



Dickinson Area Economic Development Alliance

April 2018 Newsletter

Lake Superior State University Leadership Visits Area



Dr. Peter Mitchell, President of Lake Superior State University, was welcomed to our area with a number of gatherings to engage various stakeholders and to explore ways area employers can grow new partnerships with LSSU.

Dr. Mitchell was joined by Mrs. Becky Mitchell, Dr. David Finley, Provost and Vice President of Academic Affairs, Virginia Zinser, Director of Development and Alyssa Barker, Admissions Recruiter.

The Alliance hosted two breakfast meetings where Dr. Mitchell provided updates to the Alliance leadership and also to area Educators on LSSU programs and strategic efforts. The Alliance also arranged for the LSSU team to tour Systems Control, Boss Snowplow, and Loadmaster providing them with an opportunity to see first-hand today's manufacturing process and to hear about the

many career and internship opportunities available with these employers.

The collaboration between the LSSU leadership team and the Alliance will continue with efforts to increase awareness of LSSU programs to area students and to highlight internships and careers available with Dickinson Area employers to LSSU students and graduates. The LSSU visit was sponsored by Champion, Inc. We thank Champion and Mr. Bill Verrette for their support of the LSSU visit and the many activities that helped the group learn more about the Dickinson area!

New Innovation at Loadmaster

Congratulations go out to Dave Brisson and Forest Hayes of Loadmaster for securing a U.S. Patent for a mechanism that empties garbage carts mechanically from the driver's seat of the vehicle. The new technology is expected to improve sales of the company's automated side loader while also increasing operator safety and productivity.

Loyal to Local Kick-Off Session Held



125 attendees gathered on March 27 to hear a presentation introducing the Loyal to Local initiative and how businesses can get involved. Rich Mortl of Mortl's Sports

Upcoming Events

Tuesday, April 24

Loyal to Local Presentation
Bay College West Fornetti Hall
2801 N. U.S. 2, Iron Mountain
7:30 - 9:00 a.m.

Tuesday, April 24

Social Media Crash Course
Bimbo's
314 E. Main St., Iron Mountain
6:00 - 7:00 p.m.

Thursday, May 17

Alliance Board of Directors Meeting
Systems Control
7:15 a.m.

IMPORTANT! Ford Airport Travel Update

A runway resurfacing project will tentatively close Ford Airport to commercial flights from April 30 through May 14.

The planned dates are not final, so please watch for future updates.

Legislative News

Governor Rick Snyder announced that Dave Nyberg, director of the Governor's Northern Michigan Office, will be leaving state government to pursue an opportunity at Northern Michigan University.

The Governor also announced that Mark Pontti of Iron Mountain will take Nyberg's place in that

Center spoke to the group about the importance of retaining local businesses and raising awareness of the many

positive impacts that local businesses contribute to our area's economy. Since the kick-off presentation more businesses have indicated they would like to be a part of the initiative. To continue to share the message, a second presentation has been scheduled for April 24 at 7:30 am at Bay College West in the Fornetti Hall.

Please RSVP to loyaltolocal@daeda.org if you wish to attend or have questions about getting involved with Loyal to Local.



role. Mr. Pontti will begin his new position on April 23.

Congratulations Mark!

Did you know?

Data shows that Dickinson County is a hub for manufacturing jobs. There are 2,829 manufacturing jobs among the total county employment of 16,517 workers. This represents over 17% of the workforce. At the state of Michigan level, about 13.8% of the total workforce is employed in manufacturing.

Additional Bay West Offerings

Are you welcoming summer interns to your company? Bay West has a variety of general education courses being offered this summer (in class and online). This is an opportunity for interns to take care of some coursework at a fraction of the cost right here in Iron Mountain! Below is a link to a survey to share with your interns. If they are interested, the Bay team will work with them on transfer-ability with their four-year university and their work schedules.

[CLICK HERE TO TAKE THIS SURVEY](#)

Other summer workshops being offered at Bay West this summer include Blueprint reading, a tech math refresher and learn to MIG weld. Contact Gina Wollner at 906.302.3012 for details.

Leadership Conference

Bay West will host their first Leadership Conference on Thursday, May 17.

Top experts in a variety of fields will provide advice from their own experience, allowing attendees

to better understand what it means to be a leader. Details and registration information at <http://baycollege.edu/leadership-conference>

The fee to attend is \$89 until April 17, when the price will rise to \$99 per person. Space is limited.

Social Media Crash Course

Please mark your calendar now and don't miss the two remaining sessions! Justin Cowen has shared amazing tips and tricks to make using social media for your business a breeze.

On April 24, *Creating a Website and Email Address* will be the discussion topic and on May 29, learn how to Create a Culture of Sharing on social media. Each session runs from 6:00-7:00 p.m. at Bimbo's. No need to register, just drop in!

The format is casual and aims to answer any questions that attendees may have. Justin has been very accommodating in staying longer than the planned one-hour time-frame if those attending have questions or want to discuss a topic in more detail. Please join us for these free trainings!

SOCIAL MEDIA
CRASH COURSE

Learn how to
establish your
online presence

APR 24 - CREATING A WEBSITE & EMAIL ADDRESS
MAY 29 - CREATING A CULTURE OF SHARING

Location: Bimbos | Time: 6pm-7pm

Social Media Training for Businesses Offered by Bay West College

Want to gain more social media skills to improve the promotion of your business? Consider signing up for these in-depth trainings offered at Bay College West. Small business owners, motivated employees looking to support marketing efforts, administrative assistants, individuals looking to have a better understanding of social media and how to use it are all encouraged to attend.

How to Set Up and Use Your Social Media Accounts for Business
(Facebook, LinkedIn, Instagram, Twitter and YouTube)
\$215 | April 18th from 8:00 AM - 4:30 PM CST

Taught by Justin Cowen, Seth Anderson, Michael Johns and Holly DeGroot

Developing Content and Getting the Most Out of Social Media

\$125 | April 25th

1:00 - 5:00 PM CST

Taught by Justin Cowen

Please visit baycollege.edu/trainings for more details and to register.



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