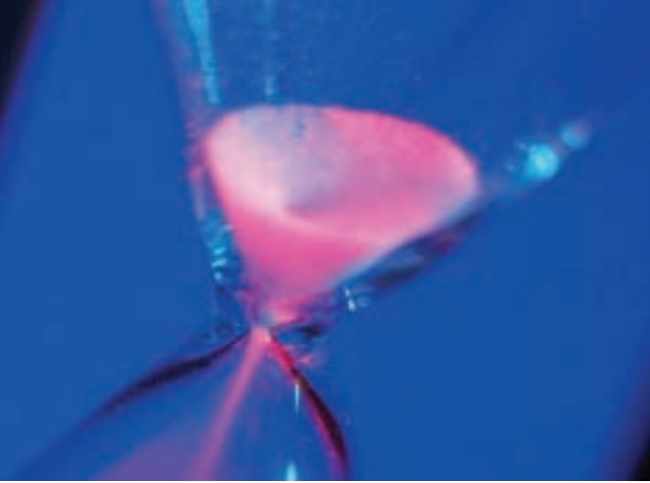
- Job safety, which helps

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During WWII, more than 1 million people at 600 companies were trained in TWI methods

- 86% increased production by at least 25%.
- 100% reduced training time by 25% or more.
- 88% cut labor hours by more than 25%.
- 55% decreased scrap by at least 25%.

Source: Wisconsin Manufacturing Extension Partnership



Save Some Time

Consider these
Economic Development Events

International Economic Development Council

202-223-7800

www.iedconline.org

Leadership Summit

Jan. 31–Feb. 2

The Woodlands, TX

Wisconsin Economic Development Association

800-356-8293

www.weda.org

Governor's Conference on
Economic Development

Feb. 10-12

Madison, WI

Utility Economic Development Association

914-834-0463

www.utilityeda.com

Winter Forum

Feb. 23–25

Atlanta, GA

learning from our experts

Green Bay hosts entrepreneurs from overseas

Young business people, age 25 to 35, from Jordan and Israel will participate in a training program at UW-Green Bay starting this spring.

About 20 entrepreneurs from the Mideast will be matched with mentors in the Green Bay area. Mentors will provide training and tips on launching a successful business.

The visitors also will attend workshops and participate in job shadowing and cultural activities in Wisconsin. This effort may help establish long-term professional business relationships between the United States and Jordan and Israel.

UW-Green Bay received a two-year state grant to help cover the cost of this international



program. Local businesses can help with the project. For details, call the UW-Green Bay Office of Professional and Graduate Studies, 465-2050.

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companies prevent accidents and promote environmental health.

Skills for each program are fostered through

preparation, presentation, application and testing. TWI includes four to five half-day classroom sessions. Skills can be applied immediately on the job.

LEARN MORE

For details about TWI, contact the Wisconsin Manufacturing Extension Partnership at 877-856-8588 or wmep.org.

DOWNTOWN CONFERENCE IS SUCCESSFUL

About 125 elected officials, economic development professionals, business owners and others gathered recently for the fifth annual Recapturing Your Downtown conference in Wausau. Wisconsin Department of Tourism Secretary Kelli Trumble discussed Wisconsin branding efforts and the impact of tourism on downtowns.

The conference was sponsored by Wisconsin Public Service, the University of Wisconsin-Stevens Point and its Small Business Development Center, the Wisconsin Department of Commerce, Wisconsin Main Street, the Wisconsin Downtown Action Council and Vierbicher Associates.

iCanConserve

Brillion residents and small businesses take the pledge

Residents and small businesses in Brillion are taking part in a new, exciting energy-conservation and cost-control effort. They are participating in iCanConserve, a pilot project launched last fall by Wisconsin Public Service and its partners — Focus on Energy and the Citizen's Utility Board.

The goal of iCanConserve is to find the most effective ways to use less energy without giving up comfort or hindering productivity. More than 100 residents and businesses in Brillion have taken the pledge to participate in enhanced energy

conservation efforts over the next three years.

"Participants will work with an energy advocate from Focus on Energy who will conduct a free energy audit at their home or business and prepare an individualized plan for saving energy and money," said Bob Hernke, Community Relations Leader at WPS. "This service is provided to participants at no cost — and what they learn from the experience could lead to significant energy savings going forward."

Energy advocates first go over basic energy-saving measures like caulk, weatherstripping,

insulation and compact fluorescent lightbulbs. The next step involves looking at other more sophisticated energy-saving strategies.

Participants also learn about:

- WPS's energy rate options that could help control energy costs.
- Energy-management tools, programs and incentives available through Focus on Energy.

This comprehensive approach to learning how energy is used and understanding how rates work will give customers the



knowledge they need to make smart energy decisions that will positively impact their bottom line and the environment.

"Although we are in the early stages of this pilot program, we are pleased the Brillion community is embracing this effort," Hernke said. "We have support from municipal, business and education leaders."

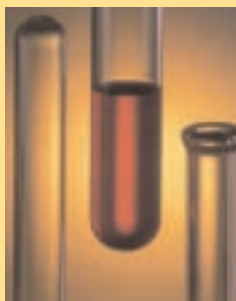
EXPANDING

WPS plans to start a second three-year pilot program in another community this year

and a third in 2011.

"It is important to remember that although iCanConserve has started only in Brillion, WPS is available to help all customers manage their energy use and cut costs," Hernke said.

Businesses and residents across the state can take advantage of Focus on Energy resources and financial incentives for improvements. More details are available online at focusonenergy.com.



