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To: Area Media

From: Dean Halverson, CEO -  
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Subject: Vision 2022 Announces  
Community Summit



Vision 2022 is a community planning and improvement movement founded by Holy Family Memorial, Leede Research and Silver Lake College. The group recently completed a Community Study reaching 2500 households in Manitowoc County. Early results of that process were shared in November and identified key needs from the perspective of the community. These include creating a community vision and brand, improving our local image, attracting and retaining young professionals, improving community health and addressing business and workforce needs. The study identified at least 1300 unfilled positions in Manitowoc County.

On January 17<sup>th</sup>, the group will hold the Vision 2022 Summit at the Holiday Inn, Manitowoc. The event starts at 2pm and will feature a more complete review of the Community Study data as well as action groups that have already stepped forward to address key needs from the study. "We are already seeing incredible interest from groups in the area to help address key needs", said Dean Halverson, CEO of Leede Research. "The community truly sees the need to pull together and set the stage for the future of Manitowoc County."

V22 will be sharing a variety of updates on activities in the community. Progress Lakeshore, The Chamber-Manitowoc County, Young Professionals of Manitowoc County and Healthiest Manitowoc County will all be sharing activities in the community that are addressing key needs from the study. There will also be a featured keynote speaker, David Beurle from community strategy group Future IQ. Attendees will have the opportunity to engage in Vision 22 by signing up to be a part of teams to address key strategic initiatives.

V22 has also announced that they have developed a simple website as a tool for participants and the community to access information and coordinate resources. To register for the event visit [www.v22mc.org](http://www.v22mc.org) and click on the link for registration.

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