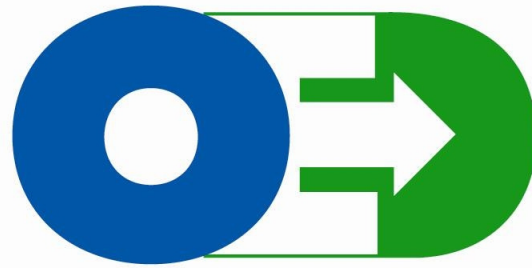




Roger Kirgues  
President



**OZAUKEE ECONOMIC DEVELOPMENT**

Volume 2 Number 3

December 2010



Kathleen C. Schilling  
Executive Director

**Advancing the business prosperity and economy of Ozaukee County  
in collaboration with community, regional and business partners,**

As President of the Ozaukee Economic Development Corporation and on behalf of our Board of Directors, we welcome you to the year end edition of our OED Electronic Newsletter. 2010 was an extremely active year which marked our 21st year of operation on behalf of the business and property owners in Ozaukee County.

In addition, it marks the end of my Presidential service on behalf of OED. Dr. David Borst, Dean of the School of Business & Legal Studies at Concordia University will be the new President of the OED Board of Directors, I know that he will do a fantastic job during his term. I look forward to working with him and the entire Board of Directors.

It has been a great honor and privilege to work with every member of the Board of Directors these past five years. During that time OED accomplished more than I ever expected, including a complete re-structure of the Board of Directors, established four standing committees: Executive Leadership Team, The Board Development, Business Development and Program Development Committees. Last, but not least, was the development of our Advisory Council, which held its first meeting in October at the new Concordia Center for Environmental Stewardship.

Four years ago, OED was fortunate to hire Kathleen Cady Schilling as its full time Executive Director. I owe her a great debt of gratitude for being both my and OED's right arm for the past four years. I would also be remiss if I didn't recognize the terrific job that Jean Hill has done in her role as Administrative Assistant.

It is said that change is certain, but growth is optional! As we begin a new decade, please know that our mission, vision and focus will continue to be to drive business retention and attraction, enhance the creation of quality jobs, and promote a healthy economic vitality for all of our Ozaukee County communities in the years to come. Thank you all for your continued support of OED as we continue to help make both Ozaukee County and State of Wisconsin the best place to live and do business.

Best wishes for a safe, fun Holiday Season & Healthy New Year.

***Roger Kirgues, President***



## Ozaukee Economic Development hosts First Advisory Council Session

On October 26th, key business executives from throughout the County came to Concordia University's Center for Environmental Stewardship for OED's first Advisory Council meeting. The Council was developed to provide OED with guidance and input on Ozaukee's business community. The Advisory Council is made up of thirty business executives representing all industries, from Health Care to Manufacturing to Education throughout the entire County.

The program began with a short presentation by OED on the County's economic conditions and results from our 2010 Business Survey. The assembly then broke into small groups discussions on the County's economic future. The discussion focused on current challenges facing individual businesses and then moved into highlighting key concerns that OED should focus on to improve the local business community. These issues and concerns included vital subjects such as Health Care, Workforce, Transportation and Perceptions of the County. The groups then discussed key positive elements of the business community and how OED could create new or improve upon current programs to enhance business development within the county. Recommendations from these discussions highlighted the need for OED to further the collaboration between local communities and the businesses. Finally, the program finished with a discussion on how individual local businesses could become further involved with OED.

A report on the Advisory Council session and its results will be available via our website in early 2011.



### First Steps to Starting a Business

Thinking of starting a new business? UW-Milwaukee's Small Business Development Center is offering a fast paced three hour workshop outlining the highs and lows of business ownership. The program will provide individuals with information on common mistakes, assist them in learning essential elements on starting a business and provide a networking opportunity. The class will be held on Saturday February 5th from 9 am to noon at the Harris Bank Columbia Center Community Room in Cedarburg.

For more information on the program, contact Nicole Sidoff@ces.uwex.edu. To register online: <http://www4.uwm.edu/sce/course.cfm?id=19202>

### OED Board of Directors

Dr. David Borst	Concordia University
Susan Buettner	Aurora Health Care
Lucia Francis	MATC—North Campus
Kathy Geracie	Ozaukee County Board
Mark Grams	City Of Port Washington
Rose Hass-Leider	Ozaukee County Board
Roger Kirgues	WE Energies
Todd Luft	Associated Bank
Thomas Myers	Reinhart Boerner VanDeuren SC
Dianne Robertson	Village of Thiensville
Daniel Streitmatter	Harris Bank
Lee Szymborski	City of Mequon
Dawn Wagner	Village of Saukville
Paul Westrick	Columbia St. Mary's
Jim Winistorfer	Modern Equipment

**Save the Date: OED's Annual Outreach Event - Wednesday May 4, 2011**

## News from the Small Business Administration (SBA)

With the new Small Business Jobs Act recently signed into law, the SBA fees will again be deferred and the 90% guarantee and higher loan limits are extended for a brief period. The law permanently increases 7(A) loan and 504 limits from \$2 million to \$5 million and, for manufacturers in the 5034 program, it is \$5.5 million. Other provisions in the bill provide assistance with exporting, obtaining federal contracts, counseling through Small Business Development Centers, and additional tax cuts. For more information, call your banker or go to [www.sba.gov](http://www.sba.gov) or the local SBA Office at 414.297.1093.

## Financial Seminar

OED hosted a financial seminar November 15th at the Harris Bank Columbia Center. The program focused on assisting businesses develop a stable financial environment. Twenty five business people attended.

