

25-040107-01

# UPEDA

## Promoting the Unique Aspects of the Upper Peninsula



UPPER PENINSULA ECONOMIC DEVELOPMENT ALLIANCE

The Upper Peninsula Economic Development Alliance (UPEDA) held their January membership meeting at the Country Kitchen in Ishpeming on January 18<sup>th</sup>. The meeting was well attended with more than 50 members and guests.

Joe Esbrook, Director of Business Development for Michigan Works! The Job Force Board, was sworn in as President for the upcoming three-year term.

Other highlights of the meeting included in-depth information on tourism and its impact on the Upper Peninsula economy by Steve Masters, Board Member of Upper Peninsula Tourism Association and Executive Director of Bays De Noc Convention and Visitor's Bureau (CVB); Pat Black, Director of Marquette CVB; and Dave Lo-

renz, Director of Travel Michigan.

In the afternoon, the group was given an update on the activities of Michigan Economic Development Corporation by Dave Morris, Manager Strategic Research Information Technology. Updates on Michigan Regional Skills Alliances including Healthcare, Manufacturing, Construction and Skilled Trades, Forestry and Timber Products and Tourism were given by representatives from each group.

Additionally, James Anderson, Director of Quality Assurance for Michigan Works! The Job Force Board provided an update of the Governor's 21<sup>st</sup> Century Workforce Initiative. All three Upper Peninsula Workforce Development Boards are working together to reach the goals of this initiative.



*Andrew Beck (left) passes the gavel to new UPEDA President, Joe Esbrook.*

The mission of the UPEDA is to enhance, link and promote the unique aspects of Michigan's Upper Peninsula as the superior location in which to invest and conduct business. For more information visit [www.UPEDA.org](http://www.UPEDA.org).