



EMPIRES OF THE MIND



NORTHEAST INDIANA
REGIONAL MARKETING
PARTNERSHIP
2006
ANNUAL REPORT



RMP



“THE
EMPIRES
OF THE
FUTURE
ARE THE
EMPIRES
OF THE
MIND.”

— WINSTON CHURCHILL

The Journey of the Regional Marketing Partnership

In a recent issue of the Greater Fort Wayne Business Weekly our fledgling Northeast Indiana Regional Marketing Partnership received a vote of confidence for “person of the year.” While many associated with our efforts over the last year are honored by such an accolade, there is much to be done to fulfill the promise of this group.

The Business Weekly article lists a number of key accomplishments, and highlights only a few of the many individuals across the region acting together to achieve noteworthy short-term results. Not surprisingly, the warm glow of this genuine pat on the back fades quickly as the author reminds in closing that the RMP “better start earning some economic development victories—at light speed” if we hope to be considered for future votes of confidence. Cold hard truth can be a bit unnerving.

Here’s a little more cold hard truth. We are losing ground relative to state averages and to other regions across the country with regard to economic development. John Stafford of the Community Research Institute has been sounding the alarm for years now. In spite of our many assets, we simply have not fared well in competitive wage growth and overall employment. In fact, this persistent erosion has been termed the “stealth decline” by insiders of the economic analysis.

Confronted with this nagging concern, business and community leaders have now committed to a plan of action in regional marketing for economic development. Best efforts aside, we have not achieved our full potential because of isolated and competing economic development interests.

A successful fund drive is now behind us. Nine counties along with numerous foundations and business leaders representing the region, working together, have now produced resources to confront our common demise. Even with this solid foundation, there remains much work to do, as the Business Weekly starkly reminds us.

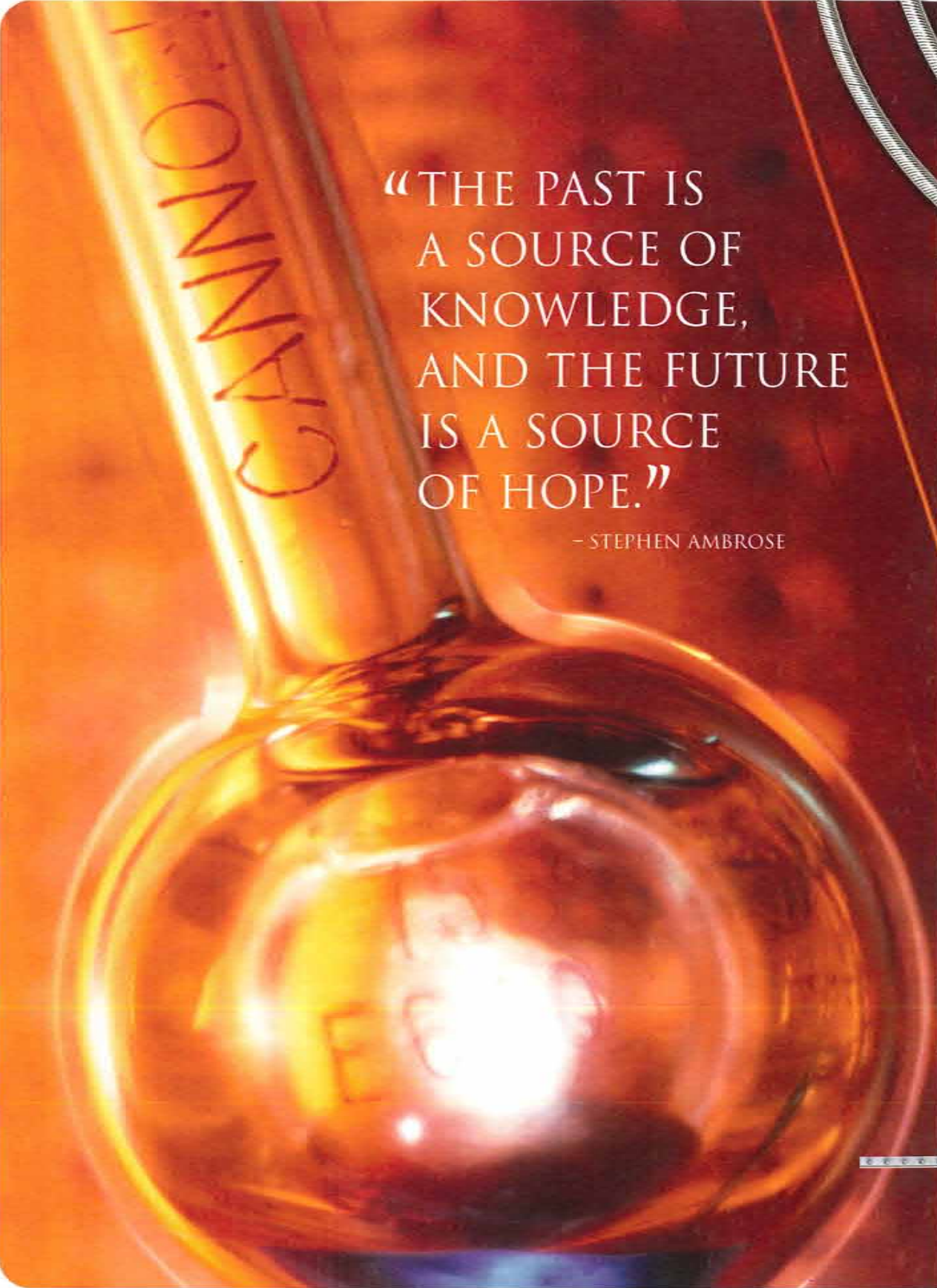
On behalf of the board of directors of the Regional Marketing Partnership, I thank the public officials, investors and support team members who launched our journey through these resources. We are in this for the long haul, anticipating both successes to celebrate and challenges to confront.

