



## Shell Lake Young Professional Panel Discussion

### What drives you to stay and create a career/life here in Northwest Wisconsin?

- Simple, uncomplicated lifestyle
- Love of the “Northwoods” atmosphere
- Attraction to outdoor recreation - it’s right outside your door
- Don’t want 45 minute “cities” commute
- Better way of life
- Family-oriented (free daycare when living close to grandparents or family)
- Good schools
- Proximity to “Big” City
- Less Stressful
- Business investment in community
- “Happy to be here” instead of “stuck here” mentality
- Support for business/from community
- New era of technology (online opportunities for retail and/or business opportunities)

### Do you feel as though you and/or your business have adequate technology resources?

- Adequate, but could improve
- Cannot work from home because of low internet speeds - have to strategize around this technology barrier
- From a residential standpoint, the internet speeds are less than desirable in rural parts of the counties
- Technology is a tool to succeed for students and business
- Response time must be immediate when inquiries are made to businesses or the opportunity to make the sale decreases immensely

### In location decision making, how important are K-12 schools?

- Would relocate to be in better district
- Schools do factor highly in decision making process
- Open enrollment makes it easier
- Desire exists to give children best opportunities

What support have you received from the community and who has provided it?

- NWRPC technical/financial assistance
- Local EDC's
- Emphasis on wanting business to succeed
- Learning to grow organically
- Chamber = Connector
- Spirit of helping people
- Marketing support from chambers, etc.
- Shell Lake has gone above and beyond to accommodate business
- Coming from the urban area of Chicago, NW Wisconsin (Spooner) has been welcoming - no complaints!

As a business owner, what challenges do you face in workforce development?

- Worried about retired workers (teachers) actually retiring full time
- How can we retain millennial workforce (unmarried - unattached)
- Where is next team member coming from?
- Skill sets must be broad when you're small
- It's hard to find good people
- Must develop a strategic plan to "fill your funnel"
- Willingness to work challenges
- Labor shortage
- Retention chances can be small of good employees
- K-12 schools are not focusing on preparation for real world