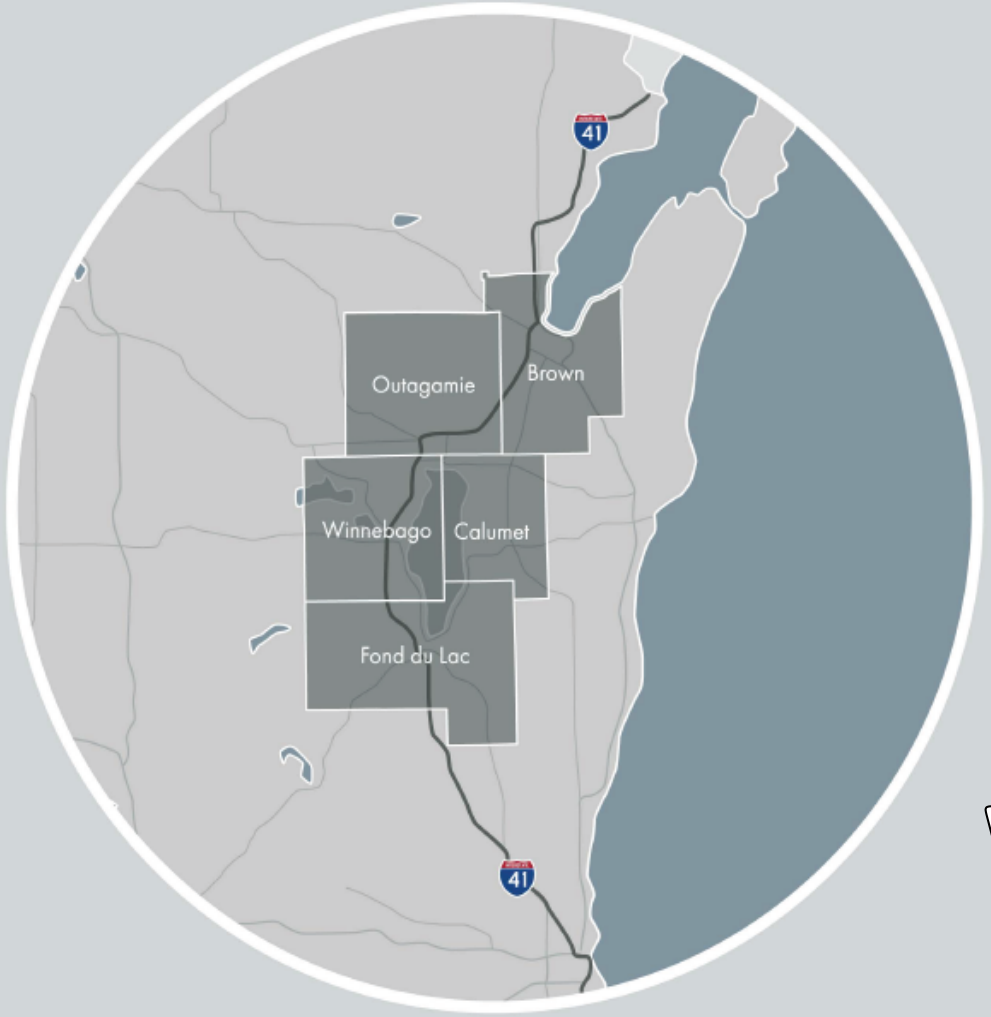
DRIVING THE FUTURE

A Strategy for Fostering Collaborative Economic Development Along the Interstate 41 Corridor



East Central Wisconsin Regional Planning Commission
ECWRPC

Wisconsin Economic Development Corporation

TIP strategies
AUSTIN • SEATTLE

WELCOME!

Introductions….

Jon Roberts
Principal

Alex Cooke,
Senior Consultant

TIP strategies
AUSTIN • SEATTLE

Introductions….

I-41 CORRIDOR ADVISORY COMMITTEE

Linda Bartelt, NEW ERA

Tom Belter, Oshkosh Chamber of Commerce

Naletta Burr, WEDC

Jim Cleveland, Envision Greater Fond du Lac

Tim Hanna (mayor), City of Appleton

Dennis Heling, Shawano County Economic Progress, Inc.

