



The

**INNOVATOR**

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

**Department of Commerce  
Approves WBIA Grant Application**

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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

February 18, 2011 - WBIA President, Therese Fellner, was pleased to announce the approval of the organization's Forward Innovation Fund grant application by the Wisconsin Department of Commerce in the amount of \$180,000.

The approval will allow the WBIA to strategically place videoconferencing equipment in geographically targeted business incubation facilities throughout the State. These facilities include: Ashland Area Development Corp, Platteville Business Incubator, Door County Business Development Center, Western Dairyland Economic Opportunity Council, Northwest Enterprise Center Network, Advance Business Center, Wausau Business Development Center, Shawano County Economic Progress, Madison Enterprise Center.

Additional collaborating agencies include the National Business Incubation Association and Gateway Technical College. Furthermore, the Great Lakes Inter-Tribal Council (GLITC) American Indian Economic Development Technical Assistance Program will assist on the project as a WBIA member and

connection point for up to 12 member tribes in expanding business assistance programs/services.

The goals of the project are to increase access to WBIA technical assistance, training programs, participation in quarterly statewide meetings and the development of a communication network linking both industry professionals and incubator tenants throughout the State.

The project will also leverage previously approved funding from the EDA awarded to implement training and technical assistance to incubator management personnel in the designated region of Kenosha, Racine, Rock, and Walworth counties. Together, these two awards will widen the geographical scope and opportunities for business incubation professionals in the State.

Each of the incubation facilities named in the proposal will receive a \$20,000 investment of mobile LifeSize® Room™ video conferencing equipment. Life-Size® was selected as the most cost effective and offered the ability to interface with other systems with the ability to pro-

vide access to remote and rural areas with limited internet service provider connectivity.

The timeline for implementation of the video conferencing equipment is by the next WBIA quarterly meeting on May 6 in Portage. Should that date be too ambitious, the drop-dead implementation date will be June 30.

The WBIA is excited about the potential this project has for innovatively fostering business and community investment, in addition to job creation and retention, by enabling business incubation clients to take their business communication anywhere around the world. The project also promises to reduce travel costs and other operating costs typically associated with physically bringing people together, particularly for an association with statewide constituents.



**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.

**WBIA MISSION STATEMENT**

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

## Platteville Chamber of Commerce Awards

The following was presented by Lori Bahr, past president of the Platteville Area Chamber of Commerce, during the Chamber's annual celebration and Virtue Awards on Feb. 11.

Bart Nies, Scott Chyko and Dan Dreesens, owners of Delta 3 Engineering were honored as Business Persons of the Year.

Neis and Chyko graduated in 1996 and Dreesens graduated in 1997 from the University of Wisconsin-Platteville, all with Bachelor of Science degrees in civil engineering. Scott, Bart and Dan all started their civil engineering careers as UW-Platteville students by working for a local civil engineering firm in Platteville and continued their work after graduation.

In November of 2003, Scott, Bart, and Dan co-founded Delta 3 Engineering, a professional municipal and civil engineering firm located in Platteville.

This past fall, all three gentlemen as members of the UW-Platteville College of Engineering, Mathematics and Science, were chosen as recipients of the Outstanding Entrepreneur/Business Alumni Award. Their dedication to quality, customer satisfaction, attention to detail and cost effective construction practices, and the integrity with which they operate their busi-

ness has fostered a great following and demand for their services from developers, builders, community governments, businessmen, and others

As one of the co-owners of Delta 3 Engineering, Scott provides structural analysis and recommendations for new and existing projects as to the feasibility of renovations and additions. Scott is involved in the American Society of Civil Engineering and the International Code Council. He has been actively involved in coaching Platteville Youth Baseball and Football, and was one of the founding board members of Habitat for Humanity of Grant County.

