

NCWRPC NEWS

The official newsletter of North Central Wisconsin Regional Planning Commission (NCWRPC).

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Serving: Adams, Forest, Juneau, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, and Wood counties since 1973.



Director's Note

As we head into 2008, we are busy working in all corners of our Region. We have All Hazard Mitigation Plans nearing completion in Forest and Langlade Counties, as well as for the Ho-Chunk Nation. Safe Routes to School applications are being developed in Rhinelander, Wisconsin Rapids, Merrill, and Tomahawk. Economic development projects are being completed in Tomahawk and Wisconsin Rapids. Staff continues working with local comprehensive planning efforts in Juneau, Oneida, Portage, and Vilas Counties, and a county-wide effort in Langlade County.

We continue to work with many regional level projects. Staff continues to work with NEWCOM to address emergency management communication throughout the region; staff is working with GROW NORTH to develop a regional approach to economic development. Staff continues to manage both the North Central Technology Zone program, providing tax credits to regional businesses, and the North Central Wisconsin Development Corp., a multi-county loan fund.

Although we have many projects underway and many more planned to begin later this year, there is always room for one more. Please feel free to contact us if you need any help. We are committed to providing assistance to our members.

Finally, I would like to welcome Paul Schuman on his appointment by Langlade County to serve on our Commission. It is the leadership of the people who make up the Commission that keep our organization moving along.

As always, please feel free to call me if you have any questions. I can be reached at (715) 849-5510, Extension 304, or at dlawrence@ncwrpc.org.

Dennis Lawrence, AICP
Executive Director

Commission Meeting Highlights

The January Meeting of the North Central Wisconsin Regional Planning Commission covered several topics, including a presentation by UW-Stout's EDA funded University Center, adoption of the Economic Development and Transportation Work Programs, as well as several other items.

The Director of Stout Technology Transfer Institute, provided an overview of the business assistance offered by that organization. This is one of many partners the NCWRPC has established networks with to promote economic development in the Region. See the article on page 2.

The Commission adopted the 2008-2010 Economic Development Work Program, which is part of the annual grant submittal to EDA for continued designation as an Economic Development District. This designation maintains the Region's eligibility for certain federal grants.

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"Quarterly Quote"

"There are no great limits to growth because there are no limits of human intelligence, imagination, and wonder."

Ronald Reagan
40th President

Next Commission Meeting:
April 24, 2008
The public is always welcome.

Technical Assistance Available to Area Businesses

Increasing global competition has placed a higher-than-ever premium on efficiency and innovation. Yet, small manufacturers often do not have the ability to apply innovative technology at levels that are competitive with larger corporations or foreign countries. UW-Stout's resources are made accessible to industry through the centers of the Stout Technology Transfer Institute (STTI). Technology transfer between industry and UW-Stout pools the best technology and enables companies to take on projects beyond their individual risk threshold or resource capability.

Randy Hulke, Director of STTI's Economic Development Administration – University Center (EDA-UC), presented at a recent NCWRPC meeting about the resources available through the EDA-UC and its close working relationship with STTI's 12 other innovation support centers active in Northern and Western Wisconsin. These centers include the Technology and Business Incubator assistance program and the Center for Innovation and Development, which is involved in product development and rapid prototyping activities for area companies and individuals. Among the more visible STTI centers is the Northwest Wisconsin Manufacturing Outreach Center (NWMOC).

The NWMOC is focused on providing hands-on technical assistance to Wisconsin manufacturers. NWMOC is part of the National Institute of Standards and Technology Manufacturing Extension Partnership (NIST/MEP) program, one of the largest group of technical assistance providers to manufacturers in the United States. NIST/MEP centers are unique in that they provide companies the full spectrum of expert assistance from Lean manufacturing to growth services and strategic management.

An example of the type of results NWMOC delivers is their work with Decorator Industries in Abbotsford. Dan Hannula, General Manager of

Decorator Industries, wanted to increase production, eliminate waste, become more efficient, and prepare his company for growth. He began working with the NWMOC about 5 years ago, when he wanted to increase production. An introduction to Lean Principles helped secure the "buy in" of employees on the floor and set the stage for progress. They soon outgrew their old facility and made plans to move to a new larger one. When asked what he would tell other manufacturers about using NWMOC's services, Dan Hannula said "It works!"


For more information, contact the NCWRPC at (715) 849-5510, Extension 304, or call NWMOC/STTI toll-free at 1-866-880-2262 or info@nwmoc.org. 