We look forward to the journey!



Tim Haffner
Board Chair
Baker & Daniels, LLP





“THE PAST IS
A SOURCE OF
KNOWLEDGE,
AND THE FUTURE
IS A SOURCE
OF HOPE.”


—STEPHEN AMBROSE



The story so far.

It began with a dream. A vision in which the people of this region were no longer content to be passive as their future was shaped around them. With the belief that, working together, we could seize control of our own destinies, and mold Northeast Indiana into a diverse and prosperous center of commerce.

And so, in December of 2005, a small group with a shared vision quietly formed a partnership. The Stellar Fundraising group was employed for guidance and John Sampson was asked to lead the initiative. The challenge was two-fold: to effectively communicate to distinct audiences with unique needs—corporate, public and foundations—and to pull the member counties of the region together so that they can speak with a unified voice.



Campaign co-chairs Keith Busse of Steel Dynamics and Jim Marcuccilli of STAR Financial Bank recruited a “dream team” of regional campaign leaders. Over the next 11 months these public and corporate company leaders lobbied for support. The results were unprecedented.

The mayor of Fort Wayne, Graham Richard, stepped up to set the standard for contributing—a \$625,000 commitment over five years. Parkview Hospital said to the mayor, “We’ll see your \$625,000 and raise you another \$375,000,” creating a five-year, \$1 million challenge investment for corporate investors. The Olive B. Cole Foundation was the first foundation to contribute, the Dekko Foundation soon followed and the floodgates opened. The first private check was donated by Mr. Jac Price of LaGrange.

When all was said and done the campaign exceeded its \$6.5 million goal. More importantly, however, the first cooperative steps down a unified path of growth and prosperity were taken. The journey had begun.

September, 2002

The Fort Wayne Corporate Council votes to reorganize into the Northeast Indiana Corporate Council, and further moves to provide the leadership in preparing an economic development strategy for the greater Northeast Indiana region.

December, 2003

The Northeast Indiana Corporate Council forms a regional economic development subcommittee.

