



# News Release

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FOR IMMEDIATE RELEASE  
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## **NORTH COAST MARINE MANUFACTURING ALLIANCE LAUNCHES NEW WEBSITE**

Green Bay, WI, May 27, 2011: The **North Coast Marine Manufacturing Alliance**, a regional marine building industry sector partnership involving seven marine manufacturers and three higher educational institutions, launched its new website ([www.northcoastmma.org](http://www.northcoastmma.org)) at the Brown County Job Center. The creation of the North Coast Marine Manufacturing Alliance and its website were made possible by an Industry Sector Partnership Convening Grant from the Wisconsin Department of Workforce Development.

In September 2010, ACE Marine LLC, Bay Shipbuilding Corporation, Burger Boat Company, Cruiser Yachts, Marinette Marine Corporation, Marquis Yachts, and Palmer Johnson joined together with Lakeshore Technical College, Northeast Wisconsin Technical College and University of Wisconsin - Marinette to form the partnership. The purpose of the North Coast Marine Manufacturing Alliance is to convene ship/yacht/boat manufacturers to work in partnership with workforce development, educational institutions, economic development and labor. Through collaboration, Alliance members hope to

- To attract, develop and retain the workforce sufficient to meet the current and future needs of the Alliance
- Promote a positive industry image
- Promote North Coast Marine Manufacturing industry by marketing and brand development
- Work cooperatively to enhance and promote best practices and strengthen and leverage supply chain

The reason the organization decided to incorporate the name “North Coast” is due to the being located on the Great Lakes. Some important facts about the Great Lakes:

- 6 Quadrillion Gallons of Fresh Water
- 95% of U.S. Fresh Water Supply
- Spread Evenly Water Would Cover U.S. / 9.5ft
- 94,000 square feet in Total Area
- 295,000 square miles of Water Shed
- 10,900 miles of Coastline
- Total Shoreline is equal to 44% of Earth Circumference

In addition, the book, “Caught in the Middle” by Richard Longworth stated, “When one compares the rich resources of the Great Lakes with that of the East Coast, West Coast or Gulf Coast, does the name of the ‘North Coast’ “ more accurately communicate the region’s real potential?”

The North Coast Marine Manufacturing Alliance’s website has several different features including a photo gallery of the marine vessels made by Alliance members, links to member companies and educational institutions websites, information about the North Coast initiatives and living in the region, education/career exploration, plus launches and events. Another important feature of the website is connecting job seekers with occupational opportunities within the marine manufacturers. Individuals can fill out an application and post their resume directly on the website.

For more information go to: [www.northcoastmma.org](http://www.northcoastmma.org) and/or contact Ann Franz at (920) 498-5587 or [ann.franz@nwtc.edu](mailto:ann.franz@nwtc.edu).

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