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OED advances the business prosperity of Ozaukee County collaborating with community, regional and business partners ensuring a growing and diversified economy..

## Hope And Determination Can Still Be Economic Drivers

The recent launch of SpaceX's Falcon 9 rocket carrying astronauts Robert Behnken and Douglas Hurley once again shows how the human entrepreneurial spirit when driven by hope and determination can succeed. "This is a dream come true for me and everyone at SpaceX, the result of a tremendous number of smart people working tremendously hard to make this day happen," an emotional Elon Musk, founder of SpaceX, said. "It's been 18 years working towards this goal, so it's hard to believe that it's happened."

The summer of 2020, we all can acknowledge, is going to look a little different from many of the previous summers. However, while listening to some of our business leaders in the community I've been struck by two attitudes that keep coming through, attitudes shared by Musk after the launch, HOPE and DETERMINATION. It's not just wishful thinking! Our local leaders are working tirelessly to find ways to succeed knowing it will take ingenuity, creativity, hard work, and people coming together within the government and the private sector to get back to business.

Lessons can be drawn from another space story 50 years ago and while it impacted really only a small number of people it captured our nation's attention and ultimately turned a hopeless situation into a great victory. On April 11, 1970 Apollo 13 lifted off on a mission to land on the moon but an explosion two days later aboard the spacecraft put the lives of the crew in jeopardy. The story was made famous thanks in part to the 1995 movie directed by Ron Howard.

In reading the accounts from actual NASA astronauts and engineers involved a number of things come to light. First, they didn't have all the answers yet they never lost hope. Second, while there were varying opinions on solutions, they all shared a common goal, they were determined to get the astronauts home! Third, they had to rethink their systems, improvise and innovate on the fly. When it was over and the capsule landed safely on April 17, 1970, they had achieved an incredible victory overcoming obstacles that looked almost impossible. Today at times it feels like we face those same impossible obstacles.

Yet, that spirit of hope and determination shown by Musk, the Apollo 13 crew and NASA personnel lies right here in Ozaukee County. Let's come together, our businesses, educational institutions, places of worship, local governments and make the summer of 2020 one that is known for innovation, determination, courage and teamwork. Let's work to give our communities the hope and determination they are looking for as we reopen and reimagine the Summer of 2020.

### *Dean*

*Dean Rennicke, President, Ozaukee Economic Development*

**A Quick Note on OED Office Hours:** Throughout the COVID-19 pandemic, much like many of you, the OED staff have been working remotely from home, along with a combination of days in the office. We are very happy to meet with you, but please first contact us to set up an appointment. You can do that by emailing [kschilling@co.ozaukee.us.gov](mailto:kschilling@co.ozaukee.us.gov) or call us at 262-238-7730.

## 2020 OED Outreach Event

**August 26, 4:30-7:30 pm**

The rescheduled date for the Ozaukee Economic Development Outreach Event is Wednesday, August 26, 4:30 – 7:30pm. The event will take place at The Watermark at Shully's, located at 146 Green Bay Rd, in Thiensville. OED is working with Shully's to ensure a safe environment with proper social distancing.

The Featured Speaker will be Greg Marcus, President & CEO of The Marcus Corporation. Mr. Marcus will be speaking on the hospitality industry and how upcoming events will affect the region.

The Outreach Event provides an excellent opportunity for business executives throughout Ozaukee County to connect with local and state government in an informal setting. There will be complimentary hors d'oeuvres, a cash bar and is a great networking opportunity.

To register, email [oed@co.ozaukee.wi.us](mailto:oed@co.ozaukee.wi.us) or 262.238.7730 on or before August 18. Due to social distancing, we will have a limited number of seats available, make sure to register early.

We look forward to seeing you on August 26th!

## Eighth Annual Business of the Year Awards & Economic Forecast Breakfast

**Nominations are open from June 1 - 30**

Ozaukee Economic Development is accepting nominations for the 2020 County Business/Businesses of the Year. The program looks to highlight growing area businesses. The program focuses on four areas: job growth, revenue/sales growth, building or site expansion and community involvement.

Businesses can self-nominate or may be nominated by an outside party. The awards will be presented at the OED Business of the Year & Economic Forecast Breakfast on November 5th.

Applications are available on June 1st, and are due on or before June 30, 2020, and will be reviewed by OED's business recognition committee.

For more information or to get an application, contact Kathleen Cady Schilling at [kschilling@co.ozaukee.wi.us](mailto:kschilling@co.ozaukee.wi.us) or 262-238-7730. You may also follow this link to access an application: <https://bit.ly/2AH5s6Q>

## Employee Wellness Lunch and Learn Recap

**March 11, 2020 OED Educational Seminar**

It is hard to believe it has been since March, since we have all been together. However, on Wednesday, March 11th, OED in combination with our local Chambers of Commerce held a Lunch and Learn at MATC's Mequon campus. The program focused on helping your employees maintain a healthy lifestyle. The program followed two avenues – physical and mental.

The program began with cardiologist Dr. Mark Kaepler from Aurora Healthcare. Dr. Kaepler highlighted the presence of cardiovascular disease (CVD) within society. It is the leading cause of death in most developed countries. However, CVD is preventable. There are seven ways to reduce CVD - reduce blood sugar, eat right, lose weight, control cholesterol, manage blood pressure, stop smoking and get moving. However, what can businesses do to help reduce the chance of your employees having a CVD event? Consider creating healthy eating lunch clubs, get a walking group going in your office and consider offering wellness programs such as yoga or other exercise options.

Behavioral Health Manager Jason Gaurkee from Ascension Columbia St. Mary's then spoke about issues relating to mental health with your employees. Mr. Gaurkee highlighted that businesses' most important asset is their employees. Helping your employees maintain a strong mental health profile and identifying mental health issues affecting them, will actually strengthen the productivity within your office. One of the first steps that employers can do is de-stigmatize mental health issues. Once you have created an environment of openness, businesses can assist employees through coordination of resources, development of short-term accommodations as well as a long-term plan for the employee as they deal with their issue.

As COVID-19 has changed much of what offices look like and how we interact with our employees, this information continues to be important. Ensuring that our employees have avenues to improve their physical health and deal with the mental health issues that may come about in these times is helpful.

While we are pausing our current lunch and learns, OED is continuing to provide informational blogs on key issues. Recent blog topics have included video conferencing options and working from home tips. We look forward to restarting our programs in the fall of 2020.

Thanks again to our partners with this program, Aurora Healthcare, Ascension Columbia St. Mary's, MATC-Mequon Campus and our local Chambers of Commerce (Belgium, Cedarburg, Grafton, Mequon-Thiensville and Saukville).

