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'Rust Belt' name needs to be retired



The Green Bay Packaging's new paper mill on Quincy Street in Green Bay is the first new mill built in Wisconsin in decades. MIKE DE SISTI/MILWAUKEE JOURNAL SENTINEL

Truth is, Wisconsin and the Midwest just aren't that rusty

Downtown apartment plan moves forward

Jeff Bollier

Green Bay Press-Gazette USA TODAY NETWORK - WISCONSIN

GREEN BAY - City officials on Tuesday asked a downtown building owner to consider incorporating affordable housing into plans to top a downtown Green Bay building with apartments.

Peter Nugent wants to add three to five stories of apartments, 40-60 units total, to the building at 216-222 Cherry St. and connect it to the adjacent Cherry Street parking ramp via a skywalk.

The one-story building is home to Bosse's News & Tobacco and other businesses. It once had several upper floors that were were destroyed by a fire decades ago. The building is now a single story only, but can still support

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Suring students may seek damages

Richard Ryman Green Bay Press-Gazette | USA TODAY NETWORK - WISCONSIN



Editors note: This is an essay by Richard Ryman, who has covered Wisconsin business for the Green Bay Press-Gazette since 1998.

"The Rust Belt."

Three things that can be counted on are death, taxes and politicians using the term "Rust Belt" to describe an area of the country they hope will think itself desperate enough to vote for them.

Its been uttered in every presidential election since Walter Mondale ran against Ronald Reagan in 1984. We'll no doubt hear it again in the fall, when politicians, pundits, analysts and others swoop in to handicap what are expected to be hard-fought races for control of Congress.

State of the Union speech on March 1, 2022, but with a far different emphasis. Quoting U.S. Sen. Sherrod Brown, D-Ohio, he said, "It's time to bury the label Rust Belt. It's time to see what used to be called the Rust Belt become the home of significant resurgence in manufacturing."

It is good to hear the president say so, See RUST BELT, Page 3A

but he too is behind the curve. Others have been saying it for a while now and that resurgence is well begun.

A little context: An online search of the term in 2020 – the last quadrennial spike in use of the term in tandem with presidential elections – turned up more than 9,000 instances of the phrase in publications around the world, ranging from Thai News Service to the London Sunday Telegraph, from NSA Notiziario Generale to the Toronto Star, from Le Mond to The Wall Street Journal.

Most references were in stories about We heard it in President Joe Biden's the election that used "Rust Belt" as a sort of shorthand for a chunk of the United States that includes most of the Midwest - depending on how you define that term — and western Pennsylvania. Or all of Pennsylvania. And western New York. Well, all of New York



Seagulls follow a barge carrying "Big Blue," a crane built by Broadwind Heavy Fabrications in Manitowoc as it headed out onto Lake Michigan for delivery to the Portsmouth Naval Shipyard in New Hampshire. GARY C. KLEIN/USA TODAY NETWORK-WISCONSIN

"The Rust Belt simply doesn't apply anymore. **Today's manufacturing** companies are inherently technology companies."

Tom Still

President of the Wisconsin Technology Council, based in Madison

Five students claim strip searches over vaping devices

Kent Tempus

Oconto County Reporter USA TODAY NETWORK - WISCONSIN

SURING - A Madison attorney sent "a notice of event giving rise to claim" over the strip-searching of five students to three Suring School District employees and Suring's Police Chief on Feb. 15.

The notice from Madison attorney Jeff Olson is the first step in seeking damages from a public entity. The district on Tuesday released a copy of the notice, in which the names of the students and their parents had been redacted.