RMP Financials

Consolidated Statement of Financial Position— Year ended December 31, 2006

ASSETS

Cash and Cash Equivalent	765,020
Property and Equipment (2006 accumulated depreciation of \$9,503)	131,346
Other Assets	6,180
Total Assets	\$902,546

LIABILITIES

Long Term Liabilities	3,695
Total Liabilities	\$3,695

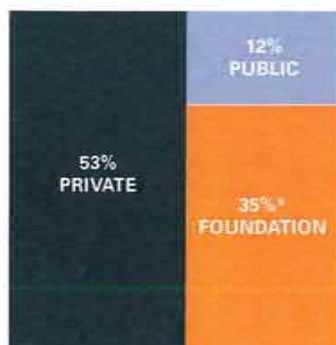
CAPITAL

2005 Retained Earnings	(2,434)
Net Income	901,285
Total Capital	\$898,851

TOTAL LIABILITIES & CAPITAL **\$902,546**

2006 CAMPAIGN INVESTMENTS RECEIVED

Total 2006 Investments: \$1,833,728



*Foundation grants were awarded to the Northeast Indiana Foundation, the support foundation for the RMP.

COUNTIES



THE FUTURE IS NOW.
 UNITED, THERE'S NO LIMIT
 TO WHAT THE MEMBER
 COUNTIES OF NORTHEAST INDIANA
 CAN ACHIEVE. ALL IT TAKES IS A
 VISION AND THE WHEREWITHAL
 TO SEE IT THROUGH. TOGETHER
 WE WILL TAKE THIS REGION TO
 THE NEXT LEVEL.



October 31, 2006
 The fundraising campaign concludes
 topping \$7,000,000 in commitments.

November, 2006
 RMP co-locates at 300 East Main,
 with State IEDC and WorkOne Northeast.

2006 Investors

Investors listed below made single or multi-year commitments to the Northeast Indiana Regional Marketing Partnership during the 2006 NEI=ROI Investment Campaign.

CORPORATE

Platinum Division Investors

Do It Best Corp.
Independent Alliance Banks
Indiana Michigan Power
JPMorgan Chase
Lutheran Health Network/Triad
Parkview Health Systems
Pizza Hut of Fort Wayne
STAR Financial Bank
Steel Dynamics, Inc.
Tower Bank
Verizon
Wells Fargo Bank N.A.

Gold Division Investors

Baker & Daniels
Equity Investment Group
Farmers State Bank
Fort Wayne Metals
Hylant Group
Lake City Bank
NEI Touchstone Energy Cooperatives
OmniSource Corporation
Time Services
Vera Bradley Designs

Silver Division Investors

Brooks Construction
Building Contractors Association
CBRE/Sturges
Community State Bank
Crowe Chizek and Company LLC
Mike Thomas & Associates
NAI Harding Dahm
NICA
Otteweller Co., Inc.
Peoples Federal Savings Bank
Raymond James
Shindigz
The Zacher Company

SMALL BUSINESS DIVISION INVESTORS

Accountable Solutions, Inc.
Automation Engineering, Inc.
Better Business Bureau
BND Commercial
Briner Building, Inc.
Cirrus ABS Corporation
Comcast
Commercial Filter Service, Inc.
Crossroads Pantry, Inc.
Current Mechanical
Custom Coating, Inc.
Dan's Fish Fry Service
Don R. Fruchey, Inc.
Enzyme Consultants, Org.
EPCO Products, Inc.
GRS & Associates
Irmscher Construction
J.O. Mory, Inc.
John Nigro
L.A. Express Ltd.
Ligonier Telephone Co., Inc.
Lupke Rice Insurance
& Financial Services
marketshare+ incorporated
Martin Goldstine Knapke
Master Consultants, L.P.
Michael Kinder & Sons
MSKTD & Associates
Multi-Plex, Inc.
Jac Price
Ramcorp, Inc.
Rea Magnet Wire
Richard K. Brooks & Associates
S&H Metal Prod., Inc.
Sperry Van Ness
Stanley Steemer
Thumbs Up Glove & Safety, Inc.
Upstate Indiana Business Journal

Waterfield Capital, LLC
Wells Business Development
Zoom Information Systems

PUBLIC SUPPORT

Adams County
Allen County
City of Auburn
DeKalb County
City of Fort Wayne
City of Garrett
Huntington County
LaGrange County
Noble County
Town of Saint Joe
Steuben County
Town of Waterloo
Wells County
Whitley County

IN-KIND INVESTORS

LaBov & Beyond
(Gold Division)
Bassett Office Furniture & Supplies, Inc.
(Silver Division)
Hanning & Bean Enterprises, Inc.
(Small Business Division)
Landmark Conference & Reception Centre
(Small Business Division)
Park Place on Main
(Small Business Division)

Local Economic Development Organizations

Larry Macklin
Executive Director
Adams County Economic
Development Corp.

