



The

INNOVATOR

The WBIA - "Where Incubation Means Business"

'Incubator kitchens' are catching on as a place where entrepreneurs can cook up a business

MAZOMANIE — A commercial-sized kitchen where farmers and culinary entrepreneurs can sauce tomatoes, pickle cucumbers or bake cookies is up and running in this western Dane County village, and is one of half a dozen "incubator" kitchens in the works throughout southern Wisconsin.

The idea is to spawn dozens of food-based companies by providing access to critical business development assistance as well as larger, faster ovens, restaurant-grade equipment and more work space found in licensed commercial kitchens.

"The real goal, in addition to sustainability, is economic development," said Dan Viste, owner of the Mazomanie Heritage Kitchen and Market, which opened late last year. "There seems to be this emerging interest in people who want to know where their food is coming from. If they buy local for the most part they can find out where it came

from and what method was used to bring it that far."

Leaders of the various incubator kitchens have collaborated with UW-Extension, which has built a network for them to share contacts, equipment and ideas in an effort to keep community kitchens moving forward.

Statewide there are three other operating kitchen incubators — Algoma Farm Market Kitchen near Green Bay, a kitchen in the Coulee Region Business Center in La Crosse and one in Monroe — in addition to Viste's, said Anne Pfeiffer, agricultural innovation specialist with UW Extension.

"We had been hearing a lot of requests from people for incubator kitchens," Pfeiffer said.

Last year, Thrive, UW-Extension and other regional partners, announced \$110,000 to support the

development of incubators in Monroe, Mazomanie, Beloit and Madison. Kitchen incubator projects in Mineral Point and Prairie du Chien also are in the works.

While the individual projects differ slightly, each is designed to offer a licensed kitchen space that can be rented hourly by people who want to sell their products. The incubators also will provide marketing and technical assistance to get products and businesses up and running.

"Having the network formed allows them to collaborate in the way they're doing their projects," Pfeiffer said.



VISIT US ONLINE AT
WWW.WBIASTATE.ORG

WBIA Executive Committee

Therese Fellner, President

Gateway Technical College
Center for Advanced Technology & Innovation
Sturtevant, WI. 53177
262-898-7524
fellnert@gtc.edu

Rick Roeser, Vice Pres.

NW Regional Planning Commission
Spooner, WI. 54801
715-635-2197
roeser@nwrpc.com

Ed White, Secretary

Platteville Business Incubator, Inc.
Platteville, WI. 53818
608-348-2758
pbii@centurytel.net

Dave Loomis, Treasurer

Coulee Region Business Center
1100 Kane Street
La Crosse, WI 54603
608-782-8022
cen71222@centurytel.net

Thalia Mendez, Past Pres.

GreenSquare Center for the Healing Arts
6789 N Green Bay Avenue
Glendale, WI. 53209
414-292-3900 x 203
thalia@greensquarecenter.com

University Research Park adds Accelerator building

A new building at University Research Park is open and ready for takers. Known as the Accelerator building, it is intended for use by companies whose success is helping them outgrow smaller spaces, said Greg Hyer, the research park's associate director.

The 80,000-square-foot, three-story building, at 5602 Research Park Blvd., could house eight companies or more, Hyer said. It sits behind the MGE Innovation Center, which is the research park's main incubator for young,

tech-oriented businesses, and is equipped with laboratories, a conference center with room for up to 100 people and smaller conference rooms on each floor.

Construction of the \$7 million project began in November 2008 and was completed last month. There are no prospective tenants at this point, Hyer said.

It may seem overly optimistic to be adding a building without any takers at a time when the economy

has been suffering and credit is hard to come by, but Hyer said research park officials are optimistic.

Science and technology companies have fared a bit better than other industries during the recession, he said, and the 100,000-square-foot Innovation Center is about 90 percent full. "We elected to construct this ... when things looked really bad so we could be in a position to accommodate companies as things turned around," Hyer said. "We're ready when they are."

WBIA MISSION STATEMENT

To educate, inspire, and advocate on behalf of small business start-ups & entrepreneurs by providing incubation facilities and networking resources.

NANORITE TO BE USED FOR BIOSENSING RESEARCH

David Klemer will use his tenancy at NanoRite to pursue "research on microelectronic devices for biosensing applications."

Klemer expects to use gallium arsenide semiconductors, a technology pioneered by Chippewa Falls native Seymour Cray.

Klemer is an associate professor at the University of Wisconsin-Milwaukee. Klemer holds both Ph.D. and M.D. degrees. He will join Brad Pietz, director of product development for Blood Center of Wisconsin's Diagnostic Labo-

ratories. The joint project is funded in part by the Medical College of Wisconsin's Clinical and Translational Science Institute.

