



ALLIANCE FOR
REGIONAL DEVELOPMENT

Executive Committee

**Paul Jones, Wisconsin
Chairman**

*Chairman (Retired),
A.O. Smith*

**Michael Mullen, Illinois
Chairman**

*Founder,
CenterPoint Properties*

**Jim Stanley, Indiana
Chairman**

*Executive Vice President
and Group CEO,
Northern Indiana Public
Service Company*

October 7, 2014

Dear Wisconsin Stakeholder:

The Alliance for Regional Development exists to help grow the regional economy and provide a forum for businesses like yours to learn about new and innovative ideas and network with leaders in northeast Illinois, southeast Wisconsin, and northwest Indiana. Our groundbreaking coalition of high-level leaders in business, government, and academia works closely across state lines to strengthen the economic competitiveness of our tri-state region. For us to continue our important work, we need your support and involvement.

In partnership with the Federal Reserve Bank of Chicago, the Alliance is hosting the 2014 Summit on Regional Competitiveness. On December 19 we will be highlighting the efforts of the Alliance working teams and hearing from leaders including Federal Reserve Bank of Chicago President Charlie Evans, SnapOn CEO Nicholas Pinchuk, the Alliance Chairmen, and others.

Please consider becoming an Alliance sponsor and support the upcoming Summit. A schedule of suggested sponsorship levels and benefits accompanies this letter for your consideration. As a sponsor, we will work with you to develop a proposal that meets your marketing needs and promotes your brand before our regional and national audience. Possibilities could include assigning members to the working teams, and having your logo featured on our final OECD Territorial Review Implementation Plan, marketing materials, and/or our website. Sponsors also have access to free or discounted Strategic Doing Workshops conducted by the Purdue Center for Regional Development.

The Alliance was formed to convene stakeholders and develop a cross-jurisdictional, multi-sector response to the Organization for Economic Co-operation and Development's Territorial Review of the tri-state region that urged regional leaders to implement coordinated improvements in four key areas--workforce development, innovation, transportation and logistics, and green initiatives--to overcome growth and job-creation rates far below national and international averages for large metropolitan areas similar to our own.

In order to ensure that businesses throughout our region profit from an economically strong and competitive future, last year we convened a highly successful Summit on Regional Competitiveness, with keynote presentations by Illinois Governor Pat Quinn, Indiana Governor Michael Pence, and Wisconsin Governor Scott Walker speaking before an audience of more than 1,000 regional leaders, stakeholders, and members of the media.



ALLIANCE FOR
REGIONAL DEVELOPMENT

This year, working teams organized by the Alliance and comprised of private, public, and institutional leaders from all three states have been strategizing plans to implement key improvements recommended by the OECD, and exploring collaborative ideas to further solidify our regional economy with benefits to businesses.

Members of our working teams regularly remark that it is unique to have the opportunity to work together with their tri-state peers across state lines and develop collaborative plans that, when implemented, will help empower all businesses in the region. Our efforts have already drawn international praise and, when complete, will serve as a national model for other metropolitan areas facing similar economic challenges.

Our work is partially funded by a grant from the U.S. Department of Commerce Economic Development Administration, however only the support of our sponsors can guarantee the successful completion of our critically important work to empower tri-state businesses with improved access to workforce, innovation, transportation, and green growth solutions based upon the power of regional collaboration.

Let's discuss standing together to ensure the competitive economic future of the region we all share. To open the conversation, please contact Alliance for Regional Development President and CEO Kelly A. O'Brien at (312) 602-5148 or kobrien@alliancerd.org.

We look forward to hearing from you, and thank you in advance for your support.

Sincerely,

Handwritten signature of Paul Jones in blue ink.

Paul Jones
Wisconsin Chairman

Handwritten signature of Michael Mullen in blue ink.

Michael Mullen
Illinois Chairman

Handwritten signature of Jim Stanley in blue ink.

Jim Stanley
Indiana Chairman



ALLIANCE FOR
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A YEAR OF PROGRESS FOR THE ALLIANCE WORKING TEAMS

The hardworking volunteers of the Alliance for Regional Development's Working Teams have been making great forward strides this year in their efforts to strategize plans to implement the recommendation of the OECD Territorial Review of Chicago's Tri-State area and collaborate across jurisdictional lines. The initiatives championed by the Working Teams will be showcased at the Alliance's Second Annual Summit on Regional Competitiveness on December 19.

GREEN GROWTH:

The Green Growth team is focusing on the water sector and ways to regionalize the growing water cluster. The team is finalizing regional criteria for identifying water technology companies, and will use the new criteria to select key stakeholders to invite to two autumn receptions which will be held in both Illinois and Indiana gauging local interest in organizing and possibly growing the Water Council's footprint. Faculty and students from the University of Milwaukee School of Freshwater Sciences will provide research assistance leading up to the receptions. The team is also strategizing a potential water-technology recognition award in 2015 as a way to further promote the regional water sector.

HUMAN CAPITAL:

The Human Capital team is aiming its efforts at reaching existing employers, as well as site selectors for companies considering relocation to the region. Efforts to adopt and scale Illinois' existing successful "Hiring Event" model to other parts of the region are proceeding, with initial hiring events having taken place during the fall and more scheduled to take place in all three states. These events differ from job fairs in that attendees are pre-screened and scheduled in advance to have interviews with exhibiting employers, with the aim of attendees interviewing during the event and leaving with an offer of employment. Employer feedback will be collected and video interviews will be conducted with participants at all events, with the goal of showcasing the innovative, replicable, and scalable nature of this workforce development program unique to our region via an informative, best-practice branding video. The video will be featured at the December 19 Summit on Regional Competitiveness. Northern Illinois University has taken the lead and will provide videography and editing assistance in concert with institutional partners Gateway Technical College in Wisconsin and Purdue University in Indiana.

