



The INNOVATOR

Winter 2013

Wisconsin Business Incubation Association “Accelerating Businesses...Creating Jobs.”

WBIA Members Get Trained and Certified in GrowthWheel®

On December 13-14, 2012, a total of 24 individuals (15 WBIA members) were trained and certified in GrowthWheel®, a business modeling tool for decision-making in start-up and growth companies at Gateway Technical Colleges SC Johnson iMET Center in Sturtevant, Wisconsin. GrowthWheel® helps entrepreneurs and advisors get focus, set agendas, map conversations, and take the next step.

Funded by the US Department of Commerce Economic Development Administration (EDA) through WBIA's involvement in the State of Ingenuity (SOI) project, the 2-day training covered use of the GrowthWheel 360° Screening Tool that quickly creates an overall visual profile of the business. Certified advisors can choose to diagnose problems (barriers to growth), map opportunities (options for growth), or evaluate competencies (skills needed for growth) for start-up or existing businesses. Participants were also trained to use corresponding frameworks, worksheets, and a library of 3-page articles either in preparation for meetings or as reflection following a session.

Furthermore, in partnership with the Wisconsin Economic Development Corporation (WEDC), the WBIA received a Capacity Building Award through the Community and Economic Development Division to underwrite 70% of the 2-year licensing cost for 25 WBIA members.

GrowthWheel® provides a common language among business incubation and development professionals throughout the state, connecting the entrepreneurs and businesses we serve and sharing resources to further develop the job creation pipeline.

Questions about GrowthWheel® or interested in being trained and certified?

Contact Thalia Mendez, WBIA Training and Technical Assistance Manager, thalia.at.wbia@gmail.com



To learn more visit <http://www.growthwheel.com>



WBIA MISSION STATEMENT

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

Visit us online at: WWW.WBIASTATE.ORG

Regulation of Shared Use Kitchens by Brad Niemcek

Job creators and government regulators often do not get along, despite the best intentions of policy-makers. And in Wisconsin, where job creation is a really big issue these days, one would hope job creators had the edge.

Site Selection magazine ranks Wisconsin as 13th most friendly in the nation, a dramatic increase from prior years. Another survey, by ThumbTack.com and the Kaufmann Foundation, gives the state a B-minus grade. But is the state more friendly to some new businesses than to others? A group of WBIA members are concerned about the regulatory climate for one industry in particular, food.

Most commercial food products are regulated in the state by the Department of Agriculture, Trade and Consumer Protection (DATCP). The agency authority is the state Food Code, which was written before the emergence of shared use kitchen incubators.

A group of WBIA members is concerned that DATCP is contemplating a stiffening some of those rules, which will complicate the life food incubators and their clients. WBIA members operate food business incubators, also known as shared-use kitchens, in ten cities in the state.

Amending the Food Code would require legislative action. If that should happen, WBIA members Mary Pat Carlson of Algoma and Brad Niemcek of Gays Mills are developing an informational program for the state's lawmakers to ensure that they understand the incubator industry's point of view. That point of view will be shared with the membership, especially those operating kitchens at their facilities.

Food safety regulations vary widely state by state. Carlson and Niemcek have launched a survey of kitchen operators to explore how state laws differ, and focusing how regulations impact the operation of shared-use kitchens. It is hoped that what will emerge is a profile of best practices in the regulation of shared use kitchens nationwide. That, Carlson and Niemcek agree, is the best starting point for conversations with policy makers here.

NanoRite Innovation Center in Eau Claire news

New Tenants:

- **Super Vitamin D:** Vitamin supplement development company.
- **BTL Food Group:** Unique food delivery system for targeted condiments.
- **Wisconsin Economic Development Corporation:** Assists communities in NW Wisconsin in their infrastructure investment and future planning.
- **Fiberstar Bio:** A company currently researching and developing new products from natural plant materials.
- **Innovative Machining Solutions:** Machining and Micro-machining applications and development.
- **Data Center:** The new CVTC Regional Data Center provides IT services to municipal, colleges, universities, K-12 educational and existing tenants.

