

Memo Memo Memo

To: Area Media

From: Dean Halverson, CEO -
dean@leede.com

Date: January 25, 2018

Subject: V22 Summit – INCREDIBLE!



"INCREDIBLE!" is the response the Vision 2022 Leadership gave when asked how the V22 Community Summit went on January 17th. Over 300 people were in attendance at the 3 hour event held at the Holiday Inn, Manitowoc. Leadership was also thrilled with the mix of people attending which included; government, business and organization leaders and the general public. "It is a clear message that the community is ready to come together at all levels and help drive a brighter future," said Dean Halverson, CEO at Leede Research and V22 leader.

Halverson shared more detailed results of the Community Study, showing that we have significant issues with our attitudes towards the community, but generally want to be better in many ways. David Buerle, CEO of FuturE iQ in Minneapolis, and keynote speaker, shared information on how global changes will impact areas like northeast Wisconsin in the next 25 years. There were also community progress updates from Healthiest Manitowoc County, The Chamber, Young Professionals and Progress Lakeshore in addition to community leader comments from Dan McGinty, Glen Tellock, Mark Herzog, Tim Schneider and Michelle Birschbach

The event culminated with a call to action, to volunteer to participate in one of the six work groups that will begin the work of visioning the future of Manitowoc County. To date 137 people have signed up for groups, most signing up for at least two. 172 attendees completed a short online survey regarding the event. Those results showed 80% said Absolutely Yes, when asked if Vision 2022 would benefit Manitowoc County. Another 19% said Somewhat. The results of the survey overall were very positive.

"This is clearly a community movement and we look forward to community involvement and leadership keeping the momentum going," said Mark Herzog, President at HFM and V22 Leader. V22 will be contacting volunteers and participants and organizing initial meetings in the next few weeks. The goal is to get Work Groups engaged by mid-February.

The group has updated materials and added videos from the Summit completed by Vagabond Video at their website at www.v22mc.org. Those interested can also sign up for work groups at the site. For more information contact v22mcorg@gmail.com, dean@leede.com or mmaurer@hfmhealth.org