



The

INNOVATOR

The WBIA - "Accelerating
Businesses...Creating Jobs"

Incubating Success

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WBIA Executive Committee

Therese Fellner, President

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

Rick Roeser, Vice Pres.

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

Romey Wagner, Secretary

Wausau Business Development Ctr
Wausau, WI. 54401
715-848-2016
romey@Wausauincubator.com

Ed White, Treasurer

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

Thalia Mendez, Past Pres.

WBIA Technical Assistance &
Training Manager
414-587-8425
thalia.at.wbia@gmail.com

The U.S. Department of Commerce Economic Development Administration (EDA), a long-time financial supporter of business incubators, funded a research study to examine the relationship between incubator best practices and client outcomes. This research - conducted by the University of Michigan's Institute for Research on Labor, Employment and the Economy; the State University of New York at Albany, the National Business Incubation Association, and Cybergroup Inc. - used a robust methodology to collect and statistically analyze data, and determine specific relationships between how an incubation program operates and how its client companies perform, as measured by a number of outcomes.

The purpose of this study was to test whether there was a causal relationship between business incubation practices and client firm success, particularly after these firms have moved out of - or graduated - from the incubation program. Using the results of this study, the research team also created a Web-based tool for incubation practitioners that measures their program's performance compared with industry best practices and provides feedback about how they can improve their performance.

Although other industry studies have examined business incubation best practices and trends, this work is one of the first to employ a rigorous methodology to ensure that the surveyed programs meet a minimum threshold of what an incubator is (and

is not). To be included in this study, incubation programs had to have correct and verified contact information, to have been in operation at least five years, to target start-up firms, and to offer at least five commonly provided incubator services, such as help with business basics, networking activities among incubation program clients, marketing assistance, help with accounting or financial management, access to capital, or linkages to higher education resources and/or strategic partners.

The research team invited 376 incubator managers whose programs met the study's definition of an incubator to complete an online survey. At the completion of the six-month survey period, the research team had received 116 responses, of which 111 were valid, yielding a 29.5% effective response rate. The respondents were representative of the geographic distribution of business incubation programs throughout the United States and across incubator industry sectors.

This study substantially extends industry knowledge of the predictive power of incubator practices on firm success. Further, many predictive models based on incubation program attributes were highly accurate in predicting program success (up to 80%).

The analysis of both the qualitative and empirical data point to the same conclusion: Business incubation practices matter more than program age or size or the host region's capacity for inno-

vation and entrepreneurship when it comes to incubator success. By building on existing knowledge about business incubation, identifying best practices in a range of incubation activities, and providing an evaluation tool for incubation practitioners, this study provides valuable information and recommendations for policymakers at the federal, state, and regional levels. With fundamental transitions occurring in the U.S. economy, government officials and others recognize that the new economy must feature innovation, entrepreneurship, technology commercialization, new venture creation, and business incubation and acceleration as fundamental elements. While there is no one solution for overall economic development, the findings from this study suggest that business incubation positively influences entrepreneurial success.

In that regard, this study provides a reliable overview of the positive impacts that well-developed and well-operated business incubation programs can have on their communities, which can serve as a guide to industry leaders and policymakers in the coming years.

For additional information on this study and its results, visit <http://EDAincubatorool.org>

WBIA MISSION STATEMENT

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

Kickapoo Culinary Center Receives Approval



The Gays Mills Village Board recently voted to approve the Kickapoo Culinary Center to serve as a food business incubator.

Brad Niemcek will serve as the Center's new director, working on behalf of the Gays Mills Economic Development Association, Inc.

The brand new 2,400 square foot kitchen exists to benefit start-up food business incubator clients and will promote the kitchen and adjacent 3,000 square foot village hall together as a special event venue.

The new Center plans to hold its open house from Noon to 4 p.m. on Sunday, February 12, 2012 and will be showcasing food products produced by licensed processors from other kitchen incubators throughout the State.

Kickapoo Culinary Center
Brad Niemcek
16381 Highway 131
Gays Mills, WI 54631

Coulee Region Business Center/ Small Business Incubator

The Coulee Region Business Center located in La Crosse, WI is a multi-use 35,000 sq. ft. business incubator providing below market rental rates on office, manufacturing, service, and commercial kitchen space. CRBC was created in 1986 as a nonprofit organization to serve the tri-state area small business and entrepreneurial community. Over the past 25 years, they have aided many small and fledgling businesses start and grow with the help of a network of assistance and people as well as shared services. More recently, CRBC welcomed the following clients into their incubation program:

Constructing Opportunities - Helps those 18 years of age or older with barriers to employment build basic construction skills. Proprietor: Linda Zimmerman.

