



The

INNOVATOR

The WBIA - "Where Incubation Means Business"

Wisconsin Innovation Leaders Honored at "Ideas to Profits" Conference

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WWW.WBIASTATE.ORG

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Four individual Wisconsin innovation leaders were honored for their outstanding work in promoting entrepreneurship and supporting inventor and entrepreneur clubs this year at the October "Ideas to Profits" Conference. The conference, sponsored by the Wisconsin Innovation Service Center (WISC) at the University of Wisconsin-Whitewater presents 'Champion Awards' to individuals who have had a significant impact on entrepreneurship in Wisconsin. According to Ronald Gayhart, director of the Center for Innovation, "All of these people have contributed to economic development within the state and for that we applaud them."

The 2009 Innovation Champions are:

Steve Sengstock, Executive Director: Shawano County Economic Progress, Inc. (SCEPI). Since 2002, Sengstock, as SCEPI Director, has been a leader in economic development by creating strong part-

nerships. Sengstock and SCEPI place a strong emphasis on collaborating with their network of Strategic Resource Partners to best meet entrepreneur's unique needs.

Pam Owen, manager of the NanoRite Innovation Center and a business and industry representative for Chippewa Valley Technical College. Developed with entrepreneurial and applied research needs in mind, the NanoRite Innovation Center offers a unique approach to product development and is the first of its kind in the state. Owen builds awareness of the center's capabilities, establishes connections for technology based businesses within the incubator and collaborates with many resources in northwestern Wisconsin.

William Chadoir, Executive Director of the Door County Economic Development Corporation (DCEDC) in Sturgeon Bay, Wis. Founded in 1989, DCEDC has been successful in helping existing businesses cre-

ate and retain thousands of jobs in Door County. The Corporation is the lead economic development advocate in the county and hosts the Business Development Center, one of the most successful business incubators in the state of Wisconsin. Chadoir has coordinated numerous business retention, expansion and recruitment programs and has helped develop innovative programs in business incubation and entrepreneurial training.

The other honoree was **Randy Hulke, Executive Director of the University of Wisconsin-Stout Discovery Center.**

The "Innovation Champion" awards began in 2005. Since then over 30 individuals have been honored

INTERNATIONAL CONFERENCE ON BUSINESS INCUBATION CELEBRATING 25 YEARS

Orlando, Florida
May 16-19, 2010

NBIA's International Conference on Business Incubation is the premier gathering for incubation practitioners worldwide. Each year, incubation and economic development professionals from across the globe meet at the conference to participate in in-depth workshops, educational sessions, roundtable discussions and networking activities. During the Orlando conference, NBIA will be

celebrating their 25th year as an association. The conference will feature more than 50 concurrent sessions in which experienced professionals will make presentations and lead discussions about incubation and other related topics. The Pre-conference Institute will have workshops for attendees of every experience level. Other conference activities will include an opening re-

ception, keynote addresses and tours of nearby incubators. Join the NBIA in Orlando as they celebrate their past accomplishments and look ahead to the future of incubation.

For more information about this outstanding conference, please visit the NBIA website at www.nbiaconference.org.

WBIA MISSION STATEMENT

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

ADVANCE BUSINESS CENTER INCUBATOR GRADUATE

Legato Marketing & Communications, Inc. began leasing space at the Advance Business Center, Green Bay, WI in August 2008, but quickly outgrew the facility just one short year and one month later. Owner Mike Milligan moved into his new office space October 1st and is enjoying his new view of Lambeau Field.

Legato Marketing & Communications, Inc. is a full service marketing and communications agency set up as a "virtual agency." This enables Legato to operate with considerably less overhead than traditional agencies. Prior to starting the company, Milligan was a communications professional with 20 years experience

in corporate and agency environments. Milligan stated that he was very thankful to have the incubator program for all the resources, professionalism and reasonable rates it offers business entrepreneurs.

Congratulations to the Barron County Economic Development Department and the grand openings of two successful new businesses:

- The Olive Branch Gallery & Studio, Cameron, WI..
- Brush with Wildlife, south of Barron.

ASHLAND AREA ENTERPRISE CENTER'S CLIENTS & ABC'S EXTREME HOME MAKEOVER

H. Window Company, L.L.C. and Ancientwood, Ltd. were among ABC's Extreme Makeover Home Edition contributors and volunteers who rebuilt the home of the Huber family in South Range, WI. in August 2009. It was a green building project featuring energy conservation, renewable energy, recycled products and attention to waste management generated

on site. The project was an overwhelming success and was selected to be the 2 hour season premiere which aired on September 27th.