INNOVATION:

The Innovation Team is focused on mapping the region's innovation ecosystem as suggested as one of the Key Findings in the Chicago Metropolitan Tri-State OECD Review. We are building collaborations to accelerate product development for firms in the region. Branding this region as a vibrant innovation hub is important for regional growth. Useful resources for local innovators and product developers in the region will be organized in a user-friendly way. The team will collect data to identify regional innovation assets and a web portal will then be created on the model of Detroit BizGrid with the potential to pull in pertinent data from existing regional innovation websites maintained by the Illinois Innovation Network, Indiana's Innovation in America's Regions, and the Wisconsin Economic Development Corporation.

TRANSPORTATION & LOGISTICS:

The Transportation & Logistics team is creating a GIS-based map of the transportation assets in the region. Over the summer, staff from the Northwestern Indiana Regional Planning Commission (NIRPC) collected and collated asset data and GIS shapefiles from regional partners including Chicago Metropolitan Agency for Planning and Southeastern Wisconsin Regional Planning Commission. In August, NIRPC working in tandem



ALLIANCE FOR
REGIONAL DEVELOPMENT

with the Purdue Center for Innovation through Visualization and Simulation (CIVS) provided the data to the Purdue Center for Regional Development, where the data is will be imported into the Purdue Regional Decision Maker Transportation GIS and mapped. The desired outcomes include identifying the existing interconnected transportation infrastructure as well as underutilized assets in order to build a model for the future that local mayors and other elected officials can use in terms of policy making and funding requests. In a separate effort, the team is also reaching out to the private sector to enhance support for developing a regional brand.



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SECOND ANNUAL SUMMIT ON REGIONAL COMPETITIVENESS ON DECEMBER 19

The Alliance in partnership with the **Federal Reserve Bank of Chicago** will host the second annual **Summit on Regional Competitiveness** on **December 19, 2014**. The Summit will serve as an opportunity to brief stakeholders about the progress of the Alliance Working Teams and will have high level key note speakers discussing regional economic development. In addition to the presentations by the working teams, the agenda will include remarks by the President of the Federal Reserve Bank of Chicago, the OECD Urban Development Program Head, the Alliance Chairmen, and others, as well as a panel discussion on the UI Labs Digital Manufacturing and Design Innovation Institute (DMDII). There will also be a “Strategic Doing” workshop led by Purdue University’s Ed Morrison.





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INFORMATION ABOUT THE CONEXUS INDIANA MODEL (from www.conexusindiana.com)

Overview

Manufacturing is evolving - it's high-tech, innovative, and driven by explosive growth in productivity. In Indiana, we're on the cutting-edge of these trends. And here at the Crossroads of America, we know how to get our goods quickly and efficiently into the hands of customers across the nation and around the world.

Now Indiana has another advantage: Conexus Indiana, an initiative to capitalize on emerging opportunities in advanced manufacturing and logistics, aligning resources and expertise to make Indiana a leader in these exciting industries.

Conexus Indiana is focused on issues like workforce development, exploring new market opportunities and building research and supplier networks to help Indiana manufacturing and logistics firms succeed.

Mission

Conexus Indiana is the catalyst to position Indiana as the recognized global leader in advanced manufacturing and logistics. We are building industry partners and exploring new market opportunities, preparing Hoosiers to take advantage of manufacturing and logistics careers, and promoting a better understanding of the importance of these sectors to our economic future.

Vision

Indiana is the recognized global leader in advanced manufacturing and logistics.



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REGIONAL DEVELOPMENT

Suggested Sponsorship Opportunities

Platinum Sponsor: \$25,000

- Your company will be named as a Platinum Sponsor in the OECD Territorial Review Implementation Plan to be part of the U.S. Department of Commerce archives
- Your company will be invited to designate a representative to serve on a minimum of one working team
- Your company logo will appear prominently on all Working Team Strategic Implementation Documents
- Your company logo will appear prominently on all Alliance marketing materials for one year
- Your company logo will appear prominently on the Alliance webpage
- You will receive a complimentary, private Strategic Doing Workshop conducted by the Purdue Center for Regional Development at your office

Gold Sponsor: \$10,000

- Your company logo will appear on all Working Team Strategic Implementation Documents
- Your company logo will appear on all Alliance marketing materials for one year
- Your company logo will appear on the Alliance webpage
- You will receive complimentary registration for a Strategic Doing Workshop conducted by the Purdue Center for Regional Development at the offices of the Alliance for Regional Development

Silver Sponsor: \$5,000

- Your company logo will appear on all Working Team Strategic Implementation Documents
- Your company logo will appear on all Alliance marketing materials for one year
- Your company logo will appear on the Alliance webpage
- You will receive discounted registration for a Strategic Doing Workshop conducted by the Purdue Center for Regional Development at the offices of the Alliance for Regional Development

Bronze Sponsor: \$2,500

- Your company logo may appear on all Alliance marketing materials for one year
- Your company logo will appear on the Alliance webpage
- You will receive discounted registration for a Strategic Doing Workshop conducted by the Purdue Center for Regional Development at the offices of the Alliance for Regional Development

**To become involved, please contact Alliance for Regional
Development President and CEO Kelly A. O'Brien
at (312) 602-5148 or kobrien@alliancerd.org.**