



### [Bay Area Community Council](#)

112 Adams St.

Green Bay, WI 54301

[Office@bayareacommunitycouncil.org](mailto:Office@bayareacommunitycouncil.org)

920-615-4350

## JUNE 2018



### **PRESIDENT'S MESSAGE: FR. PAUL DEMUTH**

I have a “confession” to make; even as I get excited about the potential implications of foresight analysis that BACC is using as a tool for improving our community, I love to read the “Glimpses of the Past” section of the *Press Gazette*. The processes and decisions that have been reached over the years in government, politics, architecture, and business intrigue me.

But because I have been a resident of this area for 49 of my 50 years as a priest, I am particularly interested in the events that describe the people of past decades and their involvement, contributions, and challenges. Many of the names I recognize; some I have known personally, or at least their descendants. It's the “people history” that stimulates me because it is their lives that have made the Green Bay area who and what we are.

Isn't that why we are planning for the future also? No matter what processes we use, we do so in order that all of our residents' lives can be better. Our community may look considerably different than 50 years ago. Our population is much more diverse and the issues may have different names, but everything we do is to help people become the best version of themselves — physically, intellectually, emotionally and spiritually. When I look over my shoulder and see how many people have contributed to the betterment of our community in the past, I am inspired to use whatever tools we have at our disposal today to help build a better future.

Thanks to all of you who help in this endeavor. We need your input and your support to continue the work of BACC: an independent think tank on community issues; a clearing house of community research; a convener and network of community engagers. Your financial donations to our endeavor is needed and appreciated; you may contribute online to our secure account at Greater Green Bay Community Foundation (<http://bit.ly/2y1qS8c>) or you may mail your contribution, payable to BACC Fund, to **Bay Area Community Council, 112 N. Adams St., Green Bay, WI; 54301.**

## **KNOW YOUR BACC DIRECTOR: JENNIFER HILL-KELLEY**

*Please describe something about yourself—where you were born, past and current professions and careers, how long you have lived in Brown County, and some of your favorite pass times.*



I consider Oneida my home, although I spent some of my childhood in Oklahoma. My husband and I moved to Oneida after we graduated from University of Oklahoma and got married. We love to travel. We both have been fortunate to visit many places in the U.S. and abroad; we are always planning our next trip. I like to spend as much time as possible with our teenage daughter, including watching her play soccer. I also enjoy gold and going to native dances.

I currently serve as the Education and Training Manager for the Oneida Nation. It is a return to people management after working as a project manager at NWTC. I enjoy working in education, helping people find their passion and their interests. As a family, we are in precollege mode, so the job is the perfect fit. I am hopeful for the future as I meet more of this next generation. Or maybe I'm hopeful because I don't watch the news anymore.

*Describe your relationship to the BACC—when did you start on the BACC, what are your hopes for the BACC, what personal gifts do you bring to the BACC mission?*

As an evaluator, I was interested in the first life study. After attending the 2020 Summit, since it was a great time, I wanted to see and be a part of what happened next. I believe in the concepts of collective impact; that is how work gets done in native communities, although we don't call it that.

My personal mission is to leave things better than I found them; so, I contribute my organizational and technical skills to the BACC. I also help with communications. I hope we can reach more of the community and continue to share diverse viewpoints and information with them.

*What do you like most about life in Brown County?*

Although I love to visit other places, I love returning home because of the small town feel with a growing number of arts and cultural events, good local food and great outdoor activities. Most people are friendly and considerate and interested in keeping the greater Green Bay area growing and thriving.



## **BACC DIRECTOR PHIL HAUCK ADDRESSES THE NECESSITY OF EMBRACING THE DIGITAL COMMUNITY**

*(First in a series of BACC director responses to the BACC's community summit report, [Greater Green Bay: Envisioning the Future Report to the Community](#))*

As much as we feel the Green Bay area excels and is on top of trends we care about, there is strong evidence that we are NOT in a very important one ... taking advantage of the digital economy's advancements.

We MUST care. There are “winners and losers” in this battle, and right now, we're not recognizing there is a battle, much less that we should be participating. Netflix destroyed Blockbuster. Toys 'r Us just went under. What are Amazon, Google, Uber, etc., doing to their competitors? You can name others.

Close observers in Northeast Wisconsin are very concerned about this obliviousness. For companies with national competitors, those competitors on the East and West Coasts are probably already well advanced in applying the new technologies to better, more closely serve their customers. They will run over our Northeast Wisconsin employers, so say observers like Mitch Weckop, who runs the dominant Microsoft provider in our area, Skyline Technologies. So say Oliver Buechse and Kurt Hahlbeck, technology experts familiar with what's happening on those coasts. They and others who care about the economic health of our area are on a mission to light a fire under our employers. Says Weckop to a BACC audience: “We all want a vibrant community, right? I don't think that can occur without vibrant employers, successful enterprises that are growing, profitable, re-investing and paying good wages and benefits.” BACC and they feel it's our community responsibility, especially our leaders in all fields, to be parroting this message--and modeling it!

