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### 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

The

# INNOVATOR

The WBIA - "Where Incubation Means  
Business"

## EDA Grants \$5.9 Million To Displaced Auto Workers In Wisconsin

Governor Jim Doyle has announced that the U.S. Economic Development Administration (EDA) is awarding a \$5.9 million EDA grant to the University of Wisconsin-Whitewater to administer the Auto Adjustment Entrepreneurial Support Initiative.

The University of Wisconsin-Whitewater will lead a collaborative, multidisciplinary initiative to create new economic opportunities in South-eastern Wisconsin.

The initiative will foster economic growth and job creation for six counties affected by the auto closures in southeastern Wisconsin and North Central Illinois.

The grant will serve Kenosha, Racine, Rock and Walworth Counties, as well as Boone and Winnebago Counties in Illinois.

"I am proud my administration has continued to work closely with the Economic Development Administration to use community-based resources to help stimulate southeastern Wisconsin's economy," Governor Doyle said. "This project will assist businesses in expanding and help create a stronger economic future for Wisconsin."

The total project cost is anticipated to exceed \$17 million. Key partners include Blackhawk Technical College, Center for Advanced Technology and Innovation, Gateway Technical College, Growth Dimensions, Northern Illinois University's Center for Government Studies, Rock Valley College, Rockford Area Economic Development Council, Rockford College and the Wisconsin Business Incubation Association.

#### What the initiative will mean to the WBIA:

- Technical assistance for business incubation professionals included in the 6-county regional network.
- Training for business incubation professionals included in the 6-county regional network.

As a result of the technical assistance and training to the business incubation professionals in the regional facilities, there is projected to be an impact in support, growth, and retention of 50 businesses, resulting in indirect job creation of 100 high-wage jobs over the 3 year investment period in the region. The WBIA will be serving as the interface among all incubation facilities in the regional network for training and technical assistance.

## 2010 BEST Conference Awardee



Adam Weigmann of 4X Innovations wins "new business" award at the 2010 BEST conference. The BEST conference is an annual event to recognize businesses

and collaborative efforts that strengthen the region.

This Award is given to a company that has been in business less than three years but has shown good growth and potential. Adam was nominated by Ed White, Executive Director at the Platteville Business Incubator where Adam has been a tenant since August of 2007. Adam started his company

while still a student at UW-Platteville and graduated in May of 2009 with a degree in mechanical engineering. 4X Innovations is a custom parts maker for off road vehicles, specializing in equipment for Toyota trucks. Adam has a full line of bumpers, doors and roll cages for almost any year of Toyota. Visit his website at: <http://4xinnovations.com/> for more information.

### WBIA MISSION STATEMENT

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

## SHAWANO COUNTY AND CITY COUNCIL APPROVE REVOLVING LOANS

Shawano County and the Shawano Common Council recently approved loans from the City and County's Revolving Loan Fund accounts to two Shawano businesses with expectations of dozens of new jobs being created between them.

The City Council approved a \$50,000 loan to Mod Tech Industries, which is being met with another \$50,000 from Shawano County's Revolving Loan Fund as part of a package that could restore more than 25 jobs at the plant. Mod Tech, a production machining company specializing in the machining of grey and

ductile iron castings, will use the money as working capital, according to Steve Sengstock, executive director of Shawano County Economic Progress, Inc.

A second phase, which is not part of these loans, is planned for a future date and would fund the purchase of equipment and additional hiring.

President Jim Lacy launched Mod Tech in 1988 with a single employee and manual equipment and has grown to as many as 50 employees prior to the recent recession. Sengstock said this phase of their growth project will enable

Mod Tech to grow from a work force of 32 to 55.

The City Council also approved \$75,000 from the Revolving Loan Fund for Woodport Doors, LLC., which in March began operations in the recently idled former Owens Door plant. The county will also match that amount from its Revolving Loan Fund. A second phase of lending to Woodport for another \$75,000 each from the city and county would be considered when Woodport purchases the plant property it is currently leasing. Sengstock said the first phase of loans would bring Woodport's work force to around

100 employees. Woodport Doors, LLC. is proving to be a well-managed and rapidly growing enterprise. "Growing from an employee base of 30 people in late March to around 100 employees in just 5 months is a notable achievement," said Sengstock. Of their seventy eight employees, 85 to 90 percent are former Owens employees who have been put back to work following layoffs that occurred when Owens failed in November 2009.

