



SUMMIT 2011 expect to CONNECT

GREG MATSON
Oneida Tribe V. Chair

We've been partnering with New North for years
Thank you!
We accomplish much of what we do with networking and Partnering.

new north

#nsummit11



! Collaboration

! Partners

! Autonomy

Our STRATEGIES

1 TALENT

2 BUSINESS DEVELOPMENT

3 BRANDING



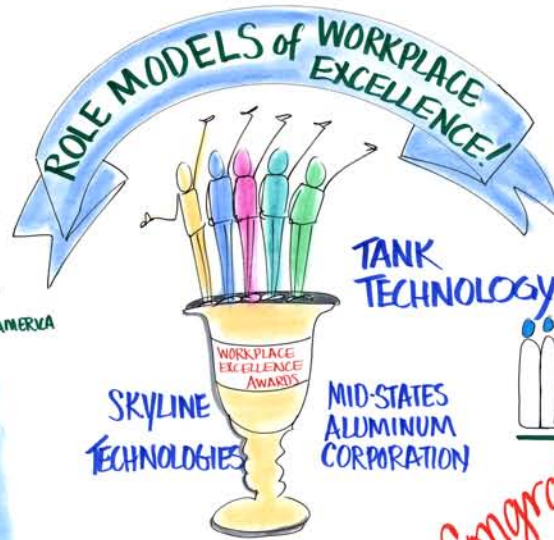
PAUL JADIN

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION, CEO

DIVISIONAL MISSIONS

- ENTREPRENEURS & INNOVATION
- ECONOMIC & COMMUNITY DEVELOPMENT
- BUSINESS INDUSTRY DEVELOPMENT
- INTERNATIONAL BUSINESS DEVELOPMENT - 3 TRIPS, E ASIA, INDIA SOUTH AMERICA
- ADDING MARKETING

We need more
Venture Capital



REBECCA BAGLEY

PRESIDENT/CEO of NORTECH

PENNSYLVANIA

Able to SHIFT from For-Profit to STATE
BUSINESS & STATE CONNECTIONS IMPORTANT

UNDER PROMISE OR OVER DELIVER

This can be: MESSY

LOTS of MOVING PARTS

HAVE PEOPLE WHO UNDERSTAND WHAT YOU DO!

CLUSTERS

- Geographic Concentration that makes sense
- Interconnected suppliers, OEM, business
- Sectors Specific to talk about assets
- SMALL & LARGE COMPANIES

LEVERAGING LARGE COMPANIES CRITICAL... connect one-on-one, translation of opportunities by my people to the RIGHT people

NORTECH
OHIO - 21 counties in NE OHIO
\$4M BUDGET from business community

- LEVERAGE the WATER both in OHIO and Here
- INDUSTRIAL BASE, AGRICULTURAL ASSET - ENERGY BASE

- Started 11 years ago
- Looking 7-10 years ahead
- CEO involvement

Created a new eco-system to nurture new business

JUMPSTART

- Incubated it
- 60 companies now with Nortech

ENGAGE COMMUNITY COLLEGES UNIVERSITIES in research

BENEFITS:

- MARKET DEMAND
- CLUSTER ENGAGEMENT
- A FOCUSED EFFORT
- ENCOURAGING PUBLIC/PRIVATE RELATIONSHIPS
- INFORMATION SHARING
- STAKEHOLDER ENGAGEMENT

LARGE INDUSTRIALS

EMERGING

Didn't know what areas of opportunities were....

FLEXIBLE ELECTRONICS

Enable other technologies

EMERGING... very risky cluster



LIQUID CLUSTER DISPLAY

Developed: CLUSTER DEVELOPMENT MODEL

STATE

- RAISING MONEY
- BUILDING RELATIONSHIPS
- LEVERAGING PUBLIC/PRIVATE

NATIONAL

SHARE BEST PRACTICES

The National economy is made up of state & local development

- MARKETING
- POLICY DEVELOPMENT
- AUDIENCES w/MONEY

LEVELS of ENGAGEMENT:

INDIVIDUAL COMPANIES

- PRODUCT COLLABORATION
- TEAMING PROPOSALS
- INVITATIONS/CONNECTIONS
- PITCH NATIONAL MEDIA
- IDEATION SESSIONS
- CONNECTING LARGE COMPANIES with smaller ones they may not know about

REGION

EXAMPLE: ENERGY STORAGE

- BRING CLUSTERS TOGETHER
- DISCUSS SECTORS
- BENCHMARK NATIONALLY
- ACTION PLANS FOR 7 YEAR GOALS
- ROADMAPPING WORK

DATA collection and usage & reporting

You need to get it RIGHT and REPORT it to the COMMUNITY

COMMUNICATE SUCCESSSES!