City of Wisconsin Rapids Receives EDA Award

The City of Wisconsin Rapids has received a \$1.5 million award from the Economic Development Administration (EDA) to offset costs associated with expanding and improving the City's wastewater treatment facility. NCWRPC wrote the grant for the City and will administer the award on their behalf.

The wastewater treatment expansion is necessary in part to accommodate the growing agricultural and food-processing cluster that has emerged in the area. One example is Ocean Spray, who recently invested over \$60 million to expand their Wisconsin Rapids facilities and will create over 200 new jobs as a result.

EDA is providing the funding through its Public Works and Economic Development Program. The purpose of the program is to help support the construction and rehabilitation of infrastructure necessary to promote regional competitiveness, attract and retain industry, and generate job creation.

For additional information contact James Hanke at (715) 849-5510, Extension 306, or at jhanke@ncwrpc.org. 

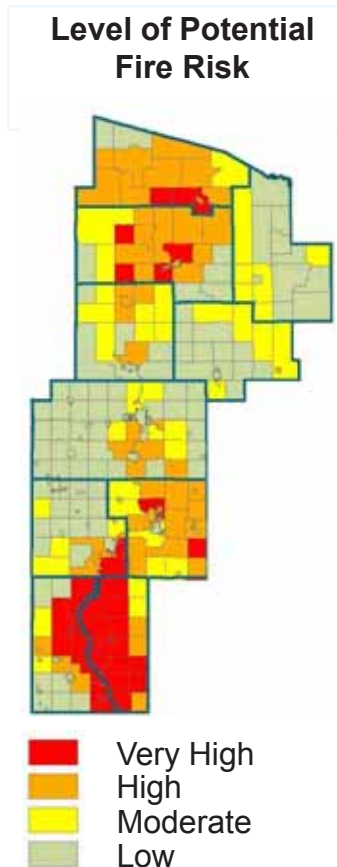


Wildfire Protection Planning

Wildfire events in the state and across the country have heightened awareness of the destructive potential of wildfire. Community leaders have become increasingly aware of the wildfire threat facing their residents. Therefore, more and more communities are taking actions to reduce the risk of wildfires. The NCWRPC has recently completed a community wildfire protection plan (CWPP) for the Town of Rome in Adams County. This project was a collaborative effort between the Town of Rome, local property owners, the NCWRPC, Adams County, and the Wisconsin Department of Natural Resources.

Such a plan will provide the local community with an opportunity to influence where and how local, county and state agencies implement fuel reduction projects on surrounding lands. The collaborative approach to preparing the plan ensures successful implementation of the plan's mitigation action plan. Furthermore, adoption of the plan will allow the community to apply for federal funding for hazardous fuels reduction and wildfire prevention projects.

The trend toward introducing more human development into fire prone areas has brought about the term wildland urban interface or WUI. The WUI identifies areas where structures and human development meet or intermingle with undeveloped wildlands. It is within these areas where wildfire poses the greatest risk to human



lives and property. Towns with a high percentage of this type of development should consider developing a wildfire protection plan. Areas with a higher risk for wildfire for the North Central Region are shown in the Map inset.

For more information on community wildfire protection planning, contact Darryl Landeau, AICP at 715-849-5510, Extension 308, or email at dlandeau@ncwrpc.org.



Highlights continued...

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The Transportation Work Plan lists many planning projects including: highway corridor assistance, creating specialized county transportation plans, database development, and airport planning, in addition to on-going assistance with the Wausau Area MPO and the Stevens Point Area planning process. This work plan is required as part of the NCWRPC's Rural Transportation District designation.

The next NCWRPC meeting will be held in Wausau on April 24, 2008.



NCWRPC Receives WLIA Award

NCWRPC staff person Andy Faust recently received an award at the Wisconsin Land Information Association (WLIA) Annual Conference. He was awarded first place in the poster category with the entry of "Marathon County Proposed Ice Age Trail Corridor."

Congratulations Andy!



Traffic Counting Services

The NCWRPC will again offer traffic counting services to member units of government this summer. Our counter can provide basic traffic counts and average traffic statistics. The equipment can also provide vehicle classification statistics whether it is a car or a truck and even what type of truck. Traffic may also be broken down by time of day. Speed statistics are also possible, which may be of assistance in setting speed limits or identifying speeding trouble spots.

If your community is interested in doing traffic counts or studying vehicle types or speeds please contact Darryl Landeau, AICP, at (715) 849-5510, Extension 308, or at dlandeau@ncwrpc.org.



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