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April 2010

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Nationally Acclaimed Author To Keynote DCEDC Annual Investors Meeting



DCEDC is pleased to announce the details for our [annual investors meeting](#) and luncheon on Wednesday, April 28, at the Stone Harbor Resort and Conference Center in Sturgeon Bay. The keynote speaker will be Professor Patrick Carr, co-author of the recently released book *Hollowing Out The Middle: The Rural Brain Drain and What It Means For America*. His remarks will be discussing "Confronting Rural Brain Drain: Strategies and Best Practices."

Professor Carr's appearance in Door County has been generously sponsored by: Associated Bank, Baylake Bank, Bay Pharmacy, Charter Communications, the Door County Manufacturer's Association, Northeast Wisconsin Technical College, Nsight/Cellcom, Sturgeon Bay Utilities, Therma-Tron-X, the Village of Sister Bay and Wisconsin Public Service.

In addition to the keynote address by Professor Carr, the meeting will include the presentation of the Door County Industry of the Year and Entrepreneur of the Year Awards. The luncheon meeting will also include the annual report to the community about the accomplishments of DCEDC during 2009.

The DCEDC annual investors meeting will start promptly at 12pm. A pre-luncheon networking session with Professor Carr will take place from 11:15 to 11:45am. Tickets for the April 28 luncheon are \$30 per person or \$280 for a table of ten, and are available from the DCEDC office. For more information, please contact Janet Frick-Warecki at (920) 743-3113 x200 or janet@doorcountybusiness.com.

Telecommunications News

Starting late last year, DCEDC initiated a series of meetings between representatives from Nsight/Cellcom, the City of Sturgeon Bay, the County of Door and Sturgeon Bay Utilities to discuss potential broadband infrastructure upgrades. With considerable input from local groups, Nsight/Cellcom subsequently submitted a Round Two Recovery Act (Economic Stimulus) application for more than \$15 Million to partially fund a fully redundant fiber optic loop that would allow Nsight/Cellcom to deliver ultra high broadband services directly to anchor institutions (county buildings, schools and major businesses) connected to the proposed fiber network in Door County. Other service providers would be able to hook into the fiber loop and deliver services to homes and small businesses. These are investments that the company will eventually have to make in Door County to serve their wireless tower sites; the federal funding would provide the "stimulus" for the company to complete these infrastructure upgrades sooner rather than later. Thank you to the City, the County and other businesses and organizations who took our survey seeking input on broadband needs now and in the future, and produced letters of support for the grant application!

Free Marketing Seminar

DCEDC, the Door County Visitor Bureau and Northeast Wisconsin Technical College are presenting a free seminar for Door County business owners on Tuesday, April 20, 1:30-3:30pm at the Gibraltar Fire Station, 3496 County Highway F between A and 42. Steve Tyink, Vice President of Business Innovation for Miron Construction Co. Inc., will present an interactive workshop entitled "Standing Out: The Clues & The Cause," on the revolutionary, breakthrough concept of Customer Attachment. For more details about the program, visit <http://www.doorcountybusiness.com/email/MarketingSeries2010.html>. To RSVP, please e-mail janet@doorcountybusiness.com.

DKBEP Golf Challenge & PGA Fundraiser

DKBEP is pleased to announce its third annual benefit [Golf Challenge at The Orchards](#) Golf Course in Egg Harbor on Sunday, May 23. Last year, the event raised nearly \$11,000 to support youth career awareness and workforce training initiatives such as the High School Home Construction Program, High School Certified Nursing Assistant Program and many other career awareness programs. This charity event is sponsored by American Transmission Company and Dominion Power along with Donny's Glidden Lodge Restaurant.

The DKBEP Golf Challenge is a 4-person scramble and includes golf and cart, beverages, gifts, snacks, 19th Hole Dinner Social, hole contests and fabulous door prizes. Free use of the driving range will begin at 10:30am with a shotgun start at noon. Early registration is recommended. For more information, contact Tara LeClair at (920) 743-3113 x205 or tara@doorcountybusiness.com.



DKBEP is also presenting a 2010 PGA Championship Golf raffle fundraiser, with proceeds benefitting DKBEP programs and initiatives. A single \$25 ticket will net the single winner a prize package that includes: two 4-day grounds passes to the 92nd PGA Championship at Whistling Straits, August 12-15, 2010; a \$500 pre-paid credit card; and 18-hole rounds of golf at each of these area golf courses - The Orchards Golf Course, Northbrook Country Club, Horseshoe Bay Golf Club and Idlewild Golf Course. Only 1000 tickets will be sold! Drawing held July 8th. To purchase tickets, contact Tara LeClair.

Lean Office Boot Camp



NWTC is offering a [Lean Office Boot Camp](#) at the Sturgeon Bay campus on May 12. If you have heard about Lean but don't know why everyone is talking about it - this would be a great place to ask questions and get information! Through this Boot Camp, you will learn to identify the potential for improvement in office and administrative environments; use lean tools to improve processes and eliminate waste; create a Value Stream Map to see the flow and process of work; distinguish between value added and non-value added activities; and identify weak links in your organization that can lead to waste.

Participate in this intense one-day workshop and come away with an in-depth understanding of how to apply Lean Office strategies and tactics in your business environment; a preliminary implementation plan for your Lean Office initiative; and a dedicated peer group to network with regarding successes and best practices. Session cost is \$375.00.

Law Affecting Business Seminar



On Friday, April 30th, 8am-12pm, Pinkert Law Firm LLP will be presenting its 4th annual [Law Affecting Business \(LAB\) Seminar](#) free of charge for Door County businesses and employers at the Sturgeon Bay Yacht Club, 600 Nautical Drive. The LAB Seminar is designed to provide businesses and employers with information concerning laws that might affect their businesses and to serve the needs of business owners, executives, human resource professionals and supervisors.

Topics to be addressed during the half-day seminar include: Personal Liability; Succession Planning; Workers' Compensation; Employee Internet Policies; and Securing and Collecting Business Debt. There are two ways to register for the free seminar: e-mail your name, title, company name, address and phone number to lpeterson@pinkertlawfirm.com or call Pinkert Law Firm and speak to Laura Peterson at (920) 743-6505.

Door County Job Fair

The Door County Job Center is holding their next [Job Fair](#) on Wednesday, April 21, 2-6pm in the Cherry Point Mall, 1300 Egg Harbor Road, Sturgeon Bay. Past Job Fairs have shown tremendous success linking employers with job seekers; the Fall 2009 Job Fair featured twelve employers and hosted over 120 job seekers. The Spring 2009 Fair had 17 employers and more than 230 job seekers. For more information regarding the April 2010 Job Fair, including registration for employers, contact Kim Carley at (920) 743-6915 or dcjc@doorcountyjobcenter.org.

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