

CHALLENGE: When Algoma Ethanol proposed building an ethanol plant in the Town of Utica, outside of Oshkosh, opponents formed a group and hired a prominent attorney and activist in an attempt to defeat the project. The opponents had reason to believe they would succeed. Earlier attempts by the developers had been defeated in both the town of Algoma and the town of Nekimi. In and around Utica, hundreds of people had signed a petition opposing the project.

Algoma Ethanol

EXECUTION & RESULTS: By partnering with Algoma Ethanol and other developers, the Lynne Broydrick Group brought about the subsequent victory. What the Lynne Broydrick Group does best is building personal relationships with neighbors, government officials and community leaders. Whether they are supporters or opponents, people like to know that their thoughts and concerns are being heard. In this increasingly depersonalized society, a personal touch is important. That means face-to-face, one-on-one interaction. Our basic philosophy is that people are more receptive to information and ideas when delivered personally and when all the facts are offered up front.