



YOU'RE INVITED!

LAKESHORE INDUSTRY CLUSTER KICK-OFF

TUESDAY, AUGUST 28

FOX HILLS RESORT

8:00 AM – 12:30 PM

There is an exciting collaborative effort underway to kick off a **Lakeshore Industry Cluster Initiative** for the region. The Economic Development Corporation of Manitowoc County is leading this effort jointly with economic development organizations in Manitowoc, Door, Calumet, Kewaunee, and Sheboygan Counties.

The Cluster Initiative engages businesses in Industry Cluster Networks to analyze and leverage assets and opportunities for additional business growth and development. The targeted industries that will be the initial focus of the Lakeshore Industry Cluster Initiative will be **Manufacturing, Food Processing/Agriculture, Energy and Tourism**.

Why is this important and what benefits will my business experience as a result of our participation?

The following list represents a sampling of the many benefits which can transpire from involvement in the Lakeshore Industry Cluster Network:

- **Understand value and supply chains better**
- **Cultivate new customers**
- **Discover new suppliers**
- **Learn about new business opportunities**
- **Address workforce issues**
- **Potential to Share services**
- **Catalyst to partner with other businesses for contracts**
- **Increased revenues and cost savings**

"We are at the beginning of the next cycle upturn. The regions that work together to develop a cohesive growth plan are going to be the winners during the next cycle."

Tim Reis
Manitowoc Company

Industry Cluster Teams will be led by key industry leaders and representatives engaged in collectively identifying, mapping and leveraging assets for additional growth and development.

Who should be involved?

Appropriate participants to be involved in the Lakeshore Industry Cluster Initiative 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 and staffing agencies. Appropriate 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**.

How to Register

To learn more about how to leverage a competitive advantage in this rapidly changing marketplace and **express interest in being involved in an industry cluster complete your registration TODAY!**

Fill out the enclosed registration form and return to: Lakeshore Industry Cluster Initiative, c/o EDC-Manitowoc County, 202 N 8th St. Ste 102, Manitowoc, WI 54221 - FAX 920-682-6816 – email: cloden@edcmc.org or fill out form at:

<http://lakeshoreinitiative.webs.com/news>