Rob Young
President
Fort Wayne-Allen County
Economic Development Alliance

Galen Eberhart
Director
DeKalb County Economic
Development Partnership, Inc.

Carol Pugh
Executive Director
Huntington County United
Economic Development Corp.

Rick Sherck
Executive Director
Noble County Economic
Development Corp.

Gary Nielander
Executive Director
Steuben County Economic
Development Corp.

Garry Jones
CEO
Wells County Chamber of
Commerce/Economic Development

Dorinda Heiden
President
Whitley County Economic
Development Corp.

Gary Zehr
Director
LaGrange County
Economic Development

Northeast Indiana Regional Marketing Partnership

2006 NEI=ROI Campaign Leadership

Campaign Co-Chairs

Keith Busse
Steel Dynamics, Inc.

James Marcuccilli
STAR Financial Bank

Support Team Co-Chairs

Charles Mason
Parkview Health Systems

Mike Millegan
Verizon, North Central Market Area

Jac Price
Price's Laundry, Inc.

Marsha Ryan
AEP - Indiana Michigan Power Co. - Dist.

Platinum Division Co-Chairs

Jim Cook
JP Morgan Chase

Bob Taylor
Do It Best Corp.

Gold Division Co-Chairs

Kevin Brennan
Hylant Group

Scott Glaze
Fort Wayne Metals

Patricia Miller
Vera Bradley Designs

Silver Division Co-Chairs

Jennifer Callison
Mike Thomas Associates

Travis Holdman
IAB (Markle/Grabill Bank)

Pat Sullivan
Hylant Group

Small Business Division Co-Chairs

Richard Cummins
Upstate Indiana Business Journal

Jerry Henry
Midwest Pipe & Steel

Don Schenkel
Tower Bank

Communication & PR Chair

Barry LaBov
LaBov & Beyond

Foundation Division Co-Chairs

Jack Lehman
English-Bonter-Mitchell
Foundation

Maclyn Parker
Olive B. Cole Foundation

Public Support Co-Chairs

Marla Irving
Allen County Commissioner

Tom Rethlake
Whitley County Commissioner

Mayor Norm Yoder
City of Auburn



Northeast Indiana Regional Marketing Partnership

2006 Directors

Timothy J. Haffner
Chairman of the Board
Baker & Daniels

John R. Sampson
President/CEO
Northeast Indiana Regional
Marketing Partnership

Kurt Mattox
Treasurer/Secretary
Wells Fargo Bank Indiana N.A.

Board of Directors

Mark Becker
City of Fort Wayne

Keith E. Busse
Steel Dynamics, Inc.

Erica Dekko
LPL Financial Services
Dekko Investment Services

Gene A. Donaghy
Northeastern REMC

Mayor Ted Ellis
City of Bluffton

Dorinda Heiden
Whitley County EDC

Marla J. Irving
Allen County Commissioner

Jill P. Korte
AEP - Indiana Michigan Power Co.

James Marcuccilli
STAR Financial Bank

Charles Mason
Parkview Health Systems

Thomas Rethlake
Whitley County Commissioner

Marsha Ryan
AEP - Indiana Michigan Power Co.

Brook Steed
WorkOne Northeast

Mayor Norm E. Yoder
City of Auburn

Rob Young
Fort Wayne-Allen County
Economic Development Alliance

Advisory Board

Kirk C. Kemmish
NE IN Corporate Council

Tom Leedy
Dekko Foundation, Inc.

Maclyn T. Parker
Baker & Daniels

Mark Royse
Allen County Dept. of Planning Services

John Stafford
Community Research Institute
Indiana University-Purdue
University Ft. Wayne

Andrew J. Welborn
Baker & Daniels

“THE BEST WAY TO PREDICT
THE FUTURE IS TO INVENT IT.”

- ALAN KAY



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