James Vollstedt, office manager for Woodport Doors, told the Council that they are committed to the community and dedicated to staying in Shawano.

## ADVANCE BUSINESS CENTER EXPANSION BENEFITS GROWING BUSINESSES

Business is booming at the Advance Business Center, located on the Northeast WI Technical College campus. In fact, business is going so well, the incubator has just finished two concurrent remodeling projects.

Prior to the remodel, the incubator housed 40 individual offices, of which all but one were occupied. On the light industrial side, the space was only nine percent occupied. It became clear there was a high demand for office space, which spawned the first remodeling project. Part of the industrial area was transformed into four office suites where client companies have

their own modular offices, cubicles and conference rooms. This remodel project allows for individual offices to be freed up for new incoming small, start-up firms and allow companies that have grown to move into the suites.

The second remodeling project was on the light industrial side of the incubator facility. The original light industrial area was not designed to adequately meet the needs of true industrial clients. So, completion of the second remodeling project provided upgraded power, dust collection systems, 10' by 10' overhead garage doors and service doors.

Over the past year and a half, the incubator has nearly doubled its number of client companies. Twenty-four clients currently call the Advance Business Center home, with five virtual tenants using the center's resources.

The official Ribbon Cutting Ceremony in honor of the remodeling projects completion was held on June 30, 2010. Many State and local officials along with Advance supporters were in attendance. Green Bay Area Chamber of Commerce President, Paul Jadin, officiated.



[www.advanceincubator.org](http://www.advanceincubator.org)



## Entrepreneur Award Goes To Legato Marketing & Communications, LLC



The 2010 Annual Green Bay Area Chamber of Commerce Business Recognition Luncheon awarded five local companies for their outstanding performance.

Advance Business Center graduate, Mike Milligan of Legato Marketing & Communications, LLC, received the Entrepreneurial Award. This award is presented to a locally owned company in business at least two years but not more than five

years that has demonstrated a creative business approach, proven success and a positive impact on the local community. Three other current Advance Business Center client companies were also nominated this year.

## FORWARD INNOVATION FUND

**Wondering whatever happened with the Forward Innovation Fund?**

The WBIA has met with State Representatives throughout this year and knows this much...

There is still money available for the 2009-2011 biennium that has not been used or accessed.

**The WBIA will continue to work with Mark Richardson of the Wisconsin Department of Commerce to learn more on what the process will be to access or qualify for these funds.**

## Longtime Caterer Cooks Up Something New

Arlene Coco Buscombe couldn't stay out of the kitchen for long.

Buscombe, known in the Duluth/Superior area for her years as a chef, caterer and owner of Coco's to Geaux, left professional cooking behind in 2008.

After 25 years of working 16 hour days and weekends, she was weary. She needed a change. She found a new niche, teaching the food safety classes required of managers

of restaurants, cafeterias and other food operations. She continued to write food articles and share her cooking knowledge twice a month on "Good Morning Northland" on WDIO-TV Channel 10. But something was missing. "I was missing a direct hand in food," said Buscombe. "I had to bring it back some way."

Today, her handmade Prairie Kitchen Scones are appearing on more local restaurant menus and the raw product, ready for baking, can be found in a cou-

ple of retail outlets' frozen food cases. Moreover, the timing was right. Gourmet and local artisan foods are in vogue. "There is a demand for products made in local hands in this area since most bakery items are machine-made these days," she said.

So, two or three days a week, Buscombe can be found at the **Superior Business Center's** USDA certified commercial kitchen, making the dough and packaging 500 to 700 unbaked scones for sale. With the

growing clientele that includes restaurants, hospitals and caterers, soon this one woman operation will need to hire help.

But that's fine with Buscombe, who wants to expand her product line to include more flavors and dried mixes and grow to reach the Twin Cities and other Midwest markets. She already has a manufacturer lined up for when that time comes. Her client list has grown to about two dozen customers.

For more information go to [www.prairiekitchenscones.com](http://www.prairiekitchenscones.com) or call Arlene at 218-269-7979.