As the other co-owner of Delta 3 Engineering, Bart provides municipal engineering expertise such as wastewater, water, and storm water control systems design, street and road infrastructure design, and parking lot layouts. Bart also regularly presents at many public meetings and provides grant writing services for project funding. He has been an active member of the American Society of Civil Engineers, serving as the Wisconsin Section SW Branch President in the 2009-2010 year and is the SW Branch representative to the ASCE Wisconsin Section Board for the 2010-2011 ASCE fiscal year. For the past 12 years, Bart has also been a volunteer coach for the Platte-

ville Youth Baseball, Football and Basketball organizations. Bart was selected to participate in the UW-Platteville Entrepreneurship Program and has been a guest speaker for several UW-P organizations and classes. You may also remember Bart as the contact for the Main Street renovation project which took place in 2008.

As one of the co-owners of Delta 3 Engineering, Dan's primary responsibilities include land and site development engineering, municipal engineering, and construction engineering for third party projects. Dan is a member of the American Society of Civil Engineers and the Wisconsin Society of Land Surveyors and is also active in the Platteville Community. He serves as the president of the Platteville Area Industrial Development Corporation, has been past-president of the Platteville Jaycees, is a member of the Safe Routes Committee, and a Merit Badge Instructor for the Boy Scouts of America.

Scott, Bart, and Dan have supported the UW-Platteville Alumni Association and Foundation since graduating and Delta 3 Engineering is also a supporting member of the EMS Alumni Chapter. Delta 3 Engineering also sponsors their own engineering scholarships, which are awarded annually to a UW-Platteville Civil Engineering student and to a graduating Platteville

High School student majoring in engineering. In addition, they help with the Platteville Holiday Project delivering food and toys, and have Adopted-a-Family each Christmas season.

Scott, Bart, and Dan have selflessly given of their time to the Department of Civil and Environmental Engineering as Civil and Municipal Engineering consultants for the UWP Senior Design Course Projects; and the UW-Platteville Pioneer Academic Center for Community Engagement (PACCE) program which allows students to work with practicing engineers on projects. They recently worked with a group of UW-P students through the PAACE program who designed a walk bridge over the Rountree Branch in Katie's Garden.

Since establishment of their engineering business they have flourished and grown to a current staff of sixteen. They started in the Platteville Business Incubator and will be moving into their new location in the former Platteville Convention Center building this spring.

*Congratulations, Scott, Bart and Dan on receiving the Chamber's 2011 Business Persons of the Year Award. You represent what we are all working hard to achieve: local, homegrown individuals who are educated here and remain to establish businesses, create jobs, raise their families and give back to the community.*

## New Kitchen Incubator Set for Gays Mills

They say that too many cooks in the kitchen spoil the broth. But that was before the emergence of something called the shared-use kitchen. Examples of this phenomenon are springing up all over Wisconsin, including one in Gays Mills set to open this fall.

The 2,300 square foot Kickapoo Kitchen will be a featured element of a multi-purpose Community Commerce Center, which will also include a large public event space, a public library and new village offices. It's goal, as envisioned by the state and federal agencies providing the bulk of its \$2.1 million in funding, is to nurture the development of new businesses and create jobs in the process.

The kitchen features \$140,000 in equipment arrayed in designated

areas for cooking, baking, vegetable prep and canning/bottling as well as a cooking area for creation of meals for events in the adjacent meeting hall. A walk-in cooler, walk-in freezer and a spacious dry storage area complete the layout.

The goal of all shared-use kitchens is to allow food entrepreneurs the opportunity to develop products for commercial sale without requiring them to bear the cost of establishing their own licensed kitchen. Shared-use kitchen operational designs vary widely, but the most common model is the food business incubator operated by a non-profit entity or municipality.

Food entrepreneurs will be able to rent the portion of the kitchen they need to produce their product of choice and do so by the hour, with

rates ranging from \$8 to \$15 for start-up businesses. A volunteer staff will also provide guidance for kitchen clients in business and financial planning and the complexities of meeting the requirements of state and federal food sanitation laws.