Award Winner!

Tracy Lundberg and BTL Food Group, a tenant, was named the "Idea Challenge" winner from the Eau Claire Economic Development Corporation. The company was selected by judges from 4 finalists, and, prior to that, was selected as a finalist from a total of 93 companies originally participating. A \$5000 cash award is included with the honor as well as technical assistance to the company.

Equipment Access Program Unveiled

The Nanorite Innovation Center announces that a new "Equipment Access" program is now in place and available to both tenants and non-tenants. Specialized equipment such as machining, micro-machining, microscopy, nanoscience lab, bio lab and other pieces of manufacturing equipment may be available. The intent of the usage is for product development, initial test runs, and "proof-of-concept" ventures. Users must be pre-qualified and undergo safety orientations and requirements.

WBIA 2013 Board of Directors

President - Ed White, Platteville Business Incubator, Inc., 52 Means Drive, Platteville, WI 53818
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Brad Niemcek - Kickapoo Culinary Center

Dale Kupczyk - Ashland Area Enterprise Center

Elizabeth Slade - Advance Business & Manufacturing Center

Mike Mathews - ADD Economic Growth Advisors, LLC

Karen Widmar - Northeast Wisconsin Technical College

Mission Statements: Is Yours Current, Clear and Appropriate

Central to any incubation program's existence is its mission, which guides the program's activities and development. NBIA recognizes developing and employing incubator mission statements as an industry best practice, noting the need to "*obtain consensus on a mission that defines the incubator's role in the community and develop a strategic plan containing quantifiable objectives to achieve the program mission.*" Based on a feasibility study or business plan, a mission statement serves as a point of reference for creating and achieving goals and staying on task.

A mission statement should describe an organization's fundamental purpose clearly and succinctly. Imprecise language and wordiness can lead to unclear goals, conflicting expectations, and, ultimately, a mission that's impossible to achieve. When crafting or revising a mission statement, be sure to avoid generalities and trim the statement down to essential information. What's distinctive about the incubator? Is it focused on stimulating economic growth? Bringing life science innovations to market? Building technology companies? A mission

statement ought to reflect a specific purpose such as these.

A mission statement also should be motivational. It's important to involve board members, major stakeholders, and key staff members in the writing or revision process in order to gain their support. A mission statement that inspires commitment from these key players helps everyone focus on and work toward the same purpose, thus promoting the success and longevity of an incubation program.

Because a mission statement guides an incubator's activities, it should be in written form and easily accessible to staff and board members. This makes it easier to keep mission at the center of discussions about new goals, programs, or services and to confirm that these goals, programs, or services are compatible with the program's stated purpose. Conflicts with the mission could indicate the need to rethink the new idea or, on occasion, to revise the mission statement. Ideally a mission statement is a stable document, but significant changes in the environment might necessitate revisions.

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.

Visit www.wbiastate.org to find out more today!



WBIA Important "Save the Dates"

February 27, 2013: NBIA Training

Serving Client Companies workshop from 8:30a.m. to 4 p.m. No Fee for State of Ingenuity Partners. WBIA Member \$25.00/Non-member \$45.00. iMET Center, Sturtevant

April 7-10, 2013: NBIA Annual Conference Boston, MA

April 11, 2013: WBIA Board Meeting

The spring quarterly Board member meeting will be held on Thursday, April 11, 2013 in Janesville at the Janesville Manufacturing Incubator (tentative). The location, time and other details will be posted when determined.

April 12, 2013: WBIA Member Meeting

The spring quarterly WBIA members meeting will be held on Friday, April 12, 2013 in Janesville at the Janesville Manufacturing Incubator (tentative). The location, time and other details will be posted when determined

May 2013: NBIA Training

Entrepreneurship - iMET Center, Sturtevant (tentative)

We would love to showcase your and your organization. Please send me your articles.

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