



WORKFORCE DEVELOPMENT BOARD, INC.

An Investment in Today's Workforce for Tomorrow's Future

PRESS RELEASE

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Contact: Cheryl Welch, Fox Valley Workforce Development Board, 920-720-5600

NorthEast Wisconsin (NEW Economy) Project Announcement

Fox Valley Workforce Development Board and Bay Area Workforce Development Board are sponsoring an economic study encompassing a 16 county area in Northeast Wisconsin. The project is in partnership with county and city economic development partners, UW-Madison Extension, UW-Extension County offices, East Central Regional Planning Commission, Bay Lakes Planning Commission, Chambers of Commerce, and NorthStar Economics, Inc. of Madison, Wisconsin.

The project, "NorthEast Wisconsin Economic Opportunity Study" or the "NEW Economy", is a three phase process and is expected to be completed by June 2004. The details of the three phase study will be unveiled by **Roberta Gassman**, Secretary, Department of Workforce Development, **Jim Golembeski**, Bay Area Workforce Development Board, **Rob Kleman**, Chair, Regional NEW Economy Committee, and **Cheryl Welch**, Executive Administrator, Fox Valley Workforce Development Board at the Economic Summit at 11:30 a.m., on Monday, October 27th, in Milwaukee at the Midwest Airlines Center.

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