

## ***E-News for Next Generation Manufacturing***

... an update on the manufacturing community and economic development in Racine County, WI and the Chicago–Milwaukee corridor.



### **The Roadmap**

Racine County Economic Development Corporation  
2320 Renaissance Blvd., Sturtevant, Racine County, Wisconsin USA  
[www.racinecountyedc.org](http://www.racinecountyedc.org)

November, 2008

#### **In this issue:**

[WMEP Update: Next Generation Manufacturing Survey](#)  
[Economic downturn could be a business opportunity](#)  
[Environmentally friendly coolant use - aka "Green Metalworking"](#)  
[Keeping Abreast of Technical Barriers to Trade](#)  
[2009 Governor's New Product Awards](#)  
[More Recent News](#)

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*The RCEDC periodically provides information on economic development in Racine County and the Chicago-Milwaukee corridor. We hope you find this short publication helpful and informative.*

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RCEDC apologizes for the brief hiatus over the past few months in delivering you *The Roadmap*! We look forward to providing you regular updates in the future to keep you apprised of newsworthy information.

#### **WMEP Update: Next Generation Manufacturing Survey**

Your response to our requests to participate in WMEP's Next Generation Manufacturing (NGM) Survey netted well over 500 surveys completed, which translates to approximately a 5% return rate.

Thank you to all who participated! We hope those who participated find the reports you will receive back a valuable resource tool moving forward.

WMEP reports that the survey was truly statewide, with almost all of the Wisconsin counties represented. Responses were obtained from some of the largest manufacturers in the state, as well as the smallest. It is anticipated that WMEP will be able to get statistically significant results by industry, region and size.

Evaluation and analysis will be completed in November, and official roll-out dates are expected to take place in early December. Watch for the upcoming press events around the state!

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#### **Economic downturn could be a business opportunity**

How can Racine County businesses position themselves for the

#### **Upcoming Events:**

##### **November 25th**

##### **Beyond tough times: A growth agenda for Wisconsin**

11:30 a.m. – 1:30 p.m.  
Lunch provided

Sheraton Hotel  
706 John Nolen Drive, Madison

Cost: \$25 WIN members, \$35 non-WIN members  
\$0 Corporate WIN members

Learn how the economic development agendas of major statewide business organizations compare and contrast.

Sponsored by the Wisconsin Innovation Network

RSVP: [Wisconsin Technology Council](http://www.wisconsin-technology-council.org)

##### **December 4th**

##### **Regional Transit Authority – The Long and Winding Road**

11:45 a.m. – 1:30 p.m.  
Italian Community Center  
631 E Chicago St., Milwaukee

How will the RTA Board recommendations and potential funding mechanisms be viewed by business in those three counties? How does each county's desire for closer ties to Chicago factor into southeastern Wisconsin transit?

Sponsored by the Public Policy Forum

RSVP: <http://publicpolicyforum.org/events.php>

next business cycle? Inventory YOUR business to prepare for the next business cycle. Here's a start from [The Journal Times](#).

## **GREEN MANUFACTURING: Environmentally friendly coolant use - aka "Green Metalworking"**

“. . . But recycling in a machine shop can mean simply reusing an item in a way that lengthens its useful life.” So, how do you “green” your metalworking operations? [ShopTalk](#) magazine gives you these five steps:

- ✓ Improve your water source
- ✓ Remove the tramp oil
- ✓ Eliminate metal fines
- ✓ Check coolant concentrations
- ✓ Choose the right coolant

You may very easily save 25 to 30 percent on your total coolant usage!

### **2009 Governor's New Product Awards**

38<sup>th</sup> Annual Event

Wisconsin's most prestigious  
New Product Award Recognition

Application Due: February 16, 2009

Contact Dale Swenson (414) 343-8452 or email  
[Dale.swenson@harley-davidson.com](mailto:Dale.swenson@harley-davidson.com)

See [Call for Entries](#) for details

Supported by Wisconsin Department of Commerce  
Sponsored by Wisconsin Society of Professional  
Engineers

## **Upcoming Events:**

### **December 10th**

#### **B2G Connect: Responding to a Federal Government Solicitation – The Basics**

9:00 am – 12:00 pm  
Milwaukee County Research Park  
10437 Innovation Dr., Wauwatosa

This seminar is for manufacturers and services:

- Understanding Government solicitations
- Basic Government proposal writing
- Understanding the Government proposal review
- Basic Government negotiation skills

Sponsored by  
Wisconsin Procurement Institute

RSVP: [B2G Connect](#)

### **December 11th**

#### **Green Buildings & New Technology Conference**

St. Louis, MO

Topics include green initiatives, new technology, financial incentives and strategies for enhancing sustainability, LEED certification and more.

RSVP: [online registration](#)

### **January 21st**

#### **Northern Trust Economic Trends Breakfast**

7:30 – 9:30 am  
Italian Community Center  
631 E Chicago St., Milwaukee

Will the economy begin to rebound in 2009, or will the recession deepen? What will be the opportunities for growth? What will be the most significant obstacles in our path?

Economic Trends Breakfast features stellar speaker lineup: [Speaker Lineup](#)

[Register here](#)

## **FYI – Keeping Abreast of Technical Barriers to Trade** [Wisconsin Department of Commerce article](#)

Differing technical standards and government regulations may be among the greatest challenges affecting Wisconsin firms seeking to sell their products in multiple countries. Countries that are members of the World Trade Organization (WTO) are required . . . to report all proposed technical regulations that could affect trade with other member countries.

The U.S. government has created Notify U.S., a free, web-based e-mail subscription service that offers U.S. entities an opportunity to review and comment on proposed foreign technical regulations that can affect their businesses and their access to international markets.

More information on Notify U.S. is available on-line at <http://tsapps.nist.gov/notifyus/data/index/index.cfm>.

## **More Recent News:**

[Innovation can make recessions a big time for small and mid-sized companies](#) – Wisconsin Technology Council  
[AEM honors J.I. Case](#) – Business Journal of Greater Milwaukee

[Room to grow: Local company brings new life to the former Acme Die Casting building](#) – The Journal Times

[Manufacturing training key to state growth](#) – Business Journal of Greater Milwaukee

*The Roadmap* is an e-newsletter of the RCEDC. For more information, please visit [www.racinecountyedc.org](http://www.racinecountyedc.org).

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