At least 20 percent of our employers have 20 employees or more, and probably have regional or national marketplaces, and will be either a winner or a loser in this battle, depending on how fast their competitors are in doing the thinking and adjusting.

What kind of thinking?

Weckop says their management teams should be looking at answering four questions, with an understanding of what lots of data and analysis of that data can do:

1. How can we engage our customers more? Power has shifted from the manufacturer, and then the retailer, to the customer. They can go online and get what they want; they're not limited to what you have. How can you engage them more ... and/or increase your visibility? For example, think about driving near a grocery store and suddenly getting “pinged” about a special on something you often buy!

2. How can we empower our employees more? They want challenging work, work that interests and pays more. So, embrace robotics for mundane tasks; embrace automatic data

collection and algorithms that analyze it before your person sees it and is prompted to immediately take the next step.

3. How can we transform our products to be more desirable? A crib manufacturer thought about what are major challenges for a newborn's parents. One challenge--getting the baby to sleep longer at night. Result: A crib that maintains a 98 degree temperature, moves the baby around, and mimics the womb. Result: Longer sleep periods. Cost: \$1200, six times more than a normal crib. They can't make enough to meet the demand. What else would your customer want related to your product?

4. How can we better optimize operations, improve processes? Collaborative robots work in the same assembly process as human workers, but do the boring, more mundane, lower paying tasks. And, much more accurately, without breaks. Workers actually embrace their presence, rather than fearing for their jobs. How can you use sensors to know when wear is occurring on a part, prompting its replacement before failure?

While we're not as intellectually inclined as "coasters" to embrace innovation, we do have an advantage we could use to be more likely to win: collaboration! We can work together and support each other better. Through area-wide joint efforts like New North and the NEW Manufacturing Alliance, advancements can be shared widely--publicity about what works, the actual sharing of software, or mentoring.

Whatever it takes, we have to get going!

## **SUMMARY OF JUNE 14 2018 BACC BOARD OF DIRECTORS MEETING**

Directors shared news about dissemination of the community summit report, *Greater Green Bay: Envisioning the Future Report to the Community*. Area legislators; educational leaders; the Mayor of Green Bay; the County Executive; and CEOs of Brown County United Way, Green Bay Area Chamber, and Greater Green Bay Community Foundation have received personal copies. Public presentations on the report have been delivered by BACC directors to three community groups in the last month.

The Resource Development Committee has kicked its annual campaign into gear with requests for support to directors, past directors, and other past donors. The Futuring Committee has secured a contract for the services of Gary Golden to guide its work, including a pilot futuring workshop with up to ten local organizations this year. The Nomination Committee has drafted a new position description for Board members.

Mitch Weckop, CEO of Skyline Technologies, presented on change issues as they relate to the work environment. He emphasized that our increasingly digitized world present tremendous opportunities and challenges for our institutions. BACC directors hope to share information learned from presentations like Mitch's in order to better assist local organizations adapt to changes in our community.

## NEWS YOU CAN USE

*Recent news stories, articles, books, videos, Websites or venues of interest to BACC supporters and newsletter readers, recommend by BACC staff and directors. Also community events of interest to BACC supporters*

### [Legacy Communities—A Green Tier Charter](#)

In 2010 the Green Tier Legacy Communities initiative was born to help communities move toward a sustainable environmental future. Sustainability efforts focus on improving the environment, as well as the financial and social well-being of communities. Many communities in Wisconsin are now adopting sustainability principles for their growth management. Most of these communities develop a Smart Growth plan as their foundation.

Bollier, Jeff. “[From landlines to LAN lines, Riordan wired Nsight and Cellcom for the future,](#)” *Green Bay Press Gazette*, May 23, 2018.

Green Bay Metro. “[2018 Transportation Needs Survey Summary and Results.](#)”

Long, Heather. “[The U.S. doesn’t have enough truckers, and it’s starting to cause prices of about everything to rise,](#)” *Washington Post*, May 21, 2018.

Moe, Alex. “[Lawmakers stress importance of millennials to state workforce,](#)” WISBUSINESS.COM, May 30, 2018

Parker, Kim. “[America is changing demographically. Here’s how your county compares,](#)” Pew Research Center, May 22, 2018.

Phelps, Nathan. “[Brown County, Fox Valley create new tool to help boost mental health care access,](#)” *Green Bay Press Gazette*, May 25, 2018.

Samuelson, Robert. “[What trucking tells us about the future of work,](#)” *Washington Post*, February 7, 2018.