Firefly Bakery - Catering events from upscale to regular events. Specialty Breads, Rolls and Cakes.

Proprietor: Jill Petersen.

Asians Best Egg Rolls - Produces Egg Rolls for fund raising events and parties.

Proprietor: Louis Xiong

Hmong Kashia Day Care - Adult Day Care Center. Proprietor: Chia Lee

Culinary Visions - Caterer for events such as weddings, large parties but will also do small events for customers on request. Proprietor: Michael Raymond

Mississippi Heat - Distributes a B-B-Q sauce for use in kitchens and for flavoring foods. Proprietor: Ted VonUhl



Walker talks about jobs at panel discussion

Gov. Scott Walker had job creation on his mind during a recent visit at MGE Innovation Center in the University of Wisconsin Research Park.

On Monday, October 17, 2011, Walker hosted a jobs creation forum. Walker also participated in another forum on job creation the following day organized by the U.S. Chamber of Commerce and Wisconsin Manufacturers and Commerce.

More than 200 business executives were in attendance.



The mission of the **Governor's Business Plan Contest** is to encourage entrepreneurs in the creation, start-up and early-growth stages of high-tech businesses in Wisconsin. Participants have the chance to win seed capital, valuable services that will help them launch their businesses and a Grand Prize worth \$50,000. Since its inception in 2004, more than 1,500 entries have been received and \$1 million in cash and in-kind prizes has been awarded. The contest is open for entries. Follow the link on the left to create an account. Deadline for editing submissions is January 31, 2012 at 5 p.m.

For further details, visit:

www.govsbizplancontest.com

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

Send your information to:

Steve Sengstock scepi@frontiernet.net

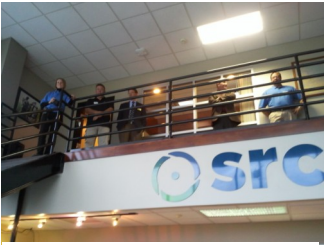
or

Lisa Harmann lharmann@titletown.org

About the WBIA

The WBIA is a 501(c) 3 non-profit corporation that was founded in 1998. It is governed by an eleven member Board of Directors. The WBIA has twice hosted the National Business Incubator Association (NBIA) international conference in Milwaukee and has maintained representation on the NBIA Board of Directors for many years. The WBIA sponsors comprehensive surveys of Wisconsin's incubation programs and state entrepreneurship/incubation conferences. www.wbiastate.org

Another Success



The Advance Business & Manufacturing Center incubator in Green Bay said good bye to its newest graduate, SRC Technologies, at a special ribbon cutting ceremony October 18, 2011.

SRC began in the incubator in March 2008 with six employees and 758 sq ft of space. As a client-focused organization, SRC manages IT infrastructure for client organizations and their employees across the globe.

They successfully doubled sales each year since 2008 and added ten additional employees. Throughout their years with the incuba-

tor, SRC tapped into many of the programs and offerings of the incubator as well as assisting other tenants with their IT questions and needs.

When asked about their experience growing inside of an incubator, SRC President B.J. Havlik, stated, "as a startup company, we needed a solid business location that would provide a broad set of services and allow us to focus on getting the business off the ground. We could not have been happier with the facilities and the services we have received. The shared resources were invaluable. The team at the Advance Business & Manufacturing Center was always looking for ways to improve the facility and help us and they contributed significantly to our success."

SRC's new facility affords them 5,000 sq ft to continue their growth into the future.

What's That Business?: Superior Business Center

Superior Business Center is an incubator for startup businesses. The incubator is owned by the city of Superior and Douglas County, and it's managed by the Development Association.

The Business Center houses 11 startup and expansion businesses employing about 50. Keith Richmond established his new business there four years ago. IHS Door Co. manufactures doors out of sawdust residue, and he said the incubator had a better location and better facility than other spots he considered. With up to eight employees, depending on demand, and the ability to turn out up to 600 doors a week, Richmond is thinking about renting more space at the incubator.

Another client, Arlene Coco



Buscombe, takes advantage of the Center's kitchen facilities in an effort to grow her business. Arlene is seen here displaying a tray of her freshly baked blueberry, mandarin chocolate orange and cranberry lemon drop scones. Buscombe rents space to make scones and other products for her business, Prairie Kitchen Specialty Foods.

Wisconsin Companies To Watch - Celebrating 2nd Stage Entrepreneurs

Wisconsin Companies to Watch is an awards program that discovers and celebrates the second-stage companies that make an impact in their markets, in their communities and in the state. We are seeking companies known for their marketplace performance, innovation, philanthropy and empowered employees.