Rob Kleman, Oshkosh Chamber of Commerce

Bob Mundt, Fox Cities Chamber of Commerce

Troy Parr, Oneida Nation

Art Rathjen, Greater Oshkosh EDC

Kristan Sanchez, GRAEF

Sarah Spang, Envision Greater Fond du Lac

Sarah Van Buren, ECWRPC

Jason White, Greater Oshkosh EDC

Jon Bartz, WEDC

Jerry Bougie, Winnebago County

Jeci Casperson, New North, Inc.

Eric Fowle, ECWRPC

Cecilia Harry, Envision Greater Fond du Lac

Carol Karls, Wisconsin Public Service

Mary Kohrell, Calumet County

Jerry Murphy, New North, Inc.

Beth Pritzl, Fox Cities Regional Partnership

Jeff Sachse, Rawley Point Advisors

Anthony Snyder, Fox Valley Workforce Development Board

Dave Thiel, Waupaca County EDC

Manny Vasquez, Pfefferle Companies, Inc.

Peter Zaehringer, Greater Green Bay Chamber of Commerce

Acknowledgements....

ROUNDTABLES

Mitch Foster, Village of Winneconne
Dena Mooney, Calumet County
Chris Haese, City of Neenah
Kim Flom, City of De Pere
Adrienne Palm, Fox Cities Chamber of Commerce
Kolin Erickson, ECWRPC
Tyler DeBruin, ECWRPC
Lauron Clark, ECWRPC
Amber Thiel, Oshkosh Chamber of Commerce
Mindie Boynton, UW Oshkosh
Kristopher Ulrich, Oshkosh Area Community Foundation
Ryan Albers, Quill Creative
Susan May, Fox Valley Technical College
Dean Stewart, Northeast Wisconsin Technical College
Jake Woodford, Lawrence University
Paul Belschner, Base Companies
Clay Veldt, Hoffman Planning, Design & Construction, Inc.
Tom Janke, Fond du Lac County
Walt Raith, ECWRPC
Dean Steingraber, Outagamie County
Dave Vickman, Valley Transit
Cole Runge, Brown County
Bob Doemel, Winnebago County Highway Commission
Holly Keenan, Making the Ride Happen, Lutheran Social Services of Wisconsin
Bob Jakel, City of Kaukauna
Dave Tebo, Town of Greenville
Travis Coenen, Village of Wrightstown
Matt Buchanan, City of Green Bay
Sarah Pielhop, Grow Foundation
Ashley Tracy, ECWRPC
Kyle McNair, ECWRPC
Nikki Hessel, Fox Cities Chamber of Commerce
Joe Venhuizen, Envision Greater Fond du Lac
Nathan Litt, Quill Creative
Katie Neitzel, Oshkosh Area Community Foundation
Andrew Leavitt, UW Oshkosh
Peter Kittel, Brillion High School
Elizabeth Hartman, UW Oshkosh
Manny Vasquez, Newmark Grubb Pfefferle
Sam Statz, Hoffman Planning, Design & Construction, Inc.
Jill Hendricks, Hoffman Planning, Design & Construction, Inc.
Kim Biedermann, ECWRPC
Ron McDonald, Valley Transit
Jordan Skiff, City of Fond du Lac
James Rabe, City of Oshkosh
Dean Haen, Port of Green Bay
Carol Karls, Wisconsin Public Service
Anthony Bianchina, ECWRPC

