



Paul Jadin, president of the Green Bay Area Chamber of Commerce stands outside the new Chamber building being built at Dousman and Broadway in Green Bay. The Chamber is a key player in the Green Bay Branding Initiative. The Business News photo by J.A. Robb

Attracting talent to area a goal of branding effort

**Baby boomer retirements
expected to create 'massive
replacement needs'**

By Sean Schultz
sschultz@thebusinessnewsonline.com

A branding initiative to boost the image of Green Bay and Northeastern Wisconsin as the place to work, play, and live is something manufacturer Paul Rauscher is ready to get behind.

The president of EMT International, a small Green Bay manufacturer that employs 75 people, said whether it's a company like his or one the size of Georgia-Pacific, "we're all talking the same tune — we're all going to have large replacement needs because the workforce is graying on us. It's the baby boomer generation, and I'm one of them."

Just in his company alone, three are retiring. "One of the larger manufacturers in town told me in the next 10 years he will have to replace 40 percent of his workforce because they're all baby boomers," Rauscher said.

So, is he a proponent of the Green Bay Branding Initiative? You bet he is.

"If the branding will attract talent to the area, that's nothing but positive. Anything that attracts manufacturing talent, whether it's engineers, skilled plant workers, we need them," Rauscher said. "There's going to be a massive shift in talent here."

He noted that we've heard in recent years about big layoffs, citing the ones when Paper Converting was bought out and workers were laid off.

"But has anybody noticed they're on an

Selling the city

This is part of a series of articles on the Green Bay Branding Initiative

upswing there now and there's a shortage of people to fill positions there?" he asked. "Last year, NWTTC graduated 20 students in the machine shop but there were 240 openings for them. We hear about the layoffs, but not about the massive replacement needs."

Rauscher believes an effective branding campaign will be one that "puts manufacturing in a different light. We've been seen for too long as the pillagers and polluters rather than as the pillars of the community."

He said manufacturing jobs are becoming more skilled, too, and are no longer dull and boring. As manufacturing equipment becomes more efficient, the workers who deal with it must be, too. "People have to have more skills," he said.

"The word on the street now is that manufacturing is a good career. It's the highest paid segment," Rauscher said. "If that's the message, the Initiative is getting out there, I'm happy to see them do it. If they say Green Bay is a good place, and they're trying to put manufacturing at the forefront, it's good."

The president of the Green Bay Area Chamber of Commerce, Paul Jadin, is all about branding, so he agrees with what Rauscher has to say. When Jim Rivett, president of Arketype Inc. came to Jadin back in 2005 with talk of a branding initiative that would boost Green Bay up in the world, Jadin was all for it.

"The Initiative got legs when Arketype

See Branding, PAGE 11

www.thebusinessnewsline.com

Branding/‘We’re sending a signal. We are a cool place’

From Page 9

brought the proposal to the mayor and me and we began meeting on a regular basis,” Jadin said. “It started with the city, the Chamber, and the Visitor and Convention Bureau.”

He noted that the Chamber “helps brand the community with everything we do, but not the way a marketing function does. We’re in the education business.” Jadin, Green Bay’s former longtime mayor, understands the need to extend Green Bay’s reach and the Chamber’s reach as well.

“We’re sending a signal. We are a cool place,” he said. “We’ve been rated one of the top five places to raise a family in the past year. People know Green Bay as a safe place, the place to be to

parent that it’s tough to get those college kids back for five or 10 years after they leave the city and the state to go to school or start their careers.

What the Green Bay Branding Initiative hopes to accomplish, Jadin said, is to expand beyond the tag line and logo they create to lure new business development and a resultant expanded workforce here as well as focusing national interest on the region as a desirable place to work, live, travel, and play.

“We have a lot of businesses interested in enhancing the Green Bay brand and a broad group of manufacturers, like EMT International, getting involved,” Jadin said.

The Green Bay Packers image is a solid, proud one to represent our city, Jadin said, and with the playoff run the Packers had at the end of last season,

it brought wonderful, positive attention to the city and the region. It showed us as “a winter wonderland” during the late December Detroit game, he pointed out, and then our famed “frozen Tundra” came into play during the sub-zero Championship game in mid-January.

But Jadin said it’s important to let the world know that Green Bay’s longitude will surprise people, being just a few degrees north of Boston, and our average temperatures within five degrees of communities in France.

He stresses that the branding effort must involve “the right tag line and logo, make use of existing literature and programs, and avoid platitudes. We have a great workforce and safe neighborhoods. We can brag about them and we can prove it.”

“
We have a great workforce and safe neighborhoods. We can brag about them and we can prove it.”

— Paul Jadin, president of the Green Bay Area Chamber of Commerce

have children, but we want to bring the 20 and 30-somethings here, too.”

He knows from his own experience as a