## Green Initiatives

The Door County Business Development Center conducted an energy audit in 2009 and subsequently implemented a number of energy and cost saving initiatives around the facility. The audit measured the facility's current energy usage and recommended a number of steps designed to lower energy use. Lower operating costs for the facility helps keep costs down for the start-up businesses that make up the Center's client list.

Additional ceiling fans were placed in

industrial bays and motion activated light switching were installed in common areas. Costs totaled \$2,500 and the Center received \$225 back in rebates from the Wisconsin Focus on Energy program. After several months of operation they have realized savings of about 12% in monthly electrical energy costs.

The largest component of the changes was the installation of a new, high efficiency boiler system and additional ductwork around the building designed to

reduce the costs to heat and cool the 32,000 square foot facility. These improvements totaled about \$43,000 and we received \$2,300 in rebates. Energy saving in the first heating season totaled \$8,000 or about 59%. If these saving rates continue we expect to recover the cost of the improvements in 5 years.

Feel free to contact Bill Chaudoir (920-743-3113) for additional information or questions.

## Governor Praises NanoRite, Evrisko and Tax Credits At CVTC



Two-term Governor Jim Doyle came to NanoRite on the CVTC Gateway Campus to promote clean energy jobs.

Governor Jim Doyle said to an Eau Claire audience recently that investor tax credits were working for Wisconsin and NanoRite was working for the Chippewa Valley. Doyle credited Chippewa Valley legislators Kristen Dexter and Pat Kreitlow for their help in supporting tax credits for angel investors. The tax credits are there, said the Governor, to reduce risk for investors. "The biotech industry in Wisconsin wouldn't have gotten off the ground without those credits," Doyle said.

Doyle was introduced by NanoRite tenant Charlie Betz, a former engineer in the supercomputer business in the Chippewa Valley. Betz, whose start-up firm hopes to soon expand at NanoRite, thanked Doyle for his leadership in support of the tax credit initiative. Betz is a principal in Evrisko, a firm making green building controls for heating and air conditioning. Betz, describing the potential of his wireless product line, said 40 percent of a building's energy is consumed by climate control.

CVTC President Bruce Barker, who early in his administration was faced with filling NanoRite, now counts eight occupants, Evrisko included. "We don't have tenants, we have partners," Barker said.

"We have developed a strong and growing entrepreneurial culture in this state," Doyle said. "This is the heart of what we want to accomplish in this state. Doyle said Wisconsin's recovery would be led by small businesses like Evrisko. "We want to see this replicated over and over again."

## WBIA MEMBER PROFILES



**Steve Sengstock** is the Executive Director of Shawano County Economic Progress, Inc., (SCEPI), the economic development corporation for Shawano County. Steve has been with SCEPI since 2002 and assists area entrepreneurs, businesses and the community by providing services to help create new jobs, supporting new business start-ups, assisting businesses with expansion needs and attracting new businesses to the Shawano area. Steve serves on the WBIA Board of Directors and is the Chair of the association's marketing committee. Steve has an extensive background in marketing and communications and has worked for such companies as WFRV TV in Green Bay and the Kimberly-Clark Corporation.

Steve is married to Cathy, with two grown sons and his hobbies include sports car collector, biking, water skiing and motorcycling.



**Lisa Harmann** is the Incubator Program Manager for the Advance Business Center, a mixed use incubator operated by the Green Bay Area Chamber of Commerce. She has been with the Chamber since February 2009 and shortly thereafter became involved with the WBIA. Lisa now serves on the Board of Directors for the WBIA and co-chairs the marketing committee with Steve Sengstock. Her previous work experience includes more than 13 years of office administration, customer service, sales, and human resources. Prior to her role with the Chamber, Lisa worked for one of the incubator's tenants who went on to be a very successful graduate.

Lisa is married to Tim and they have two young children. As a family they are active in their church and love to spend time together camping.

**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](mailto:scepi@frontiernet.net) or Lisa Harmann at [lharmann@titletown.org](mailto:lharmann@titletown.org)

## WBIA IMPORTANT "SAVE THE DATES"

### 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.

### January 2011

WBIA Board Meeting. The winter quarterly Board meeting will be held on **Thursday, January 13, 2011.** The time and location will be determined.

WBIA Member Meeting. The winter quarterly WBIA members meeting will be held on **Friday, January 14, 2011.** The time, location and educational presentation will be determined.