



SEPTEMBER 2022 UPDATE

As fall arrives, we take the opportunity to check on the progress of our various task force groups and initiatives thus far in 2022. There is much good progress to share and we look forward to more positive momentum as we move through the final months of the year.

HIGHLIGHTS

- SHIFT is the new careers brand, replacing the previously used Heavy Metal Tours. SHIFT is representative of a wide variety of professional trades careers that are found in our community. More information can be found at <https://daeda.org/shift/>.
- LinkUP is ready to launch as the new young professionals network.
- The Alliance logo has been refreshed as we near the five-year mark of our renewed economic development program.

We are looking forward to celebrating National Manufacturing Day on October 7 where 300 area ninth graders take part in a series of hands-on activities, teaching them the key skills area employers are seeking. We are excited to be in-person for this event after two years of virtual participation.

As you review the focus areas and accomplishments of each task force listed below, please note that all of these efforts rely on volunteers to participate and provide valuable input. If you, or someone at your workplace, are interested in joining the conversation, please reach out. We welcome additional viewpoints to supplement the ideas and solutions we focus on as we collectively work towards greater prosperity for the Dickinson County area.

Strategic Taskforce Updates on back page...

EXECUTIVE COMMITTEE

Russ Kassin

Chair, First National Bank & Trust

Tony Edlebeck

Vice Chair, Retired, City of Kingsford

Lee Lofstrom

Secretary/Treasurer, Industrial Development Corp.

Steve Feira

M.J. Electric

Benji Wood

Range Bank

DIRECTORS

Nikki Bowers, Systems Control

Michelle Campbell, Bay College West

Luke Carey, Carey Contracting

Michelle Copley, CCI Systems

Jon Coyne, BOSS Snowplow

Christopher Germain, LSCP

Ryan Gordon, M.J. Electric

David Holmes, Breitung Township Schools

Chuck Nelson, Marshfield Medical Center - Dickinson

Linda Plumley, Leeds Real Estate

Zach Sage, VA Medical Center

Joe Stevens, Dickinson County Commission

Steve Verrette, Champion, Inc.

EXECUTIVE DIRECTOR

Lois Ellis

Lois.Ellis@DAEDA.org, (906) 360-4653

Thank you for investing in the Alliance and the future of our region.

STRATEGIC TASK FORCE UPDATES

SMALL BUSINESS RETENTION & GROWTH TALENT & EDUCATION

Promoting and acknowledging the value of businesses in our community.

Chair: Benjamin Wood

Members: Dale Cook, Sherri Erickson, Russ Kassin, Ann Kresl, Suzanne Larson, Brooke Marchetti

- Loyal 2 Local program enters 5th year
- New Loyal 2 Local website launched
- Educational Workshops hosted

INFRASTRUCTURE & HOUSING

Improving access to infrastructure data and encouraging new development opportunities.

Chair: Tony Edlebeck

Members: Ray Anderson, Missy Berger, Brian Bousley, Jason Brown, Lorna Carey, Luke Carey, Dale Cook, Jeff Demuri, Ryan Gordon, Jim Harris, Gary Hoaglund, Tim Howen, Daniel Kari, Russ Kassin, Kyle Mulka, Steve Mulka, Linda Plumley, Todd Rowell, Ryan Spencer, Jordan Stanchina, Mike Stelmaszek, Dan Stoltman, Joe Stevens

- Dickinson County Resiliency Strategy
- Advocated for new housing resources
- Encourage use & improvements to County GIS

GOVERNMENT RELATIONS & ADVOCACY

Advocating for businesses and our community.

Chair: Joe Stevens

Members: Dave Brisson, Dale Cook, Mark Pontti

- Local elected officials tour of Systems Control
- Lansing visits with key elected officials and staff
- Hosted elected officials during Ski Jumps

MARKETING & BRANDING

Defining and communicating the benefits of living, working and investing in Dickinson County.

Members: Trisha Peterson, Elsa Pontbriand, Scott Reddinger, Shana Thompson-Hegy

- Refreshed Alliance logo and updated Brand/Message guidelines
- Content contributed to UPWord & Rural Insights
- Increased social media followings and maintained website views

Recruit, retain and grow the talent needed to support our employers' workforce needs.

Chair: Gina Wollner

Members: Erin Berndt, Megan Boddy, Michelle Campbell, Theresa Caylor, Michelle Copley, Justin Cowen, Steve Feira, Tanya Hiltonen, David Holmes, Sereena Johnson, Russ Kassin, Jen Kirk, Mike Mulligan, Shelly Petrusch, Scott Reddinger, Katie Roell, Jerry Sardina, Jason Sullivan, Kristina Tell, Julie Wonders

- Rebranding from Heavy Metal Tours to SHIFT
- Hosted Intern Social
- LinkUP young professionals group renewed

BUSINESS DEVELOPMENT ACTIVITY

JANUARY - AUGUST 2022

Assistance topics covered:

Info shared/consult	134
Talent	44
Marketing	52
Advocacy	40
Financing	33
Site location	17
Technical Assistance	37

198 Total business visits

Retention meetings	46
Attraction	8
Partner meetings	22
Project meetings	118
Start ups	4