Olson apparently is only representing four of the girls who were searched law enforcement documents

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USA TODAY

Lawmakers approve aid: \$1.5T measure will send help to Ukraine, fund U.S. domestic, defense programs. 4A

A lasting legacy

Aaron Rodgers' new deal keeps open the Packers' three-decade title window. Sports, 5B

Weather

High 25° | Low 13° Cloudy; chilly. Forecast, 12A

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TODAY'S MARKET REPORT

PRESS-GAZETTE INDEX

The Press-Gazette Index consists of 44 publicly traded companies either based in Wisconsin or with significant local operations. A full list of stocks and activity is available online at **www.greenbaypressgazette.com.**

NAME	DIV	YLD	PE	LAST	CHG	YEAR %CHG
AT&T Inc	2.08	8.9		23.26	+.26	-5.4
AMD	1.60	1.4	39	111.05	+5.52	-22.8
AlliantEg s	1.71	2.9	24	59.75	74	-2.8
AmAirlines	0.40	2.8		14.30	+.79	-20.4
Apple Inc s	0.88	.5	44	162.95	+5.51	-8.2
AsscdBanc	0.80	3.5	11	22.92	+.51	+1.5
BkofAm	0.84	2.0	12	41.04	+2.45	-7.8
BkMont g	4.24		15	114.90	+3.95	+6.7
HarleyD	0.63	1.6	11	39.08	+1.84	+3.7
HeartFn	1.08	2.2	10	49.40	+1.64	-2.4
Humana	3.15	.7	23	429.17	+4.51	-7.5
ImprlPete n				5.06	+.81	+136.4
IntPap	1.85	4.4	9	42.17	+.56	-10.2
JPMorgCh	4.00	3.0	8	133.44	+5.14	-15.7
JohnContl	1.08	1.7	44	62.81	+2.64	-22.8
KimbClk	4.64	3.8	21	123.56	+.37	-13.5
Kohls	1.00	1.9	11	54.00	+.65	+9.3
MGE Engy	1.55	2.1	29	75.01	86	-8.8
Manitowc			53	16.36	+.81	-12.0
Marcus	0.68	3.8		17.82	+.78	-0.2
Mondelez	1.40	2.3	23	61.29	+.49	-7.6
MullnAuto				1.15	09	-78.0
NicoletBc			14	95.75	+.81	+11.7
OcciPet	0.52	.9		57.50	+3.03	+98.3
OshkoshCp	1.48	1.4	15	107.25	+2.10	-4.8
Plexus			18	82.27	+1.26	-14.2
PrUltPQ s				46.64	+4.51	-43.9
ProctGam	3.48	2.3	27	148.77	+1.98	-9.1
PShtQQQ rs				44.36	-5.31	+49.4
RegalRex	1.32	.8	24	156.28	+4.90	-8.2
S&P500ETF	4.13	1.0		427.41	+11.16	-10.0
SchndrNt	0.32	1.2	21	25.68	+.68	-4.6
SnapOn	5.68	2.7	14	207.69	+1.34	-3.6
SP Engy	2.04	2.7		75.17	-2.37	+35.4
SPDR Fncl	0.46	1.2		36.97	+1.31	-5.3
SunshBio n				3.80	+2.28	+59.0
Transocn			25	4.92	10	+78.3
TreeHseF			39	35.30	+.19	-12.9
US Bancrp	1.84	3.4	11	54.51	+1.26	-3.0
UtdhlthGp	5.80	1.2	30	485.57	+12.11	-3.3
WEC Engy	2.91	3.1	23	92.60	-1.40	-4.6
WalMart	2.24	1.6	39	139.46	+.72	-3.6
WellsFargo	1.00	2.0	10	49.16	+2.70	+2.5
Weyerhsr	0.68	1.7	12	38.99	+.47	-5.3

AGRICULTURE HIGH

Corn

Oats Live Cattle

Soybeans

757.25

139.70

WISCONSIN COMMODITIES A look at the market prices of select

raw materials and



Feeder Cattle 155 02 +.03 -1.77 153.55 154.05 101.15 Lean Hogs 103.30 100.77 Wheat 1199.50 -73.50 1359.0 1335.9 1350.5 -35.9 Lumbei FUELS %YTD CLOSE %CHG PVS **RBOB** Gas -10.56 +47.82 3.29 3.68 108.70 -12.13 +44.53 Crude Oil 123.70 Nat Gas 4.53 4.53 -.02 +21.34 Heating Oil -21.93 +48.79 3.46 4.44 METALS CLOSE PVS %CHG %YTD -2.90 +2.45 4.56 4.70 Copper 1985.90 2040.10 +8.67 -2.66 Platinum 1107.60 1153.20 -3.95 +14.85 25.76 26.89 -4.21 +10.41 Silver

LOW

1745.25 1684.50 1686.50

137.42

734

740 695.50 695.50

SETTLE CHG.

