



INGENUITY FRONTIER

Engineering At Work In Northwest Minnesota

Ingenuity Frontier Ad Campaign to Begin January 2007

Ingenuity Frontier will launch its first major advertising campaign in January of 2007. The advertising campaign is an important part of the effort to brand the region as a hub of manufacturing and engineering innovation.

According to Kari Howe, Economic Development Specialist with Minnesota's Department of Employment and Economic Development, "We have a unique situation here in northwest Minnesota in which we have several large manufacturers with international headquarters within the region. While the demand for the products they produce has grown exponentially, so has the demand for a skilled workforce."

Michelle Landsverk, Project Coordinator for Ingenuity Frontier believes they have a solution to the workforce challenge facing the region. "If we are going to increase the pool of skilled workers within the region," she said, "we need to reach a target audience outside of the region. The advertising campaign we will launch in January uses a variety of advertising media to successfully reach our target audience, young adults, ages 24-35 in a five state area and beyond."

The advertising campaign will incorporate television ads which will run on Fox Sports North and cable channels during prime viewing periods, radio spots in the Twin Cities area, website, magazine advertisements and a "Come Home to Northwest Minnesota" publication.

The cost of the advertisements will be underwritten by supporting industries and other organizations. For more information, contact Michelle Landsverk, info@ingenuityfrontier.com.



Pictured above is the full-page ad which will be printed on the inside back cover of the Explore Minnesota 2007 Travel Guide.

Karen White Hired to Direct Center for Manufacturing and Applied Engineering



Bemidji State University has hired Karen White as the Director for the Center for Manufacturing and Applied Engineering, a MnSCU Center of Excellence.

The Center for Manufacturing and Applied Engineering is a partnership of Bemidji State University and seven two year colleges. The partnership will address the serious shortages of highly skilled manufacturing workers now facing many Minnesota industries. The result will be a labor pool of talented students, development of innovative processes and enhanced ability of our region's manufacturers to compete in the global economy. (For more on the Center see their website: <http://coe.bemidjistate.edu>).

As Director, Ms. White's responsibilities are to plan, organize and direct Center operations and activities including economic development functions and the development of programs and resources in support of business and industry. Ms. White and the Center are working closely with the Ingenuity Frontier, Minnesota Department of Employment and Economic Development (DEED), the manufacturing and engineering private sector, and partner institutions.

Karen White grew up in Moorhead, MN and received a Bachelor of Chemical Engineering from the University of Minnesota

New Director (continued)

Duluth (UMD) in 1995 and Master of Science in Chemical Engineering from the University of Kentucky in 1997. During her undergraduate work at UMD she completed summer internships at a mine located in the Iron Range of Minnesota and a pulp and paper mill in Duluth.

After completing her graduate degree, Ms. White spent the next five years with Imation Corporation's Wahpeton, North Dakota manufacturing site, where she held various engineering and management positions related to the production of data storage cartridges. She was responsible for the supervision of production operations that encompassed 10 product lines, 200 operators on a 4 crew rotation, and \$20M in annual operating expenses.

Prior to joining Bemidji State University and the Center for Manufacturing and Applied Engineering, Karen White held the position of Associate Director for Engineering Operations with the Center for Nanoscale Science and Engineering at North Dakota State University in Fargo, ND. While with the Center for

Nanoscale Science and Engineering for 4 years, Ms. White built and managed a technical team of over 15 individuals including scientists, engineers, engineering technicians and undergraduate students. In addition, Ms. White worked closely with a number of industrial companies including Alien Technology Corp., Tessera Technologies, Inc., Bobcat Company, and Crane Controls Wireless Monitoring Systems Division. She was also responsible for the procurement, installation, and qualification of two electronics miniaturization prototype lines totaling over \$5.0M in capital expense. Under her leadership, a technical staff of 2 engineers, 4 technicians and undergraduate students installed and qualified over 60 pieces of major and ancillary equipment into clean room facilities in less than 12 months.

Karen and her husband, Jim, live in Bemidji with their two sons. She may be contacted directly at 218-755-2208 or 218-755-2997 or by email, kwhite@bemidjistate.edu.

Deadline Fast Approaching for KERN Foundation Funding *Schools Interested in Project Lead The Way Encouraged to Apply*

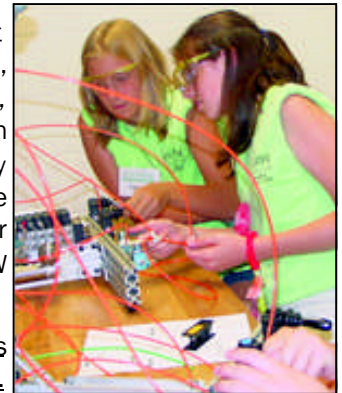
The Kern Family Foundation is making available up to \$2,500,000 in multi-year, competitive grants for high schools or middle schools in Iowa, Illinois, Minnesota, and Wisconsin to implement a pre-engineering program called Project Lead The Way (PLTW). Implementation may begin in fall 2007 or fall 2008.

Project Lead the Way is a 501(c)3 non-profit organization focused on preparing the future technical and engineering workforce in America. PLTW offers a middle school "Gateway to Technology" curriculum and a five-course high school curriculum. Teacher training, project-based curriculum meeting national science and math standards, equipment specifications, software, post secondary articulation, and a comprehensive support structure make PLTW an excellent program. In eight years, Project Lead The Way has grown from one school in New York to more than 1,300 schools in 45 states. For more information, see the national website at www.pltw.org.

Six schools in northwest Minnesota, Bemidji, Cass Lake, Clearbrook/Gonvick, Badger, Marshall County Central, Fosston and Win-E-Mac have already been awarded funding from the KERN Foundation in two prior grant rounds to implement PLTW curriculum.

The grant application deadline is Friday, November 17, 2006.

Kirsten Melby, Director of Workforce Development for Northland College is Co-Chair of Ingenuity Frontier's Training and Education Sub-committee and is working directly with area schools. For more information about PLTW or KERN Foundation funding, call Kirsten at 218-681-0719.



Who is Ingenuity Frontier?

Ingenuity Frontier is a collaborative project of the Northwest Minnesota Foundation, Bemidji State University, Headwaters Regional Development Commission, Northland Community and Technical College and the Department of Employment and Economic Development. These partners are working collaboratively to increase the pool of manufacturing and engineering talent in northwest Minnesota, promote a culture of innovation in northwest Minnesota and brand the region as a hub of engineering talent and innovation.

For more information about Ingenuity Frontier, call the Northwest Minnesota Foundation: 1-800-659-7859

www.ingenuityfrontier.com