**Dan Streitmatter**, Vice President at Harris Bank, started the program by explaining the conventional financing market. Dan highlighted what options banks can offer, materials that businesses need to compile and projects that were more likely to get financing.

**Krisitne Kruepke**, from UW-Milwaukee's Small Business Development Center followed with a presentation on non-traditional approaches to financing. Kristine discussed SBA guarantees, government grants and loans, angel financing and equity financing. Kristine's program highlighted both the positive and negative elements of each of the programs.

**Joe Schirger**, from Schenck Accounting spoke about other financial issues facing small businesses. His presentation focused on basic accounting practices and how they can assist your company grow. He also talked about upcoming programs that could impact small businesses including tax credit, workforce development and new health care laws.

The program was jointly sponsored by OED, Ozaukee County Economic Development Practitioners, Mequon-Thiensville Chamber of Commerce, Cedarburg Chamber of Commerce, Grafton Area Chamber of Commerce, Port Washington Chamber of Commerce and Saukville Chamber of Commerce.

## Ozaukee Economic Development Elects 2011 Slate of Officers

At OED's Annual Meeting November 4th, the board elected its slate of officers for 2011. Dr. David Borst, Dean of Concordia University's College of Business and Legal Studies, was elected President; Todd Luft Assistant Vice President at Associated Bank, President Elect; Paul Westrick, Vice President at Columbia St Mary's, Vice President, Private Sector, Kathy Geracie, Ozaukee County Board Supervisor, Vice President, Public Sector; Lee Szymborski, Administrator, City of Mequon, Treasurer; Sue Buettner, Senior Vice President, Aurora Health Care, Secretary/Parliamentarian. Roger Kirgues, WE Energies, Past President.

## OED elects new Board Member

OED is excited to announce a new member to the Board. Jim Winistorfer, President and Coach of Modern Equipment in Port Washington, was elected to the Board at the November meeting. Jim has been with Modern Equipment since the beginning of 2010 and is a resident of Mequon. Jim will provide OED with a much needed voice on Manufacturing Issues. We look forward to his input.

We also say goodbye to Carol Schneider from Seek Careers and Staffing. Carol has served on OED's Board of Director since 2007. Carol will remain active with OED, staying on the Program Committee and serving as a representative to the Milwaukee7. We thank Carol for her service to OED.

## WI Governor's Business Plan Contest

The eighth annual Wisconsin Governor's Plan Contest is now open for entries. The program helps start-up companies get up and running with the help of cash prizes, mentoring and access to private capital. The contest begins with a 250 word abstract on the company that is due by 5 pm, January 31, 2011. The grand prize for the program is \$50,000 in cash and services. The contest has four categories; advanced manufacturing, business services, informational technology and life sciences. The contest is conducted in three written phases and culminates in oral presentations at the Wisconsin Entrepreneurs' Conference in Milwaukee in June. For more information on the program, go to [www.govsbizplancontest.com](http://www.govsbizplancontest.com)

## Cedarburg High School Hosts Manufacturing and Career Fair

On November 10th, OED in cooperation with Workforce Development and Cedarburg High School, hosted its third Manufacturing and Career Fair. The program allows students to learn about the variety of career options available within manufacturing and other industries. Students are encouraged to pursue training and education opportunities that will propel them through the career ladders within a variety of businesses. Over 300 students attended the Fair. Students came to the fair during their class periods, including Business and Accounting, Engineering and Physics. Sixteen businesses hosted booths at the event. It was noted by one teacher the “the Fair really shows students the opportunities available to them and shows them the value of both education and practical training.”

Businesses appreciated the chance to speak with its future labor pool. With an aging demographic in the State, it is vital that businesses look to the future and the development of new employees. The participants in this year's fair included, GenMet, Kleen Test, Seek Careers and Staffing, KAPCO, Inc., Jorgensen Conveyors, Aurora Healthcare, North Shore Bank, Industrial Technical Services, Workforce Development, Modern Equipment, Mequon-Thiensville Sunrise Rotary, TelSmith, Molded Dimensions, Workforce 2020 and Ram Tool. The next Manufacturing and Career Fair will be held at the Mequon-Thiensville High School.

Please feel free to contact OED if you are interested in participating in our next Fair.



## UW-Milwaukee conducting survey on business' flood experiences.

For businesses, a flood's impact can take years to overcome. As part of the US Economic Development Administration work on the floods that have affected the Milwaukee Area, UWM's Department of Urban Planning is conducting a study to understand business flood experiences and recovery needs.

They are requesting your voluntary, confidential help in identifying the cost damages, lost production time, financial impact and other problems. Identifying data will remain confidential, while compiled information will be shared with a task force consisting of local economic development leaders, business organizations, and disaster management professionals.

The survey will take 20 minutes to complete—  
<http://www.surveymonkey.com/s/MRFJNAZ>

## Thinking of Expanding? Looking for Funding? Consider the RLF Program...

As the economy starts to pick up, many businesses are considering expansion plans. However, the financial market is still challenging. You may want to consider utilizing a local Revolving Loan Fund Program.

The programs are geographically specific and offer low-interest loans for businesses that will be expanding their employment over the next two years. Programs range in offerings from working capital, purchase of machinery or equipment and real estate acquisition. Interest rates for the program range from half of prime to prime depending on location. All programs require employment expansion, but expansion may be as small as two new full-time employees within a two year window. The program is established as a matching program and will require either a matching conventional loan or new equity to be invested in the business.

Each RLF program has specific requirements and requires application to the local community. OED can assist your business with both the application and approval processes.

Please contact us at [kschilling@co.ozaukee.wi.us](mailto:kschilling@co.ozaukee.wi.us)