137.57

735 -19.50

-18

-7.25

-1.48

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Inmate escapes at O'Hare

Doug Schneider Green Bay Press-Gazette USA TODAY NETWORK –

wisconsin GREEN BAY - An inoners on behalf of the county since 2007

Martinez left the terminal in a car-rental company shuttle bus, according to a Chicago po lice review of video recordings at the airport. He was last seen wearing the clothes in which he was arrested: a gray sweatshirt, gray or black sweatpants and dark tennis shoes with no laces. He did not have a phone, authorities said. Chicago police, using the video, determined that Martinez had freed at least one of his cuffed hands by the time he left the terminal. Online court records show 2021 charges pending against Martinez alleging three drug felonies: possession of cocaine, possession of methamphetamine and possession of narcotic drugs, all as party to a crime. He faces two misdemeanor charges of possession of an illegally obtained prescription and one of drug paraphernalia possession. He is also suspected of auto theft and burglary to storage units, the Brown County Sheriff's Office said. Brown County Circuit

Rust Belt

Continued from Page 1A

that's not New York City. In any case, Wisconsin is squarely in the middle, metaphorically speaking.

Sometimes, in less derogatory moments, it's known as the Industrial Heartland. It is that area of the United States that was the heart of 19th and 20th century manufacturing. It was where they made cars and trucks, and washing machines and televisions, and tractors and harvesters, and the steel that made them.

From the 1970s through the 2000s, it was the area that manufacturers fled, seeking cheaper labor in places like the American South, then Mexico, then China, then Vietnam.

Descriptors are important because they create an image. The South is the Sun Belt. And there are The Coasts, the sunny, sophisticated coasts. The Midwest is Flyover Territory and The Rust Belt, neither of which engender warm and fuzzy feelings. Nor do they accurately describe business conditions here now.

"The Rust Belt simply doesn't apply anymore," said Tom Still, president of the Wisconsin Technology Council, based in Madison. "Today's manufacturing companies are inherently technology companies. Sometimes it's in the products they make, but it's always in the systems they use."

The Chicago Council on Global Affairs, a nonpartisan, nonprofit think tank that encourages U.S. engagement in the world, concurs.

"Today, the Midwest is neither an economic monolith nor, despite lingering popular misconceptions, a 'Rust Belt.' Many Midwest communities, large and small, have successfully evolved from their industrial and farming roots, and are winning in today's globalized, techbased and knowledgedriven economy," the council concluded in its report, "A Vital Midwest: The Path to a New Prosperity." The tech sector in Wisconsin accounts for up to 8% of employment, or about 300.000 jobs all told, Still said. That puts Wisconsin 20th in the country, which is consistent with the state's population ranking. "We are keeping pace and there are indicators we are continuing to grow," Still said. Consider Green Bay, a city known for its Nation-Football al League Packers and for an undeserved reputation as a blue-collar backwater. Green Bay Packaging recently opened a \$500 million state-of-the-art paperboard mill on the east side of the Fox River. In the Titletown District, named for the leagueleading football championships won by the franchise in the NFL's smallest market, the Packers teamed with Microsoft and other investors to identify, boost and exploit, in the best sense of the word, emerging hightech businesses.

In December 2020, Georgia-Pacific's large Broadway mill in Green Bay turned off its last coal-fired boiler to complete a conversion to natural gas, and one year later announced a \$500 million expansion at its Broadway Mill in Green Bay, including a new paper machine, converting equipment and 150 new jobs

'Home to globally engaged companies and producers'

In 2020, Wisconsin's real median household income, which measures the middle point of all income, was the highest it's been since 1999, according to the Federal Reserve Bank of St. Louis. The Wisconsin Center for Manufacturing and Productivity showed performing Wisconsin well in a number of categories, including GDP growth, total employ-(pre-pandemic), ment manufacturing sector performance, and innovation. The state's businesses export \$12.2 billion in goods every year. Meanwhile the busi-

ness-focused social media site LinkedIn said its members were flocking to places like Madison and Milwaukee during the coronavirus pandemic, while abandoning places like Los Angeles, San Francisco and New York.