The Community Commerce Center is part of a multi-faceted flood recovery project that began soon after the second of two major floods in the village in the summer of 2008. In general, it is a plan to move most of Gays Mills residents and businesses out of the flood plane to a location about a mile and a half north of the existing village center along state route 131.

The Kickapoo Kitchen project team, led by Brad Niemcek, is at

work now on the establishment of a corps of experienced business people to provide volunteer help with the development of kitchen client business and financial plans and to provide continuing advice as the businesses of clients develop, in classic business incubator tradition.



## Meet the Class of 2010

The Madison Enterprise Center (MEC) is pleased to introduce the MEC Class of 2010; Filament Games, Full Spectrum Solar and Seventh Generation Energy Systems. The Madison Enterprise Center, Common Wealth Development's first stage business incubator located at 100 S. Baldwin, is a partnership with Madison Gas & Electric. Businesses are required after a stay of 3-5 years to "graduate" into the community. The class of 2010 is staying close to home and putting down roots on the eastside.

Filament Games is a game production studio that exclusively creates learning games. They have developed over 20 educational games for clients ranging from National Geographic's JASON Science to Sandra Day O'Connor's iCivics. During their 3 years at the MEC, Filament grew from 3 to 17 employees. They plan to add more employees in 2011 and hope to buy their own building in 2013. "The MEC was a very positive experience for us and offered us quality, affordable space," said Dan White, CEO. Filaments'

new offices are located in the "cow" building at 2010 Eastwood Drive.

Full Spectrum Solar installs photovoltaic and solar thermal systems and is Wisconsin's largest solar-only contractor. During their 5 years at the MEC brothers Mark and Burke O'Neal grew their company from 4 to 14 employees. Full Spectrum received funding from both Common Wealth's Neighborhood Loan Fund and Common Wealth's Green Loan Fund. "Our business thrived in the Madison Enterprise Center," said Burke O'Neal "Their support has been critical to our success."

Full Spectrum purchased a building at 1240 East Washington Avenue, next to another MEC grad, EVP Coffee. Their energy efficient renovated building will be super insulated and include both solar thermal and photovoltaic systems.

Seventh Generation Energy Systems (SGES) products and services include wind and solar energy system design, installation and service. During their 4 years at the MEC Seventh Generation grew from 7 to 17 employees. SGES received funding from

Common Wealth Development's Green Loan Fund this year to purchase equipment necessary to put another wind tower installation crew to work. The Green Loan Fund was made possible by the City of Madison CDBG office and Federal Stimulus money.

"The MEC provides an affordable and comfortable location for entrepreneurial businesses," said Alicia Leinberger, Marketing and Development Director. "The spirit of entrepreneurship roams the hallways of the MEC and sparks innovation and ingenuity."

Seventh Generation's new location is literally across the parking lot from the MEC at 4 South Baldwin. Their new space allowed them to bring all their operations under one roof – offices, shop space and inside vehicle storage.



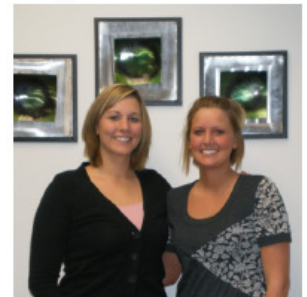
**WE WOULD LOVE TO SHOWCASE YOU AND/OR YOUR ORGANIZATION! PLEASE SEND US YOUR ARTICLES!!**

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)

## New Tenant to Benton Business Incubator

Nemitz Family Chiropractic relocated to the Benton Business Incubator March 1st, 2011. Dr. Steffanie Nemitz, a native of Bloomington, WI, started her wellness practice in Madison just over a year ago. Being a family oriented person, Dr. Steffanie realized real fast she wanted to practice closer to home and couldn't be more excited to be in Benton! At Nemitz Family Chiropractic, they take illness and disease seriously. They don't guess, they test! Once they discover the root cause of a person's sickness, they love nothing better than to see the symptoms disappear as the cause of the illness is eliminated. Nemitz Family Chiropractic is a natural health and wellness clinic serving people from all over the U.S. They accommodate all out-of-state patients using their laboratory network and phone consultations. The services and programs that Nemitz Family Chiropractic provides are for people of all ages from infants to elderly, from athletes to families. They offer: laboratory diagnostics/testing, nutrition programs, an effective weight loss program, massage therapy and chiropractic care.

