



Ben Levy
President



Kathleen Cady Schilling
Executive Director

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

OED Welcomes New President Ben Levy

To have the opportunity to help lead Ozaukee Economic Development over the next two years is a great honor. I want to thank Dean Rennie for his outstanding effort and commitment to our organization and to the Ozaukee County business community. We accomplished much during his tenure and his ability to connect with businesses of all sizes and improve the economic climate in Ozaukee County will be a hard act to follow.

I feel very fortunate to have a board of directors that is experienced, dedicated, diverse and who are ready to assist in any endeavor that benefits economic development in our area.

Further, I am grateful to have the opportunity to work with our great staff, our long time Executive Director, Kathleen Schilling, and our communications director, Lorli Woitas. They are the heartbeat of our organization and the engine that drives our group.

2020 has certainly been a challenge for all organizations, but Ozaukee Economic Development didn't miss a beat in providing services to our local businesses and communities. Our office never closed and we were able to modify our events in a safe and effective manner, while still providing outreach to our constituents.

I know everyone is anxious to turn the page to 2021 and there are bright things ahead for Ozaukee Economic Development. We look forward to the day we can resume all pre-Covid activities, but our focus until then is to continue to be available and responsive to any of your needs.

I hope everyone reading this newsletter feels confident and comfortable in contacting our organization for any business needs they may have. If you have questions about expansion, relocation, loan programs, or any other matters, please reach out and provide us with an opportunity to help. Please also feel free to offer any feedback you may have regarding our organization and ways we can improve and enhance our services. After all, our only objective is to help Ozaukee County businesses grow.

I am excited to begin this journey with you and I know that together Ozaukee Economic Development will continue to do great things for all of Ozaukee County.

Ben

Ben Levy, President, Ozaukee Economic Development

2020 OED Economic Forecast Recap

A safe and successful event, virtually

2020 was a rough year for many of us and canceled many plans, but like the Grinch, it could not stop the OED Economic Forecast from coming, as it came just the same. Well, maybe not the exact same, as our other favorite word of 2020 was pivot. Due to the COVID situation this fall, OED made some changes to our normal breakfast. OED's Economic Forecast and Business of the Year Breakfast is normally a great crush, with a packed room of business and government professionals from throughout the county networking and enjoying a delicious meal as we celebrate our county businesses and look to the future. With current cases rising, OED determined that having a large in-person event would not be safe. However, as it was important to try and maintain our programs, OED made the decision to delay the Business of the Year awards until 2021 to allow participants to receive their awards with an audience but to go ahead and focus on the Economic Forecast.



OED made arrangements with Room Twelve18 in Grafton to host our program. The room, which holds over 100 people, would allow us to live stream our event to both a virtual and a small in-person audience of OED board members. The new focus on the economic forecast allowed us to expand from our normal panel to include a new element this year – featured speaker, John Thayer.

The event began with our out-going President Dean Rennie. Dean gave a brief highlight of OED and our efforts in 2020. OED has worked with area businesses as they shifted courses and helped provide information on federal and state programs as well as helped local governments develop programs to assist businesses affected by COVID. John Thayer, Chief Investment Officer at Associated Trust Company and Kellogg Asset Management, then joined us to give us an overview of 2020 and discuss where 2021 may be going. His program began with the challenges of 2020 and how the government and financial institutions responded – creating programs such as the Economic Injury Disaster Loan Program and the Payroll Protection Program and how banks worked with businesses to apply and receive funding. Looking to 2021, he noted that there are concerns about the continuing effects of the COVID situation, but also the potential for a vaccine and the bounceback effect on the economy may create a strong 2021.

Dr. David Borst, CEO of the Family Business Legacy Institute, then joined us to moderate the ever-popular forecast panel. Bill Morse of Stifel and Paul Westphal of RBC Wealth Management completed our panel this year. The panel discussed the effect of the elections on the economy as well as how COVID may have changed some industries for the better. Both panelists saw 2021 as being a bull market and had high hopes for the next year.

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PPP–The Information You Need Webinar

Insight on the Payroll Protection Program

OED and Ozaukee County Area Chambers of Commerce are hosting an informational PPP webinar on Wednesday, January 13, from 12:30 – 1:30 pm via Zoom. The program will feature speakers from the SBA, CLA and Port Washington State Bank speaking about the Payroll Protection Program; steps that businesses should take as they apply for forgiveness from an agency, accounting and bank point of view.

The featured speakers are Cindy Gardner from the U.S. Small Business Administration, Terri Lillesand, from CLA, and Joel Dykstra, from Port Washington State Bank.

Pre-registration is required by emailing oed@co.ozaukee.wi.us. Deadline for registration is Monday, January 11. You may email specific questions with your RSVP that may be answered during the discussion.

Economic Forecast Continued from pg. 2

OED wants to thank our sponsors- KAPCO and Ansay & Associates for continuing to sponsor our 2020 event; our speakers – John Thayer, Dr. David Borst, Bill Morse, and Paul Westphal for their insight and knowledge and Room Twelve18 for hosting us. 2020 may have thrown some fastballs at us, but we are going to continue to come out hitting. We look forward to presenting more programs in 2021 (hopefully both virtually and in-person).

2021 Virtual CareerFest

A socially-distanced, monthly career series

In collaboration with Ozaukee County area high schools, OED is hosting a new Virtual Career Fest as a socially-distanced, monthly career exploration series on Wednesday, January 27, from 6:30 pm - 7:15 pm, via Zoom. Pre-registration is required

The first session will focus on Nursing, discussing career options within nursing, potential training and education needed. The featured speakers from Advocate Aurora Health are Jerry Baake, Workforce Development Manager, Patti Stockhausen, Nursing Education and Development Manager and Tera Denk, Clinical Nurse and Community Outreach RN educator.

You may register by emailing oed@co.ozaukee.wi.us. Deadline for registration is Tuesday, 1/26/2021.

Save the Date!

The 2021 OED Outreach Event

The 2021 OED Outreach Event is scheduled for May 12 at 4:30-7:00 pm at Shully's in Thiensville. Our Guest speaker will be Missy Hughes from the Wisconsin Economic Development Corporation.

2021 OED Board of Directors

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