Eligibility: Candidates must be privately held, commercial enterprises with the intent and capacity for further growth. Companies must employ between 6 and 99 full-time equivalent em-

ployees and have between \$750,000 and \$50 million in annual revenue (including working capital from investors or grants) in the calendar year 2011.

Companies in all industries are sought. Candidates may be nominated or apply directly, and all companies must complete an application. The [eligibility criteria](#) page

contains more.

Wisconsin Companies to Watch is presented by the Wisconsin Entrepreneurs'



Network (WEN) with support from the Wisconsin SBDC Network, Wisconsin Department of Commerce and the Division of Entrepreneurship and Economic Development (DEED) at the University of Wisconsin-Extension in association with the Edward Lowe Foundation. Nominate now before the January 13, 2012 deadline. Apply before the January 20, 2012 deadline.

For more information on the eligibility criteria, how to apply or nominate, etc., visit

wisconsin.companiestowatch.org

MEET OUR NEWEST WBIA MEMBERS!



Andy Albarado, Rusk County Economic Development Director for 12 years. Andy has comprehensive County-wide economic and community development program experience, including recruitment/retention, marketing, education, regional initiatives, grant writing and administration, brownfields redevelopment, small business counseling, loan packaging and RLF administration. He has managed and developed 13 industrial properties including multi-tenant and incubator spaces (Rusk County Enterprise Center) and 4 industrial parks. Other non economic development functions include leading the County Tourism Program, Rusk County Airport administration, and comprehensive, long-range, and capital improvement planning for the County.

Andy grew up in Cadott, WI and attended the University of Wisconsin-Eau Claire where he received a B.S. in Business Administration and studied Pre-Law but decided to explore the economic development field. Although Andy expected that would be a couple of year detour on his career path, he decided he really enjoyed this type of work, and as a side benefit, there are far fewer economic developer jokes to contend with. Andy also attended Handelshojkskole Syd (Southern Denmark Business School) International Programme and received a Certificate of International Business Administration. He has completed Upper Midwest Economic Development Course, and is affiliated with a number of professional organizations.



Paul Rux earned his Ph.D. in Educational Leadership & Policy Analysis from the University of Wisconsin – Madison. The title of his Ph.D. dissertation is *Benchmarking Total Quality Management Databases for Higher Education*. It reflects his interest in sharing best practices among organizations. Paul is looking forward to working and learning with other WBIA members to promote business startups and related job growth, believing there are many “lessons learned” from the “school of hard knocks” to enrich and help each other. Paul's passion for incubators started with my M.B.A. student field trips to a Milwaukee technology incubator.

Paul offers award-winning (Wisconsin State Senate, Governor of Wisconsin, Wisconsin State Telecommunications Association) business planning skills. The State Public Service Commission appointed him to its University Service Fund Council for eight years to plan telecommunications policy.

Paul has served on the State Leadership Council of the National Federation of Independent Business (NFIB) / Wisconsin. NFIB lobbies state government for our 13,500 small business members in Wisconsin, 2001 – present. He also served as a judge for the national NFIB's annual “Youthpreneur” scholarship program. Paul is listed in *Who's Who in America*, *Who's Who in Business and Finance*, and *Who's Who in American Education* and has taught business online since 1999. He teaches entrepreneurship to M.B.A. students for Trident University and business trend forecasting to D.B.A. students for Jones International University. Paul is also a Professional Member of the World Future Society (www.wfs.org) and has published in its journal and presented workshops at its annual international conference. He is a member of the American Society for Training and Development, or ASTD (www.astd.org), and its Madison, WI chapter.

WBIA IMPORTANT “SAVE THE DATES”

January 12-13, 2012: WBIA Board Meeting. The winter quarterly Board meeting will be held on **Thursday, January 12, 2012** hosted by VETransfer, at 161 W. Wisconsin Ave., Suite 2100, Milwaukee. The time and other details will be posted on the website when determined.

WBIA Member Meeting and WBIA/NBIA Training. The winter quarterly WBIA members meeting will be held on **Friday, January 13, 2012**, hosted by UW-Milwaukee School of Continuing Education at 161 W. Wisconsin Ave., **Room 7230**, Milwaukee. Following the morning networking period, training on Measuring Economic Impact Data: What and how to collect it will be presented by Rick Roeser, WBIA VP and NBIA Board Member. The training will count for 1 of 2 Incubator Management 75 Minute sessions.

Please visit the website (www.wbiastate.org) for further details on the schedule, parking and hotel reservations.

February 23, 2012: NBIA Training. The training will be held on February 23, 2012 at the Center for Advanced Technology and Innovation, Sturtevant. The time and other details will be posted when determined.