*Dr. Steffanie and Vanessa Nemitz*





## WELCOME TO OUR NEW MEMBERS!



WBIA welcomes Vic Grassman of Janesville. Vic has more than twenty years of experience as a professional economic developer. He is currently the Director of Economic Development for the City of Janesville where he is responsible for all aspects of the city's economic development program. Janesville was recently awarded a \$1.2 million EDA grant to construct a business incubator with a total project cost of approximately \$1.6 million. Prior to Janesville, Vic spent five years as the Senior Economic Development Officer for the City of Denver, Colorado. Responsibilities there included business attraction, incentive development, marketing and business retention. Vic has significant economic development experience in Wisconsin, having worked for the City of Milwaukee (3 years) as Area Development Manager and Bureau Director, Wisconsin Department of Commerce (12 years) and as a Project Manager for the UW-Whitewater SBDC (3 years). Vic has completed projects in two-thirds of Wisconsin's Counties and has a strong understanding of the challenges putting together economic development programs in both urban and rural areas. He has been elected as a board member to both the Economic Development Council of Colorado and the WI Economic Development Association (WEDA) as well as serving as a past president of WEDA. Vic holds a Masters Degree in Planning, an MBA and is one of 2,000 certified economic developers as noted by the International Economic Development Council.



We warmly welcome Mary Rajek, Economic Development Specialist with Rock County Development Alliance in Janesville. She came to Janesville to serve via an EDA grant. Mary works with five Economic Development professionals who are actively seeking to enhance the quality of life in Rock County. These individuals represent the County of Rock, the City of Janesville, the City of Beloit, Forward Janesville, Inc., and Alliant Energy. Mary provides support and coordinates the efforts of these ED pros while spearheading the Small Business and Entrepreneurial support programs for the area. Mary's responsibilities recently included acting as the 2010 Accelerate Your Business Plan Contest administrator. Through this contest Mary was able to have a positive impact on over 20 area businesses through education and training, mentoring, and prize conferrals. The grand prize winner was announced in October and was awarded a prize package valued at \$25,000, made possible by the sponsorship of Rock County 5.0 and a number of in-kind service providers.

In Platteville Mary had the privilege of interning with George Krueger of the Platteville Area Industrial Development Corporation whose offices are located in the Platteville Business Incubator, Inc. building. Working with George at PAIDC, Mary saw first-hand the benefits of business incubation. Next Mary had the opportunity to intern with the Alliant Energy Economic Development team, with work primarily performed out of the Dubuque, Iowa office. Mary states she is very excited to be a new member of WBIA and is looking forward to continuing to provide services to Small Business Owners and Entrepreneurs, confident that working with WBIA members will only enhance her efforts to support local businesses.

## WBIA IMPORTANT "SAVE THE DATES"

**May 5-6, 2011:** WBIA Board Meeting. The spring quarterly Board meeting will on **Thursday, May 5, 2011** in Portage. The location, time and other details will be posted on the website when determined.

WBIA Member Meeting. The spring quarterly WBIA members meeting will be held on **Friday, May 6, 2011** in Portage. The location, time and educational presentation will be posted on the website when determined.

**July 14-15, 2011:** WBIA Board Meeting. The summer quarterly Board meeting will be held on **Thursday, July 14, 2011** in Whitewater. The location, time and other details will be posted on the website when determined.

WBIA Member Meeting. The summer quarterly WBIA members meeting will be held on **Friday, July 15, 2011** in Whitewater. The time, location and educational presentation will be posted on the website when determined.