Dr. Klemer believes the NanoRite Center is ideal for prototype device fabrication. "The availability of analytical tools such as scanning electron microscopy and atomic force microscopy, as well as biological wet labs in the same location, allows for design and development of interesting and novel devices which span disciplinary boundaries," Klemer said.

Disposable devices hold promise for greatly reducing the cost of lab tests, perhaps down to pennies, Klemer believes.

Microelectronics "become cheaper and cheaper as you get them smaller and smaller," Klemer told the *LeaderTelegram*.

The addition of staff depends upon the commercial viability of the devices fabricated. Dr. Klemer will be assisted by Kurt Carlson, a Chippewa Valley Technical College nanoscience technology graduate.



Pictured above is Dr. David Klemer.

The NanoRite Innovation Center is located in Eau Claire, WI on the Chippewa Valley Technical College campus.

NEW BUSINESS INCUBATOR STARTS IN PHILLIPS, WI

The City of Phillips, Wisconsin is the site of a new 20,000 square foot business incubation facility. Construction of the purpose-built facility was completed during the last quarter of 2009 and the center complements an existing regional business incubation network developed by the Northwest Regional Planning Commission. Other business incubators in the network are located in Grantsburg, Iron River, Medford, Siren and Spooner, Wisconsin.

The Phillips Enterprise Center was made possible through a partnership between the U.S. Small Business Administration (SBA) with support from Senator Herb Kohl, the Northwest Regional Planning Commission, the City of Phillips and the Phillips Industrial Development Corporation. The program will provide comprehensive business technical and financial assistance services to clients and is intended to serve a wide variety of start-up companies that exhibit a

strong potential to create high skill, high wage jobs.



NEW WBIA WEBSITE & MARKETING MATERIALS NOW AVAILABLE!



Make sure you visit the site soon and look for these updated additions:

- Registration for WBIA events
- Save the dates section covering WBIA events
- WBIA Board officers & directors
- WBIA membership directory
- WBIA newsletter library
- Wisconsin incubator locations
- AND MUCH MORE!!

We are pleased to announce the unveiling of our new and much improved WBIA website! The website has a new look and feel along with pertinent up-to-date information including new marketing materials.

If you find problems, inaccurate/outdated information or any other potential issues, please notify

Lisa Harmon at lharmon@titletown.org
Steve Sengstock at scspi@frontiernet.net

Coulee Region Business Center Celebrates Success La Crosse, WI

XETEX, one of the Coulee Region Business Center's first tenants.

The XETEX Company is a third generation company that grew out of the original company started in the Coulee Region Business Center in 1993 when the business incubator first opened.

The original company was a spin off of Master Metals, a sheet metal shop for the building industry. The original company started with one employee and a space of 2,500 square feet and handled shears, brakes,

forming machines, welding and some electrical work. The company continued to grow while in the business center and quickly expanded adding an additional 1,250 square feet. Eventually, they even outgrew this space and had to relocate in a different building entirely.

Over time, the company shipped its design and engineering operations to Minneapolis while keeping its production operations in La Crosse. As ownership changed so did the business focus to providing

fresh air in buildings.

With patience and careful planning, XETEX reached deeper into the air to air market finding a healthy demand. Along with the growth in product sales came real growth in their work force.

From a humble one man operation, the business grew to 29 full time employees and a handful of part timers.

Production space grew from the 3,750 square feet the business center had provided,

to 5 times the square footage.

The business dollars grew from about a quarter of a million a year to around three quarters of a million per month on average.

The company's first operator has remained with XETEX through all the changes and growth and continues to be the manager in La Crosse. He has plans to watch the company reach to even greater goals in the future.

2010 NBIA Incubation Award Nominees

The NBIA has released its 2010 Incubation Awards Nominees.

In the category of Outstanding Incubator Graduate of the Year - Non-Technology, one of Wisconsin's own incubator graduates has been nominated.

Nutorious, a 2008 graduate of the Farm Market Kitchen Incubator in Algoma, has been listed as one of the six nominees in the non-technology category. Nutorious is no stranger to award nominations. Last summer they were nominated for two SOFI awards. A soft™ Award (Specialty Outstanding Food Innovation) is the specialty food industry's highest honor and

recognizes excellence in specialty food and beverages in 33 categories.

Nutorious has its own processing plant in Green Bay, but it all started in a family kitchen years ago. Owners Jenny and Carrie had an idea to create a simple nut confection with 100% flavor and zero pretention.

In the face of "exotic" gourmet nut snacks, Jenny and Carrie went back to basics and began using real ingredients to infuse their now famous blends. Every batch of nuts is lovingly handmade and is tested to their high standards for flavor and crunch.