SCOTT WALKER GOVERNOR

This REGION is IMPORTANT

JOBS NEEDED



WE'VE BEEN WORKING ON JOB CREATION SINCE JAN 3!

20,000 Jobs in private sector since 2007

WISCONSIN IS OPEN FOR BUSINESS

TODAY 88% employers surveyed say good place to do business

HOW to BUILD on THIS...

We eliminated **BARRIERS** to doing business in WISCONSIN



UNCERTAINTIES MAKE IT DIFFICULT TO DO BUSINESS & CREATE OPPORTUNITIES



We're **REMOVING BARRIERS** TO DOING BUSINESS IN WISCONSIN



THINK ABOUT HOW TO HIRE MORE PEOPLE
MARKET WISCONSIN AND WHAT WE'RE DOING TO SUPPORT BUSINESS



REGULATIONS NEED to be MODERATED



Regulatory clients that are scientific, businesses that know what to expect & when

CHALLENGES:



HELP THEM CONNECT TO THE

RIGHT WORKFORCE



NEED INVESTMENTS TO GROW...

Particularly **SMALL** and emerging businesses

Access to Credit



USDA HOLD UP



The More DIVERSE the better!

GREATER FOCUS on EXPORTS NOT JUST for LARGE BUSINESSES

ASSETS



SKILLED WORKFORCE

TRANSPORTATION SYSTEM

- ROADS
- BRIDGES
- INTERMODAL
- PORTS

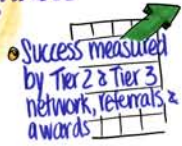


RELIABLE POWER SUPPLIES



A HEALTHY, SUSTAINABLE CLUSTER?

- Solid base of Customers
Great manufacturing base
- Support base... chambers, schools
- Basic Influence
- Tough Set of competitors



- WIND INDUSTRY 25 YEARS OLD
- NEW MARKET Provide reliable network

COMPETITION COLLABORATION?

- Like RETAIL Want to be a part of an aggregate
- As a GROUP Joined as partners to build correlated support
- We need to bring outside vendors in We need to improve



- SHARING IDEAS on PRODUCTIVITY
- Finding other companies to support components we need

WORKFORCE DYNAMICS?

- Need to reach out further & further
- NWTC Invested & committed to help educate workforce
- CONCERNS—
 - ▣ NEW EMPLOYEES
 - ▣ DISPLACED Retrain
 - ▣ TEAMWORK
 - ▣ ACCOUNTABILITY
 - ▣ PROBLEM SOLVING
 - ▣ PRESENT Improvement
- Needed Skills

SUPPLY CHAIN? Buyer/Seller

- The CLUSTER helps us find companies to GROW
- BROUGHT in BUYERS... "speed dating"
- FORMED A COLLECTIVE PAVILLION. Pool resources to Amplify our voice
- Leverage knowledge + buying
- STRONGER TRUST



WHY INVOLVED in CLUSTER?

- CORE COMPETENCIES Tight tolerance Who else needs us?
- GROWTH Topline Employment
- DIVERSIFICATION
- Improving for END USERS
- Improving our CARBON FOOTPRINT
 - ▣ Water Intake
 - ▣ Fiber
 - ▣ Innovative new era products

HOW CAN NEW NORTH HELP?

- SUSTAINING
- STIMULATE IDEAS
- DISCUSSIONS
- COLLABORATION
- HOW WE BEHAVE & ACT
- AMPLIFIES OUR VOICE
- PROFESSIONALS within New North help us get started
- COLLECTION OF PEOPLE WITH BROAD PERSPECTIVE CLUSTER IS MICRO-COSM
- INDUSTRIAL BASE HERE MAKES US MORE PROFITABLE HAVING SUPPLIERS HERE

QUALITY OF LIFE?

