

Sheboygan County Economic Development Corporation: Executive joins Door County Economic Development as executive director

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Door County, USA – The Board of Directors of the Door County Economic Development Corporation

(DCEDC) selected Jim Schuessler to be the next Executive Director of the organization, following a search throughout Wisconsin and surrounding states. Schuessler will replace DCEDC Executive Director Caleb Frostman, who resigned earlier this spring. Schuessler will assume his duties July 16.

Schuessler presently serves as business development manager for Sheboygan County Economic Corporation (SCEDC), in Sheboygan, Wisconsin, focused on business retention and expansion, entrepreneurial development, non-traditional finance, and workforce development solutions.

“Door County markets its economic development efforts as enabling ‘Business by Nature,’” stated Schuessler. “Aside from Door County, there aren’t many places on earth that would catch my attention to consider leaving such a wonder place as Sheboygan County,” he added. “Working with the DCEDC board and talented team, it will be my goal to understand the needs of the business community and execute strategies that will nurture a vibrant and expanding economic ecosystem.”

Prior to his emphasis in economic development, Schuessler, a graduate of University of Wisconsin-Platteville, spent two decades in television, working up the ladder from sales to group president of a company with \$400 million in revenues. Upon the sale of the television group he and his wife Karla, who works in education, moved home to Wisconsin in order to rear his three children in the positive educational environment offered here. Prior to joining SCEDC four years ago, he served as Executive Director for Forest County Economic Development Partnership.

DCEDC Board Chair Darren Voigt (Bank of Luxemburg) stated, “We had a highly qualified pool of applicants and are very excited to bring Jim to Door County and DCEDC. His background and experience really impressed the search committee. The Board also appreciates the leadership provided by retired DCEDC Executive Director Bill Chaudoir who served the organization in the interim.”

Schuessler praised the team at SCEDC and the track record of success over the past several years. “I thank (Director) Dane Checolinski for taking a chance on me, and his partnership as we accomplished many things over the past four years. Our entry into entrepreneurship, which to date has engaged hundreds of prospective and existing entrepreneurs, plus our innovative workforce solutions are among the things I’m most appreciative of helping catalyze. The addition of Joe Sheehan will help lead the organization to even greater heights, especially with the planned development of FreshTech, the innovation district to be located in the City of Sheboygan.”