The McKinsey Global Institute, one of the world's largest business and economic research consulting firms, and postulated that in the post-COVID pandemic world, "Large cities may feel the impact as remote work reduces demand for transportation, retail and foodservice, and smaller cities that were declining before the pandemic may benefit"

Less tethered to office desks because of the pandemic, workers seeking a better quality of life are abandoning the biggest cities, the studies found.

John Austin, who authored the "Vital Midwest" report for the Chicago Council on Global Affairs, found much of the Midwest has transitioned to the modern, global economy. can use to take advantage of a changed economy?"

Austin noted that Grand Rapids, Mich., and Milwaukee are reinvigorating their communities and economies by building a foundation in environmental sustainability and smart-water technologies.

Others take advantage of assets such as location, as in the case of Kenosha and Eau Claire.

Located on I-94 between Milwaukee and Chicago, Kenosha is ideally suited to host warehouses and distribution centers for companies such as Amazon, Meijer, Gordon Food Service, Associated Wholesale Grocers, Pfizer, Volkswagen, Rust-oleum, SC Johnson, Kroger and many more.

Eau Claire is a health care hub and one of the fastest-growing communities in the state. Nothing is more cutting edge than health care.

Only an hour east of the Twin Cities, at the other end of I-94 from Kenosha, Eau Claire is home to medical services through Mayo Clinic Health System, Marshfield Clinic, Dove Healthcare, Sacred Heart Hospital, and OakLeaf Surgical Hospital.

For folks of a certain generation, Oshkosh is ubiquitous with overalls sewn by OshKosh B'Gosh. After struggling to compete with global brands, the clothing manufacturer was sold to Carters Inc. in 2005. It had ended manufacturing in the city in 1997.

But a homegrown company more than a century old and a relative newcomer are helping the city, founded on lumber and furniture manufacturing, to navigate economic shifts.

From overalls to airplanes and MRAPs

"We've got Oshkosh Corp. That is hardly rust," Oshkosh City Manager Mark Rohloff said. "I don't think we ever rusted."

Rohloff knows the Rust Belt term all too well as past president of the Wisconsin City-County Management Association and as a director of the League of Wisconsin Municipalities. On top of that, he was raised in Cleveland, Ohio, where Walter Mondale popularized the phrase when running against President Ronald Reagan in 1984. As politicians often are, Mondale was about 10 years behind the curve, but it was pithy enough to stick. And keep sticking. Today, Oshkosh is globally known as the home of the Experimental Aircraft Association and its popular summer fly-in convention, Air-Venture, as well as the headquarters of defense and specialty-vehicle manufacturer Oshkosh Corp., which landed billion-dollar contracts with the military and post office. During the years of the wars in Iraq and Afghanistan, Oshkosh Corp. developed and manufactured vehicles designed to withstand attacks from improvised explosive devices (IEDs). It is now is designing new trucks for the Postal Service, as well as for the military, the cement industry and firefighting, that can be powered by combustion engines or electric batteries.

The postal service contract calls for Oshkosh to build up to 165,000 vehicles over the next decade in a deal that could be worth more than \$6 billion. It's the postal service's first large-scale fleet purchase in more than 30 years.

Controversially, Oshkosh signaled that it would build the postal vehicles at a non-union facility in South Carolina and Wisconsin political and business leaders are pressuring the company to do some of the work at home. The company says it lacks the space in Wisconsin. Those factories are already at capacity, the company said, but technical and engineering work to support the contract will be done in Oshkosh.

The company also is producing electric fire trucks and other batterypowered commercial vehicles.

CIO Magazine identified Oshkosh and Wausau among the top 10 under-the-radar cities with great tech career opportunities.

Obstacles to overcome

Problems the state does have are not endemic to just the so-called Rust Belt. They can be found across the country, including shortages of money and workers.

While creativity, knowledge, education and wherewithal are in good supply, as so often is the case, money is not. The issues are, who has it, who's spending it and what are they spending it on?

"The biggest challenge is capital," Rohloff said. "To keep people in the small communities, there is a need for venture capital. People there have great ideas, just like people in the larger cities."