Winners of the 2010 NBIA Incubation Awards will be announced during the Awards Luncheon on Tuesday, May 18, at NBIA's [International Conference on Business Incubation](#) in Orlando.



nutorious[®]
NUT CONFECTIONS
Innocently addictive.

SCEPI Announces Post-Recession Growth Strategies Event

In the rapidly growing arena of sustainable practices, there is often the misconception that you're talking solely about global warming. The purpose of the event is to dispel this very narrow interpretation of the issues surrounding sustainable practices and demonstrate to business and community leaders that sustainable practices are key strategies for successful business and community development, both now and in the decades ahead.

Shawano County Economic Progress, Inc., has scheduled **The Post Recession Growth Strategies** event for Thursday evening, April 29, 2010 at the Gathering in Shawano. Doors open at 5:00PM with the program from 5:45PM to 7:00PM. The event will feature Bob Willard, a major authority on successful business development strategies, who will discuss how area businesses can leverage the aftermath of the recession to their advantage. Heavy hors d'oeuvres and beverages will be served.

Advance registration for the event is just \$30/person or \$50/couple. For more information, and to make your reservation for this exciting event, please contact SCEPI at 715-526-5839 or via email at llw5839@frontiernet.net.

WBIA MEMBER PROFILES



David Loomis is the manager of the Coulee Region Business Center in La Crosse and has been in the incubator industry since 1993. The CRBC is a mixed use incubator offering office and light industrial space. David is also one of the founding members of the WBIA serving as the President for 9 1/2 years and really working to get the WBIA to where it is today. Currently he is serving as WBIA treasurer and Board member. Although David is 70 years old and starting his 6th year of “working retirement,” he still enjoys what he does, especially when it comes to his WBIA family. With a long and varied background in things such as the US Army, tending bar, remodeling homes, human resources, catering and several volunteer opportunities, David has a lot of expertise under his belt. One of his proudest moments would be the fact that the CRBC has produced over 60 businesses for the La Crosse and Wisconsin worker force.



Ed White has been involved with the Platteville Business Incubator since its grand opening in April of 2001, having joined the Board of Directors that month. Ed was serving as President of the Board in May of 2006 when the Executive Director of PBII resigned to take another position, after serving as interim Director for six months he decided to make it his full time career.

In July of 2008 Ed took a position as Economic Development Planner for the Southwestern Wisconsin Regional Planning Commission and worked out an arrangement to remain as the Director of PBII under a management services contract which has worked out well for both organizations.

Ed has also been active in economic development and local government for the past sixteen years. He served for two years on the Darlington City Council in the early 90's and has been on the Platteville City Council since 1999 serving four terms as Council President from 2004-2008

Ed and his wife Laurie have two grown daughters and 1 granddaughter.

WE WOULD LOVE TO SHOWCASE YOU AND/OR YOUR ORGANIZATION! PLEASE SEND US YOUR ARTICLES!!

Send your information to Steve Sengstock at scepi@frontiernet.net or Lisa Harmann at lharmann@titletown.org

WBIA IMPORTANT “SAVE THE DATES”

April 15-16, 2010:

WBIA Board Meeting. The spring quarterly Board meeting will be held on **Thursday, April 15, 2010** at Shawano County Economic Progress, Inc. (SCEPI), at 126 S. Main St., Shawano, WI from 4:00-6:00 pm. Our host will be Steve Sengstock.

WBIA Member Meeting. The spring quarterly WBIA members meeting will be held on **Friday, April 16, 2010 from 8:30am – noon** at Shawano County Economic Progress, Inc. (SCEPI). Our host will be Steve Sengstock. The educational topic will be determined.

July 15-16, 2010:

WBIA Board Meeting. The summer quarterly Board meeting will be on **Thursday, July 15, 2010** from 5:30-7:30pm at the Ashland Area Enterprise Center, 422 W. 3rd St., Ashland, WI. Our host will be Dale Kupczyk..

WBIA Member Meeting. The summer quarterly WBIA members meeting will be held on **Friday, July 16, 2010 from 8:30am – noon** at the Ashland Area Enterprise Center, 422 W. 3rd St., Ashland, WI. Our host will be Dale Kupczyk. The educational topic will be determined.

Sept 30-Oct 1, 2010

WBIA Board Meeting. The fall quarterly Board meeting will on **Thursday, September 30, 2010 from 5:30-7:30pm** at the Coulee Region Business Center, 1100 Kane Street, La Crosse, WI. Our host will be Dave Loomis.

WBIA Member Meeting. The fall quarterly WBIA members meeting will be held on **Friday, October 1, 2010 from 8:30am - noon** at the Coulee Region Business Center, 1100 Kane Street, La Crosse, WI. Our host will be Dave Loomis. The educational topic will be determined.