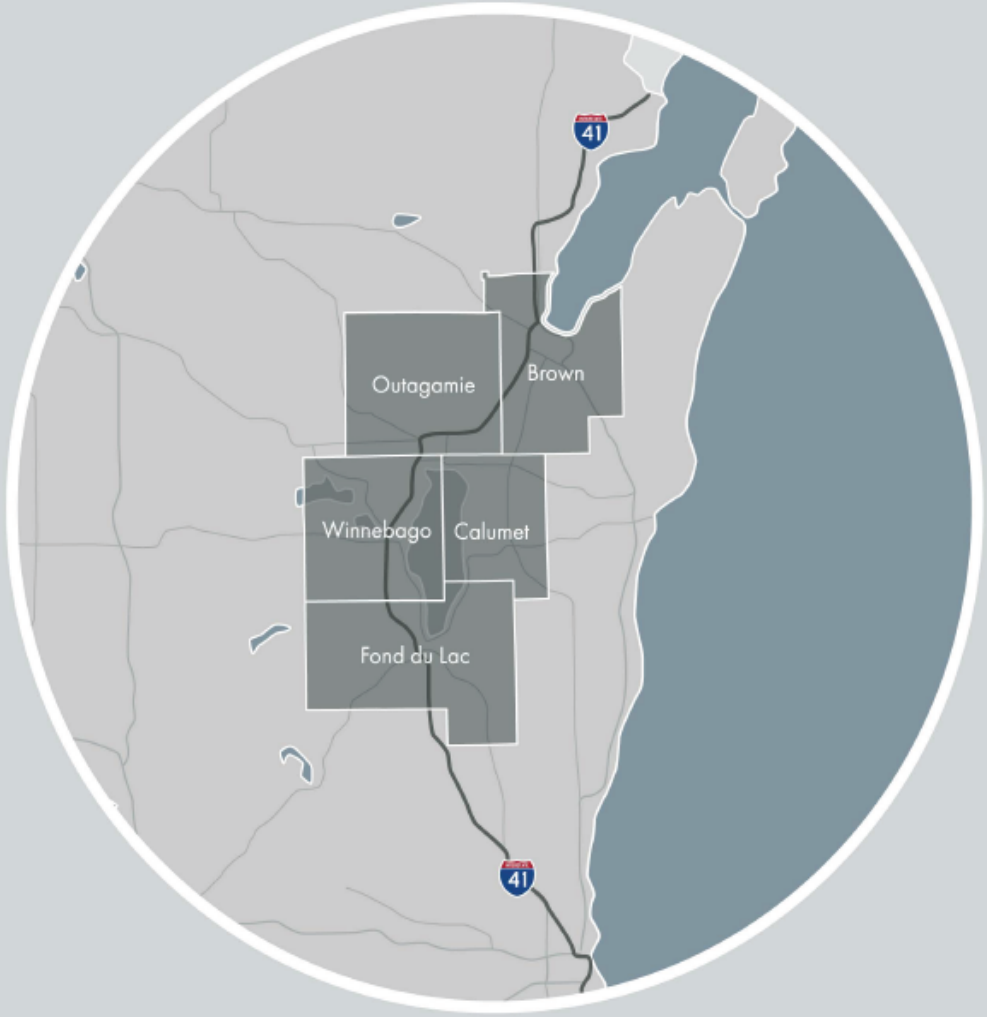
Acknowledgements....

INTERVIEWS

Joe Moore, City of Fond du Lac
Steve Cummings (mayor), City of Oshkosh
Steve Jenkins, Fond du Lac County EDC
Carol Karls, Wisconsin Public Service
Bob DeKoch, The Boldt Company
Ann Franz, NEW Manufacturing Alliance
Bob Endries, Endries International
Pam Seidl, Fox Cities Convention and Visitors Bureau
Abe Weber, Appleton International Airport
Peter Zaehringer, Greater Green Bay Chamber
Tim Hanna (mayor), City of Appleton
Mark Harris (county executive), Winnebago County
Sharon Hulce, Employment Resource Group
John Pfeifer, Mercury Marine
Cecilia Harry, Envision Greater Fond du Lac
Todd Koss, Grande Cheese Company
John Kreul, Bemis Company
Kathi Seifert, Katapult, LLC
Jerry Murphy, New North, Inc.
Troy Parr, Oneida Nation

DRIVING THE FUTURE

A Strategy for Fostering Collaborative Economic Development Along the Interstate 41 Corridor

