

INGENUITY FRONTIER

Engineering At Work In Northwest Minnesota

Ingenuity Frontier Commercials Hit the Airwaves

Keep your eyes open for the unveiling of several television commercials which Ingenuity Frontier will begin running in May. The ads will run through October on Fox Sports North, Twins post-game shows and Minnesota golf channels. They will reach five states with a potential viewing audience of 1.9 million people.

The commercials are based on testimonials from engineers, technicians and presidents of industries located in the region. They are designed to promote the quality of life, the quality of the employees and the many opportunities for work and play that are here in northwest Minnesota.

Dave Ricke, CEO of Team Industries, was born and raised in Bagley, MN, and for him there's no place like it, not just because his hometown has a special place in his heart, but because it truly is an attractive location for industry. "I think its a great place to be an engineer" he said, "because of all the different companies and all the options in the field of engineering."

This is just the beginning of a promotional campaign to brand the region as the place for applied engineering and technology. "Silicon Valley" did not become a household term overnight. It entered the national lexicon gradually, after decades of use by the Bay Area press and business community. It is the intention of Ingenuity Frontier partners to achieve this kind of brand equity through a deliberate marketing strategy.

According to Michelle Landsverk, Ingenuity Frontier Project

Coordinator, "in order for a brand to be effective, it must ring true, and accurately reflect the identity and core strengths of the company, or in this case, of the region. Because n o r t h w e s t

Minnesota stands out in the area of applied engineering with more manufacturing per capita than any other area of the state, I believe the Ingenuity Frontier brand will achieve powerful brand equity."

Kari Howe, Economic Development Specialist with Minnesota's Department of Employment and Economic Development, chairs the marketing sub-committee for Ingenuity Frontier. "These commercials are just the tip of the iceberg," Ms. Howe said. "We are exploring ways in which more companies can become involved."

The commercials direct viewers to the Ingenuity Frontier website where they will find more information about Ingenuity Frontier, including links to industry information, job opportunities and community information. If you have questions about Ingenuity Frontier, or if you are interested in participating in regional promotion, contact Landsverk at 218-435-2834, or info@ingenuityfrontier.com.



Project Lead The Way Gains Momentum

Last week, the Kern Family Foundation notified four northwest Minnesota schools that their grant requests to implement Project Lead The Way were successful. Schools that will be receiving funding are: Fosston, Win-E-Mac, Marshal County Central and

Badger. The Foundation supports PLTW by making \$2.5 million available annually in multi-year, competitive grants to schools in Iowa, Illinois, Wisconsin, and Minnesota. A Kern grant will fund up to 50% of a school's costs in implementing PLTW. The school must provide a 50% match from other sources.

Ingenuity Frontier's mission to attract, train and retain the best and brightest applied engineers to the region starts with reaching students prior to their college career. The PLTW curriculum is designed for junior and senior high students and incorporates application of math, science and technology. PLTW is successful where collaboration exists among schools, college and industry partners. In Minnesota,

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Project Lead The Way, cont.



PLTW has grown from six metropolitan schools in 2002 to nearly 100 schools statewide today. Schools already implementing PLTW in our region include Bagley, Bemidji, Cass Lake, Clearbrook/Gonvick, Kelliher, Lancaster, Norman County East (Twin Valley), Red Lake, Red Lake County Central (Oklee) and Tri-County Secondary (Karlstad).

What does this mean to our region's industries? It means high school graduates who have a strong foundation in hands-on, problem-solving skills based upon fundamen-

tals of math, science and technology. Connections between area PLTW high schools and the Center of Excellence Consortium (see article below) mean students will be able to continue their training in applied engineering technology right here in northwest Minnesota. Strong ties between secondary education and industry mean an increased pool of applied engineering talent to meet the workforce needs of our region.

It all begins with providing middle and high school students with the right foundation. The full impact of PLTW on our region is still unknown, but many experts believe there will be far reaching benefits felt for several years to come.

For more information on Project Lead The Way, visit their website: www.pltw.org.

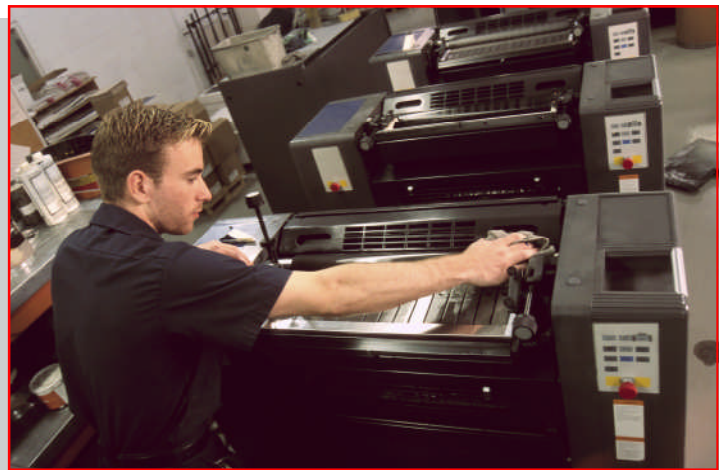
New Engineering Degrees Now Available

Ingenuity Frontier has been a major influence in bringing about positive change in northwest Minnesota. The Center Of Excellence in Manufacturing and Applied Engineering, (COE), based at Bemidji State University is a MnSCU grant-funded consortium of eight post-secondary Minnesota schools made possible in large part by the determination of Ingenuity Frontier members and a major grant from Minnesota State Colleges and Universities.

Two new engineering-related degree programs that address the particular needs of northwest Minnesota have been created through the COE. Both will be available in the fall of 2006. A nationally accredited BS degree in Engineering Technology designed in response to industry partners will be offered at BSU. The program will focus on the application of high technology to problem solving in the manufacturing field. A second degree will be offered online in Applied Engineering Technology. The course, which has been developed in collaboration with six regional two-year colleges, will utilize sophisticated computer technologies. Students may transfer in to the program with either an A.S. or A.A.S. degree.

Other goals of the COE include new inroads to collaboration, development of high levels of technology and supporting technology education in K-12 schools. The COE will create educational stepping stones to high technology in manufacturing and applied engineering. Special consideration of math, science and technology needs of students at all levels of education, including those already in the job market, will be a major focus among the member institutions.

The COE will also facilitate partnerships between industry and



member institutions for product research and development, giving students opportunities to work with Minnesota companies on research internships and special assignments.

The support of Ingenuity Frontier and the groundwork laid by focusing on improving job opportunities for all of the people in Minnesota has brought the vision of the Ingenuity Frontier closer to its mark through the Center Of Excellence.

Go to www.ingenuityfrontier.com for more detail on the degree programs..

Ingenuity Frontier is a collaborative project of the Northwest Minnesota Foundation, Bemidji State University, Headwaters Regional Development Commission, Northland 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