2010 Northeast Wisconsin Business Plan Competition

Calling all entrepreneurs . . . it's time to enter your business plan for an opportunity to share in \$25,000 in prize money. Applications are due at noon on Jan. 11. Winners must use their award to activate their business plan within one year.

Sponsored by the Northeast Wisconsin Regional Economic Partnership, this competition encourages business plans for start-up companies, firms making major changes and businesses launching new products.

More information, including entry forms, is available at thenewnorth.com.



new academic center goes up in Oshkosh

A major construction project is under way at UW-Oshkosh. A \$48 million building will help meet the need for additional academic space. The university is experiencing record-breaking enrollment – with a recent increase of 1,400 students.

The project is expected to create more than 2,000 jobs in construction-related fields over the next three years. The building is designed for LEED certification at the gold level from the U.S. Green Building Council. It will use renewable energy sources, daylighting and other sustainable strategies.

The new 191,000-square-foot building:

- Includes 27 classrooms, two lecture halls, 23 labs and dozens of study and project rooms.
- Will be home to administrative, faculty and program offices for the College of Business and departments and programs for the College of Letters and Science.
- Is the first new academic building on the UW-Oshkosh campus since 1971.

More details about the project are available online at uwosh.edu/foundation/campaign/impact/new-academic-center.php.

unemployment rates hold steady

More Improvement Expected in 2010

Wisconsin's unemployment rate is holding steady — hovering around 7.8% at the end of 2009. It also remains below the national level of 9.4%.

“Early economic growth appears to be taking hold, but significant challenges remain,” said Roberta Gassman, Wisconsin Department of Workforce Development Secretary. “We continue to be focused on helping the unemployed — and all job seekers — connect with employers to keep the economy going forward.”

Unemployment rates have increased in all of the state's 72 counties on an annual basis. However, in recent months, rates have dropped in many counties and metro areas.

The picture should continue to improve as more economic growth is projected for 2010.

To get the latest Wisconsin unemployment figures and job growth initiatives, visit dwd.wisconsin.gov.

UPPER PENINSULA RATES

The story is similar in much of Michigan, including the Upper Peninsula. Jobless rates have increased over the past year — but payroll employment has risen modestly in some metro areas in recent months.

The unemployment rate in the 15-county Upper Peninsula sits around 11.5%. Counties with some of the lowest unemployment rates include: Marquette at 9.6%, Houghton at 9.8%, Dickinson at 11.6% and

Wisconsin Unemployment Rates	
Selected Counties	
Brown	6.8%
Calumet	6.5%
Door	6.4%
Kewaunee	7.1%
Oneida	7.8%
Portage	5.7%
Winnebago	6.9%
Wood	7.4%

Source: Wisconsin Dept. of Workforce Development, Oct. 2009

Delta at 11.8%, according to the Michigan Department of Energy, Labor & Economic Growth.

For current information on Michigan's unemployment rates, visit michigan.gov.

Springboard for Growth

Economic Impact Study Produces Plan



The Upper Peninsula of Michigan is on a mission to bring business success to the area. A new, strategic economic development plan will guide the way.

This effort began with an economic impact study conducted by Dr. David Ward of Northstar Economics. The study included all 15 counties in the Upper Peninsula and Marinette and Florence counties in Wisconsin. The economic plan was unveiled recently at the Upper Great Lakes Economic and Workforce Development Summit held at Northern Michigan University.

The study is part of the Upper Peninsula's 21st Century Planning Initiative for advancing the regional economy.

The plan outlines seven strategies to help the region tackle economic challenges associated with a rapidly shifting national and global economy:

- Build on the higher education cluster in the region — expand enrollment and increase research and entrepreneurial activity.
- Increase the skill and education of the workforce to gain a competitive edge.
- Grow existing businesses and the number of new businesses, establish a regionwide culture of collaboration and innovation to attract entrepreneurs.
- Develop the region as a major tourism destination.
- Create a 21st century vision for broadband/cellular service, highways, rail service and air service.



- Provide citizens with the highest quality, affordable, convenient health care services.
- Continue promoting use of the region's natural resources in an environmentally sound, safe and sustainable manner.

IMPLEMENTING THE PLAN

The plan includes many recommendations. Some initiatives will be taken on in the next couple of years. Other long-range efforts will be implemented in three to four years.

"We know that while this is only the first step, it is important to understand that the plan is not a destination but a journey toward long-term, sustained economic success," said Paul Arsenault, Michigan Works! The Job Force Board Member.

MORE DETAILS

The fourth annual Upper Great Lakes Economic and Workforce Development Summit was organized by Michigan Works!. For more information about the event or the economic impact study, contact Michigan Works! at 906-789-0558.

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in the neighborhood

Economic Development News Briefs

DE PERE

New North, Inc. received a \$100,000 marketing grant from the state Department of Commerce. The funds will be used to advance the region's competitive advantage in wind energy and cellulosic ethanol.

MARSHFIELD

Saint Joseph's Hospital plans to build a new

\$4.5 million hospice facility. Site preparation will start in March. The project should be finished by the end of 2010.

OSHKOSH

Renewegy, LLC will receive \$525,000 in federal funding to help buy new manufacturing equipment and create 40 green jobs.

WAUSAU

The SquareUp Committee is leading a \$1 million fundraising campaign to enhance City Square, a public green space and site of downtown events. The total project cost is expected to be about \$1.2 million with \$200,000 in public funding for infrastructure and utility upgrades.

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Wisconsin Public Service

