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To: Area Media

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Subject: V22 Summit Announces Key Note



Just over a week out from the January 17th, Vision 2022 Summit scheduled for 2pm at the Holiday Inn, Manitowoc, and the group announced their keynote speaker and full program. David Beurle, CEO of Future IQ, Minneapolis will wrap up a full afternoon of information and updates from the community, leading to opportunities for participants and the community to participate in future work groups targeting key community issues. Beurle is a world-renowned expert on community, regional and organizational economic revitalization. His work extends from the local and regional, through to Corporate and Governmental levels with a focus on 'future thinking' and long term planning.

He specializes in creating innovative future planning approaches for use in regional and organizational settings. He developed the groundbreaking Future Game as a widely used planning and workshop tool, which has been successfully, used across the world in community, regional, industry, corporate and governmental settings. He pioneered the application of Scenario Planning to regions and rural industries around the world. Having worked in the field of regional and community planning/ revitalization for over 20 years, he is a leader in the field of regional and organizational development.

David will wrap up the day that includes a full presentation of the V22 Community Study results, updates from Progress Lakeshore, the Chamber, Young Professionals of Manitowoc County and Healthiest Manitowoc County. His keynote will discuss his experience in over 200 community visioning sessions and related projects. He has spoken around the world and has several projects in Wisconsin and the Midwest. Investors Community Bank, Holiday Inn, Steimle Birchbach Attorneys at Law and other sponsors have made the event possible, which will close with a social at 5pm.

As of Monday, the V22 Summit had over 170 registrations. This is a mix of business, organization and government leaders, but all interested parties are welcome to attend. The group has launched a new website at www.v22mc.org and registration is available on the site.

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