

SAUK COUNTY DEVELOPMENT CORPORATION NEWS & VIEWS

June 2015

Welcome! In this introductory issue of *Sauk County Development Corporation News & Views*, we begin a conversation with you about the latest activities of the Sauk County Development Corporation (SCDC). After several months of robust discussion, resulting in the development of a dynamic strategic plan that was adopted by SCDC's Board of Directors in April 2015, we are acting on that strategic plan to lead and facilitate the strengthening of economic development in Sauk County.

Sauk/Columbia/Marquette Manufacturing Council

As an integral part of its strategic plan adopted in April, the Sauk County Development Corporation has resumed an active presence with the area's manufacturing community. Specifically, SCDC's strategic plan calls for the organization to "partner with Columbia County and the Workforce Development Board of South Central Wisconsin to strengthen the existing manufacturers' coalition designed to foster communication and networking among manufacturers and address shared challenges."

Sauk County Board Chair and SCDC Board Member Marty Krueger attended the Sauk, Columbia, Marquette Manufacturing Council meeting on May 20 at Flambeau, Inc. in Baraboo. The Council is comprised of representatives from industries in the three-county region, economic development organizations in Columbia and Sauk Counties, the Wisconsin Department of Workforce Development, Madison College and CESA 5. While still in the structuring phase, the Council established as its goal to educate young people, parents, schools and school boards about careers in manufacturing and to create paths via direct employment, apprenticeships, technical diplomas and four-year diplomas for students who wish to choose employment over college.

At the May 20th meeting, the Council discussed recent GuidEd tours of local manufacturing facilities by high school teachers and counselors. They also learned about the new Portage High School Manufacturing Course and its two-year specialized, all-encompassing manufacturing experience. The program's curriculum cycle of English, Business Education, Science, Mathematics and Technical Education courses will offer students an opportunity to develop necessary workforce and professional skills to meet the needs of both future individual careers and the manufacturing community.

Based on a recent meeting between John Lalor, Ph.D. of Madison College and the Montello School Board, the Council also discussed the idea of sending small teams from the Council's membership to make presentations to school boards throughout the tri-county region.

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Connecting with Sauk County Businesses about Global Business/Exporting

Sauk County Development Corporation representatives met with key staff from Madison Region Economic Partnership (MadREP) on June 10 to schedule a MadREP event with Sauk County professional services firms this summer. Among the discussion topics will be global business/exporting issues and opportunities for increased Sauk County business around the world.

Re-Branding SCDC for a Bright Future

The Sauk County Development Corporation is revising its brand to showcase the many assets that make Sauk County the perfect place for your dreams, your business and your life. In order to maximize SCDC's brand impact through print and digital exposure, this full-page advertisement was recently published on the inside back cover of the Madison Region Economic Partnership's 2015-2016 *Madison Region Economic Development* business-to-business print and digital magazine. A companion website ad was also developed to increase SCDC's brand recognition.