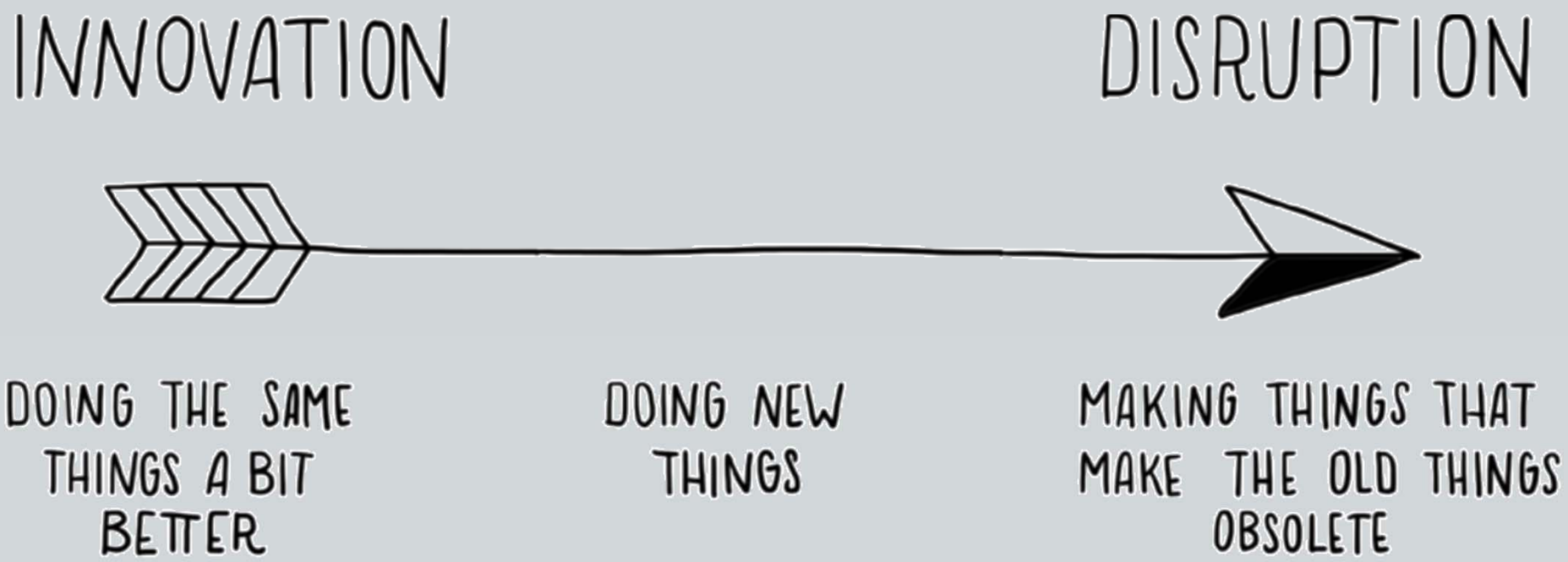


Disruptive Forces…..

A disruptive force does not result in incremental changes, improving products or services one step at a time. Rather a disruptive force results in a breakthrough or a step change that transforms society forever.

http://www.tomorrowtodayglobal.com

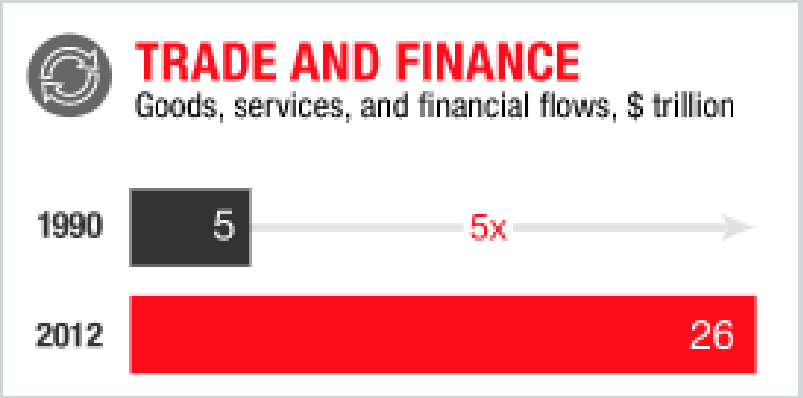
Disruptive Forces.....



http://www.pureinvention.com/wp-content/uploads/2017/08/disruption-vs-innovation.png

Disruptive Forces…..

1. Urbanization
2. Global Connections
3. An Aging World
4. Acceleration of Technology



Source: McKinsey Global Institute

Age of Disruption…..

Graphic Packaging to close in Menasha

Maureen Wallenfang, USA TODAY NETWORK-Wisconsin Published 12:29 p.m. CT May 16, 2016 | **Updated 6:49 p.m. CT May 16, 2016**

Clearwater Paper to lay off 85 in Neenah

Maureen Wallenfang, USA TODAY NETWORK-Wisconsin Published 2:08 p.m. CT Nov. 29, 2016 | **Updated 2:38 p.m. CT Nov. 29, 2016**

U.S. Paper Converters to close, terminate 52 jobs

Maureen Wallenfang, USA TODAY NETWORK-Wisconsin Published 5:24 p.m. CT Oct. 23, 2017 | **Updated 8:44 a.m. CT Oct. 24, 2017**

Despite Appvion and Appleton Coated troubles, paper industry thriving overall, leaders say

Madeleine Behr, USA TODAY NETWORK-Wisconsin Published 12:03 p.m. CT Oct. 6, 2017 | **Updated 11:05 a.m. CT Oct. 9, 2017**

Age of Disruption?