In Rohloff's view, Wisconsin is not matching neighboring states when it comes to boosting economic development. "We have income tax credits. That's about it. That's a real issue," he said. "I don't think we've even scratched the surface on what could happen." On top of that, employers were dealing with a tight labor market before the COVID-19 pandemic because of demographic shifts in the workforce. There are more jobs than people, making it a simple supply and demand problem, said Eric Vanden Heuvel, vice president of talent and education with the Greater Green Bay Chamber, during a panel on the worker shortage hosted by USA TODAY NET-WORK-Wisconsin. "Nationally, there are 10 million more Baby Boomers than there are in Generation X," Vanden Heuvel said. "We've have known this problem has been coming for some time."

mate being returned to Brown County to face drug charges escaped from an employee of a Green Bay contract transportation business while the officer was getting food for the inmate, according to the sheriff's office.

Tyler James Martinez, 31, was being extradited from Los Angeles to face multiple drug charges in Brown County. He escaped from a Redi Transports employee about 1:10 p.m. Tuesday while in the concourse at Chicago O'Hare International Airport awaiting a connecting flight to Appleton International Airport.

Martinez fled when the Redi Transports employee was purchasing the inmate some food, the Brown County Sheriff's Office announced Wednesday morning.

The office has suspended use of Redi Transports pending the outcome of a sheriff's office investigation. Redi — formerly known as Wisconsin Lock & Load — has transported pris-

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"The good news is that the region has powerful assets that matter enormously in the economy of today," Austin wrote. "Home to globally engaged companies and producers, the Midwest remains a huge domestic market with an unrivaled network of top universities and colleges that, per capita, produce a larger share of U.S. talent and innovations."

Austin citied Decatur, Iowa, a farm town that leveraged its food-production experience; Austin, Minn., which champions entrepreneurship, and Brown County, Ind., which built on its reputation as an artists' colony. "There have been a

number of medium-sized factory towns that found a path, leveraging whatever assets they've got. It could be as simple as a super attractive quality of life," he said. "It's really a question of what have you got to work with in your community that you

The problem was ex-

See RUST BELT, Page 5A

Green Bay Press Gazette.

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Damages

Continued from Page 1A

identified six girls - as the notice submitted to the district only notes what occurred to five students, four girls and one boy

The notice was discussed in closed session at the March 2 special meeting of the Suring School Board. The board is scheduled to hold its regular monthly meeting at 5:30 p.m. Wednesday.

While the notice itself is not on the agenda, the ramifications of it are. It appears the board may consider hiring someone to review the actions of school employees related to the searches, an agenda item set for discussion in closed session.

The notice says that an investigation into the events of Jan. 18 would reveal that Superintendent Kelly Casper and school nurse Emily Macha violated state code, which protects students from strip searches by school employees.

The notice details the search of one student by Principal Zachary Beeksma and Suring Police Chief Kevin Schneider, who is incorrectly identified in the document as being from the "Oconto County Police Department."

Under state law, anyone wishing to sue a public entity or its employees must first file a claim with an entity, generally within 120 days of the event in question.

The damages sought would be listed in an "itemized claim of relief," though the notice says that may be served later. After the claim is received, the entity has 120 days to disallow the claim, or if it doesn't respond, the claim is disallowed at that point.

The claimants can then have six months to file suit.

Olson previously told USA TODAY NETWORK-Wisconsin that he plans to draft a settlement proposal and move on through litigation if a settlement isn't reached.

When asked if the district took any action on the notice after its March 2 meeting, where it was apparently discussed in closed session, Suring School Board President Wayne Sleeter said by email the district would have no further comment.

Following an investigation by the Oconto County Sheriff's Office, District Attorney Edward Burke on Feb. 15 announced he would not bring charges alleging an illegal strip search by a school employee as the students' private areas were not exposed.

However, on Feb. 28, Burke filed six counts of false imprisonment against Casper, saying she lacked legal authority to confine the students in a small restroom located off the nurse's office, where the searches of the six girls occurred.

Casper was searching the students to find vaping devices. She is scheduled to make her initial appearance in Oconto County Circuit Court on March 23.