- Our best employees grew up HERE!
- Through Cluster ability to reach out to them
- NE WISCONSIN Larger company in small community Hunt, fish, family
- Need to understand what motivates them

LESSONS LEARNED?

- Need to become ADVOCATES
- VOLUNTEER
- REGULATORY: INVESTOR CONFIDENCE TAX POLICY
- BROADER CURRICULUM
- SHARING BEST PRACTICES OK— STILL REQUIRES EXECUTION SO NOT TOO COMPETITIVE
- We help each other get better

		expect to connect

2011 REPORT to the COMMUNITY

CONNECTING PEOPLE

ATTRACTING NEW BUSINESS
700 Jobs to region

ORGANIZING OPPORTUNITIES
People, resources, assets reorganized

PROMOTING THE REGION



CALL to ACTION

Collaborate
Break down barriers
Recognize: We're building
Tell the New North story
Get Involved!
Invest in New North



SHARE YOUR PASSION!

GOOD THINGS HAPPENING!

NEW & IMPROVED WEBSITE!



Unique areas for different initiatives
✓ it out!

NEW!
1st Oct. 2012

NORTHEAST WISCONSIN BUSINESS LOCATOR

Advantages
Value
Productivity

STRENGTHEN or STRATEGIC PLANNING PROCESS

METRICS-REGION

#1 HIGH SCHOOL GRADUATION

COLLEGE GRADS
UP!



MICHAEL DIAMOND: SILICON VALLEY & INNOVATION: What can we learn?

CULTURE MATTERS

INNOVATION ISN'T ALWAYS ABOUT SOMETHING NEW!

The Silicon Valley doesn't have a monopoly on INNOVATION

AFRICA is driving MOBILE PAYMENT BUSINESS because infrastructure isn't robust

SILICON VALLEY HISTORY: "CREATIVE DESTRUCTION"

ONE DAY ON TOP

NEXT DAY ON BOTTOM

STEVE JOBS

It's about PICKING OURSELVES UP and STARTING AGAIN

Created network of developers to become advocates and create APPS and paid them

In the Valley... WHAT FOSTERS INNOVATION?

- INNOVATION FAME IS SELF-PERPETUATING
- CREATIVE DESTRUCTION
- WORKFORCE DIVERSITY
- GOLD RUSH MENTALITY GBF
- FAIL FORWARD
- A MERITOCRACY

and what DETRACTS?

- CONSENSUS MODEL
- A BELIEF THAT ALL ARE LIKE THEM (INTERTECHNOLOGY)
- FEATURES IN SEARCH OF A BUSINESS
- EDUCATION STRATIFICATION
- ROCKSTAR LEADERSHIP MENTALITY
- THE WORLD IS COMING & THEN LEARNING!... will be MANY SILICON VALLEYS

R&D is ALWAYS a PRIORITY

DON'T WAIT for your CUSTOMERS to tell you what they want!

Think BIG

Celebrate SUCCESS



"The ANTI PORTFOLIO"

YOU MUST FUND INNOVATION

it's CRITICAL! CELEBRATE FAILURE!

THINK CREATIVELY Begin with the END in mind



What EXCITES You?

- People willing to go out & bring back information to share
- Diverse cultural connections
- THE MIDWEST - on the cusp of being a driving force for INNOVATION
- BRILLIANT, WEALTHY PEOPLE applying knowledge & wealth to the PROBLEMS of the world!

How DO YOU TRAIN for INNOVATION?

Put young people up front and present BRAVLY

Look for ATTRIBUTES not Pedigrees

THE PANEL: GLOBALIZATION: People can communicate easily and inexpensively!



CONNECT with PEOPLE BE with them

PEOPLE PROBLEMS COME UP AS THINGS IN PEOPLES LIVES



- FORTUNE
- FORBES
- WALLSTREET JOURNAL
- NY TIMES
- BALANCE! MULTIPLE VIEWS
- COKE - BMO - every 6 weeks incredible, insightful knowledge, predictions
- ENTREPRENEURIAL CENTERS OF UNIVERSITIES - TEXAS SCHOOLS!
- TECHCRUNCH.COM
- LONGREADS.COM

NEED to BE GOOD at DISCERNING WHAT IS VALUABLE DATA

SKUNKWORKS GET PEOPLE AWAY and GIVE them room to INNOVATE