Kimberly-Clark to close plants in Neenah, Fox Crossing; 600 jobs lost

Chris Mueller and Maureen Wallenfang, Post Crescent Published 10:30 a.m. CT Jan. 31, 2018 | Updated 3:02 p.m. CT Jan. 31, 2018

Saputo Cheese closing Fond du Lac plant; 120 jobs to be lost

Joe Taschler, Milwaukee Journal Sentinel Published 4:48 p.m. CT Jan. 30, 2018 | Updated 2:28 p.m. CT Jan. 31, 2018

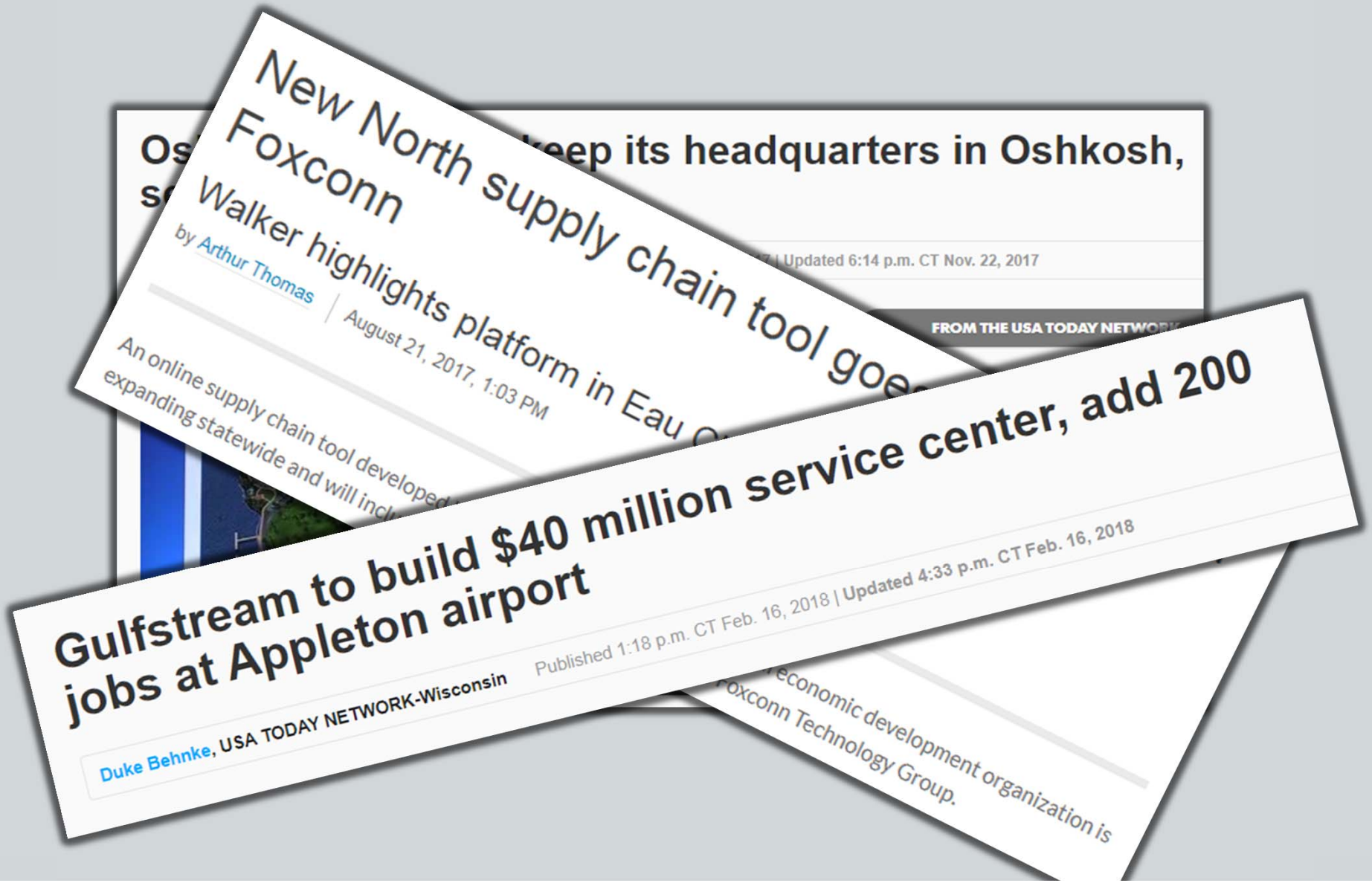
(Photo: Wisconsin Milk Marketing Board)

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Saputo Cheese USA Inc., is closing its cheese plant in Fond du Lac, according to a notice filed Tuesday with state officials.

