

Rockford Area Aerospace Network (RAAN)

2011 WORK PLAN

To support the large number of aerospace related companies in the greater Rockford area and the significant impact this consortium has on the overall economy, the Rockford Area Economic Development Council Board of Directors created a cluster-based committee to aid in achieving the organization's mission and goals. The aerospace industry comprises companies that produce military, commercial and space products & parts. Aircraft overhaul, rebuilding, parts, distribution and services are included.

The creation of RAAN within the RAEDC, with dedicated staff and funding to support the committee volunteers' contributions, will allow the RAEDC to better leverage unique perspectives and industry knowledge leading to enhanced success with *Rockforward!* strategies and tactics.

The Chairman is Jeff Kaney, CEO, Kaney Group. The staff liaison is Eric Voyles, VP for National Business Development, RAEDC. Meetings of the RAAN will be held on the first Thursday of each month, except July and August, at 8:30 AM at a location of the Chairman's choosing. The committee includes RAEDC investors from all tiers of the industry and support services. The committee will address a wide variety of industry issues, including future legislation, marketing, new technology, labor force needs, R&D, and education. In 2011, RAAN will collaborate with each other, the community, and outside resources to accomplish the following.

TRADE SHOWS & CONFERENCES

Tactics

In 2011, RAAN will participate in annual trade shows including

- The NBAA Trade Show in Las Vegas
- The Experimental Aviation Association conference in Oshkosh

In future years, RAAN may also participate in the Paris Air Show and the Farnborough Air Show.

Outcomes

As a result of participating in international and domestic trade shows, there will be an increased recognition of the Rockford Area as a major international aerospace cluster, and an increase in business to Rockford area aerospace companies.

SUPPLIER SYMPOSIUMS

Tactics

In 2011, RAAN will organize two (2) supplier symposiums targeting the following companies:

- Bombardier
- United Technologies Corporation

Outcomes

Supplier symposiums will result in additional business for aerospace companies of the Rockford region and increase recognition of the Rockford region, internationally, as a hub for advanced aerospace activity.

CLUSTER AWARENESS AND MARKETING

Tactics

In 2011, RAAN will increase awareness of the capabilities of the regional aerospace cluster by:

- Creating a database of all aerospace companies operating in the Rockford region, complete with information on each company's capabilities and contact information. Publically, this database will be used to demonstrate the diversity of capabilities available in our region, along with the number

of aerospace companies. Company names and contact information for companies that are not members of RAAN or the RAEDC will not be posted publically. The complete database, along with company name and contact information, will be available for all RAAN members and investors in the RAEDC.

- A group in LinkedIn will be created and maintained as a mechanism for collecting information on regional aerospace companies for the aerospace database.
- A list of RAAN members, including their company's capabilities and contact information will be available publically on the RAEDC website.
- At the beginning of each RAAN meeting, a member of RAAN will have 5 minutes to introduce their company and capabilities to the group. The group will cycle alphabetically through the list by company name.

Outcomes

These initiatives will increase awareness of the strength, depth and diversity of the Rockford region's aerospace cluster, bring new business to members of the RAEDC and RAAN, and help local aerospace companies understand the capabilities of their regional peers for the purpose of generating referrals.

GUEST SPEAKER SERIES

A portion of each meeting will be dedicated to a guest speaker to discuss committee interests in

- Government Relations
- Innovation
- Workforce Development
- Access to Capital
- Other

Outcomes

The Committee will gain industry specific knowledge in each of the above areas for the purpose of furthering their strategic position in the aerospace industry.