Casper was placed on paid administrative leave at the March 2 meeting, which she did not attend. Michelle Pendl, curriculum coordinator, was named interim superintendent to handle day-today duties, but those requiring a superintendent's license will be handled by Sleeter.

In addition to the board possibly considering hiring someone to review the actions of school employees related to the searches, the closed portion of the agenda says there will be discussion and potential action "regarding the procedure to implement, including the engagement of non-district personnel, to review the performance of employees which may involve the disclosure of pupil records."

Also in closed session, the board is scheduled to consider "employment, promotion, compensation or performance evaluation data" for employees, along with administrative contracts.

Early in the meeting, there will be a public comment session, with speakers allotted five minutes each. The agenda notes the board asks people who speak during the public comment session not to bring up personnel issues about district employees.

Benita Mathew of the Green Bay Press-Gazette contributed to this story.

Contact Kent Tempus at (920) 354-6075 or ktempus@gannett.com.

Rust Belt

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acerbated by the pandemic.

'We certainly know that those who are close to retirement age, that thought I'll stick around for three or five more years, they are deciding to leave now," he said. "They're tired. They're exhausted. The problems are compounded, certainly, by the pandemic and the talent shortage, frankly. They're saying 'I can leave now, so I'm going to leave now.""

Becky Bartoszek, president of the Fox Cities Chamber of Commerce, cited a 20% increase in retirements since the art of the pandemic.

"All of us have one little glitch in our connectivity. You want to go north/ south, we are in excellent shape," Rohloff said.

Communities such as Manitowoc, sandwiched between I-43 and Lake Michigan, lost significant manufacturing, but aren't out of the game yet.

Arizona-based AMMO Inc. is building a 160,000-square-foot small-arms ammunition manufacturing plant in Manitowoc's industrial park just west of the interstate. The project could create 150 iobs.

AMMO Inc. is a U.S.-based, technology-driven ammunition manufacturer whose products are sold both in the retail market and to the government.

Also in Manitowoc, Ripon-based Alli ance Laundry Systems purchased a former Manitowoc Crane plant and moved some operations there, and Redline Plastics built a 117,900-square-foot manufacturing facility in the I-43 Technology and Enterprise Campus, doubling the size of its previous home. Economic development organizations there are working to connect those companies with workforce training and capital investment, said Jamie Zastrow, executive director of Project Lakeshore, an economic development entity.

PAID ADVERTISEMENT World's #2 Smartest **Man Reveals Secret** "Genius Pill"

Supercharge your brain and think better than ever.

He has one of the highest IQ scores ever recorded.

He beats Einstein and Stephen Hawking in the genius directory.

Yet you have probably never heard of him, officially the world's second smartest man.

Some experts say it's because his intelligence was almost by accident, the result of an unusual "smart pill" he takes every morning.

And he agrees. He has said that the pill makes his brain work better by preventing or slowing the brain's inevitable aging process, it's sort of like being smarter.

NEW BRAIN-BOOSTER FLYING OFF SHELVES

Al Sears, M.D., recently released a brain-boosting supplement based on this pill that has become so popular, he's having trouble keeping it in stock.

Dr. Sears is the author of over 500 scientific papers on anti-aging and recently spoke at the WPBF 25 Health & Wellness Festival featuring Dr. Oz and special guest Suzanne Somers. Thousands of people listened to Dr. Sears speak on his anti-aging breakthroughs and attended his book signing at the event.

All told, 27,432 bottles of this pill have been sold - and everyone who takes it reports similar mind-blowing results.

MULTIPLE STUDIES WITH SHOCKING RESULTS

One study found the key ingredients doubled the memory and cognitive function of 430 patients in just 24 weeks. Another study published in Neurology found the key ingredients not only stopped age-related brain shrinkage in over a thousand seniors, it even boosted brain size, especially in the brain's memory center.

Researchers at a prestigious California university analyzed brain scans from 265 seniors who took this smart pill and compared the group to the placebo and found on average, this made their brains 28 years younger. And that's with just a single weekly dose. Imagine what it could do for you if you took it every day!