The company plans to close the plant, at 45 E. Scott St., by June 1, resulting in the loss of 120 jobs.

Age of Opportunity?



What to do?!

Goal 1: Industry Diversification

Goal 2: Resiliency of Manufacturing Base

Goal 3: Increase Regional Collaboration

Phase I

INITIATIVE 41
A NEWay of Thinking

2012-2013 – Oshkosh Corp. Layoffs

DoD-Office of Economic Adjustment Grant

~$2 Million Invested (aka "ORDIDI")

1. **Oshkosh Corp. Supplier Resiliency (WMEP)**
2. **Aerospace Cluster Study (C. Oshkosh)**
3. **Supply Chain Resiliency (New North)**
4. **Biz Development & New Markets (UWO)**
5. **Economic Development Ecosystem (ECWRPC)**

Phase II

INITIATIVE 41
A NEWay of Thinking

2016 Award to WEDC from DoD-OEA

"Implementation" Grant

~$2 Million Additional:

1. **Aerospace Cluster Implementation (C. Oshkosh)**
2. **Biz Accelerators / Growth Mgt. Academy (UWO)**
3. **Succession Planning / Agile Strategy (UWO)**
4. **Regional Entrepreneurial Dev. Sys. (Envision FDL)**
5. **Corridor Strategy / Regional E.D. Asset Map / Capacity Bldg. (ECWRPC)**

9:20-9:50 a.m.	Presentation of I-41 Corridor Economic Strategy	**Jon Roberts & Alex Cooke**, TIP Strategies
9:50-10:05 a.m.	*Gaining & Maintaining Young People in Wisconsin Communities*	**Allyson Watson**, Outagamie County UW-Extension
10:05-10:15 a.m.	Break	
10:25-11:25 a.m.	Keynote Speaker: *Millennials: Engaging the Next Generation*	**Ian Abston**, Millennial Expert/President - Millenian, LLC, Hoan Group. Founder of NEWaukee and expert on regional talent attraction
11:25-11:55 a.m.	Panel Discussion - *Talent and Regional Economic Competitiveness*	**Rebecca Deschene**, Talent Initiatives Director, Wisconsin Economic Development Corporation
	Unable to attend	~~**Connie Loden**, Research Analyst, New North~~
		Jason White, CEO - Greater Oshkosh EDC
		Manny Vasquez, Vice President – Business Development, Newmark Grubb Pfefferle
		Troy D. Parr, AIA, LEED-AP [BD+C] Oneida Architect / Division Director, Community & Economic Development Division, Oneida Nation of Wisconsin
		Carol Karls, Manager - Community and Economic Development, Wisconsin Public Service
		Facilitated by Jon Roberts, TIP Strategies
11:55-Noon	Closing Remarks	**Eric Fowle**, AICP - ECWRPC

INITIATIVE 41

Driving the Future: A Strategy for Fostering Collaborative Economic Development along the Interstate 41 Corridor

No charge to attend. Pre-registration required. Agenda and registration at www.ecwrpc.org

Come hear about a new strategy for attracting talent, growing industry, and collaborating across borders in the context of the Interstate 41 Corridor. Specifically developed for Fond du Lac, Winnebago, Outagamie, Calumet & Brown Counties, this bold new look at the metropolitan corridor contains a "must do" list for improving and maintain our regional competitiveness. Acclaimed speaker and founder of NEWaukee, Ian Abston will reinforce these messages with his insights on Millennials and engaging the next generation.

February 21st, 2018
8:30 a.m. - Noon
FVTC D.J. Bordini Center, Appleton

Register by Feb. 15th. Space limited to first 200 registrants.

Sponsored by the East Central Wisconsin Regional Planning Commission and the Wisconsin Economic Development Corporation. This event partly funded by the Department of Defense – Office of Economic Adjustment.

East Central Wisconsin Regional Planning Commission ECWRPC

Wisconsin Economic Development Corporation

Office of Economic Adjustment – OEA – Helping Communities Help Themselves

Featuring acclaimed Keynote Speaker:

Ian Abston

Urban Development Specialist

Community Builder

Millennial Thought Leader