One of Dr. Sears' patients from West Palm Beach, Florida, was verv concerned when his memory started slipping. "I was worried when I started blanking out on things that used to be routine. All those 'senior moments' started way too young. But they suddenly stopped when I started taking Omega Rejuvenol. Now, I feel my focus and memory are back at age-30 levels." And then there's Pete, age 69, who had suffered from progressively weaker memory for 11 years. At one point he was unable to remember his locker combination. But within four months of taking this smart pill, he's now a math wizard. In fact, he went back to work as a CPA at a large corporation.



Developed by top anti-aging doctor, new 'smart' pill super charges your brain 100% naturally.

THE SEARCH FOR **BETTER DHA**

So Dr. Sears went looking for better, more concentrated sources of omega-3 DHA. And he found it where nobody else was looking ... literally at the bottom of the earth.

Krill are tiny shrimp-like creatures that swim in huge biomasses in the pure, cold waters near the South Pole.

Nature magazine hails them as the basic source of energy for almost all marine life in the world's oceans.

It turns out that DHA found in krill oil is able to penetrate into nearly every cell in your body in a far superior way than fish oil.

In a study published in Nutrition Research, krill oil, fish oil and olive oil were compared to see which one raised omega-3 levels higher.

Seventy-six people took 2 grams of krill oil, fish oil or olive oil every day for four weeks - then their omega-3 levels were tested. The results were surprising, to say the least.

Those taking olive oil saw their omega-3s rise 2.9%. Those taking fish oil saw their omega-3s rise 131.8%. But those taking krill oil saw their omega-3s skyrocket 178.4%. That's 30% MORE omega-3s absorbed from krill oil than from fish oil!

SECOND SOURCE OF RARE, POTENT DHA

Omega Rejuvenol also includes a second unique source of omega-3. The Argentinian squid thrives by the billions in the icy, pure waters off the tip of South America.

What got Dr. Sears' attention is this mighty mollusk is loaded with DHA. "After this special squid oil is processed, it delivers over 65% DHA the highest concentration of DHA ever achieved in natural medicine!"

Communities anchored by a topflight research university, such as Iowa City, Ann Arbor, and State College, thrive in an economic era in which talent and innovation dominate, Austin wrote in his report on the Midwest.

Wisconsin's network of four-vear. private and technical colleges, which blanket the state, doing research, training and retraining workers, and attracting new talent, fit that approach.

"We have more significant university communities than anywhere on the planet," said Wisconsin Technology Council's Tom Still.

The coronavirus pandemic made the worker shortage worse, but it also showed the way for some workers to improve their circumstances, and for employers to attract them by allowing them to work remotely.

As mentioned, workers are fleeing the large metropolitan cities for small towns and better quality of life.

Some of the tech talent is looking to be free of the craziness on the coasts," Austin said. "The Great Lakes is a spectacular place to be."

To be sure, scars remain as cities large and small continue the transition, from Milwaukee and its Tower Automotive remains to Manitowoc and the Mirro Aluminum site. And communities continue to try to save important businesses, such as the Verso paper mill in Wisconsin Rapids.

Rural areas that lost low-tech manufacturing have had a harder time recovering because those kinds of jobs are not coming back, but the smaller cities that are the hubs to those areas have joined the revolution.

Progress and challenges

Wisconsin's transportation system is an advantage to many communities, especially if the need is to move goods north or south. If the need is to move east and west, the center core of the state, north of I-94 and south of State 29, is decidedly in the "you can't get there from here" category.

A better brand

So, we need a better brand. One used occasionally is The Third Coast, a nod to the long Great Lakes coastline that touches so many states in the aforementioned designation that shall not be named. The Blue Belt also acknowledges the region's ties to water, which will become increasingly important in the decades ahead.

In that regard, Rohloff says we might one day refer to the Sun Belt as the Sand Belt.

"The future is going to be about water. We have a substantial resource that works to our advantage," he said.

The Technology Council's Still also likes the I-Q Corridor. "I" can stand for what you want it to - interstate, innovation, ideas, investment, intellectual property - and "Q" for quality. The corridor, which extends from Chicago to Minneapolis is a critical mass of hightech and high-manufacturing companies, and wide enough to encompass all of Wisconsin.

"It can rival what you see in places like California," Still said. "We have a well-educated populace, a workforce that's not afraid to work, predictable costs of doing business, generally strong infrastructure and livable cities.

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