H. Window Company manufactured and installed all of the windows for the project. AncientWood, Ltd. was honored to be selected to create an ecologically friendly dining room table for the Huber family. The 7 foot table was

crafted from Ancient Kauri. Kauri wood is the oldest workable timber on earth and is radio carbon dated to be at least 50,000 yrs old. It is found in New Zealand.



WBIA MARKETING MATERIALS AVAILABLE ONLINE SOON!

Beginning in 1st quarter 2010, Wisconsin Business Incubator Association members will be able to obtain WBIA marketing materials directly from a secured area on the WBIA website! There will be a variety of materials available that current members can use for promoting the WBIA and attracting potential new members into WBIA membership! The materials you'll be able to access will include:

*A new "Welcome to the WBIA" tri-fold brochure * A new member sign up and dues collection form

* "Welcome to the WBIA" New Member Welcome packets * "Innovator" newsletter

The new member "Welcome" packets are being made available to any members who are courting potential new members to the WBIA. Each consists of the following items, all online so you can easily assemble your own kits for new member recruiting purposes:

*A letter of greeting from the WBIA President * "Why Be a Member" tri-fold brochure * New member application form
* A directory of current WBIA members * A directory of Wisconsin incubators * 2010 Key events

Genex Continues Growth and Expansion in Shawano



Genex Cooperative, Inc., is positioned for growth upon receiving \$300,000 in a low interest loan from the City of Shawano and the Shawano County Revolving Loan Fund, (RLF), programs. Genex will receive \$175,000 from the Shawano County RLF account and \$125,000 from the City of Shawano RLF account to support a \$1 million dollar expansion at

their Shawano headquarters and nearby Stony Hill facility.

Despite current tough economic times, Genex feels it is important to plan for the future and further cement its role as the recognized leader of their industry. The current expansion project includes renovations to the existing Genex headquarters located on MBC Drive. These changes will enable Genex to install additional lab equipment to expand the current GenChoice™ product line. This will dramatically improve their growth capacity enabling them to expand into additional domestic markets as well

as emerging overseas markets.

Adding this improved lab space and equipment will create approximately 20 highly technical jobs in the short term with continued opportunities for growth in the long-term future.

“We worked closely with Genex and the City and County RLF Loan Review Committees to complete the loan application and approval process for these loans”, said SCEPI Executive Director Steve Sengstock. “As with the Genex project, RLF applications can be submitted to SCEPI at any time from busi-

nesses seeking financing for their projects” Sengstock added.

Also included in the project is an expansion to Genex’s Stony Hill facility located on Highway 29 west of Shawano. This portion of the project will enable more bulls to be housed increasing the efficiency and diversity of the Genex lineup.

NBIA Benchmarking Questionnaire

As the manager of a business incubator, have you ever wondered how well your facility and services measure up to other organizations that participate in business incubation? Now you’ll be able to benchmark your successes thanks to the National Business Incubation Association (NBIA).

The NBIA now offers an online tool that enables managers to benchmark their their incubation program for FREE and you don’t even have to be an NBIA member to use it! The tool is really a quick and confidential online questionnaire

and you don’t even have to be an NBIA member to use it! The tool is really a quick and confidential online questionnaire about your incubation program’s practices that, once completed, provides you with a visual representation of how your program measures up against other programs and overall industry standards.

To complete this free, confidential and simple online questionnaire about your incubation program’s practices, just visit the NBIA website at www.nbia.org. At the home page, click on “**Benchmark your**

incubation program online—for free!” that is located on the right hand side just below the “Quick Links” part of the page.

The next time someone asks you how your incubation programs are doing, you’ll be able to show them just how well your organization really measures up!



2009 Incubation Industry Compensation Survey

Author: Linda Knopp
Publisher: NBIA Publications
Cover: PDF

AVAILABLE December 2009

ORDER NOW at
www.nbia.org

This report - the most recent analysis of incubation industry compensation trends - includes data not only for the industry as a whole, but also for specific sectors (mixed-use, technology and biotechnology). Dozens of annotated charts and graphs illustrate salary information for full-time managers including breakdowns by incubator location, primary sponsor, tax status and start-up date.

Also includes information on benefits packages. A must-have for incubator staff and boards!



WBIA MEMBER PROFILES



Therese Fellner is the Director of Business Development at Gateway Technical College's Center for Advanced Technology and Innovation. Direct responsibilities include management and oversight of the business incubation program and facilities, in addition to business development initiatives with both the college and business and industry. Fellner has Bachelor and Master's degrees from the University of Minnesota-Twin Cities and a PhD in Educational Leadership and Policy Studies from Arizona State University. Dr. Fellner has more than 20 years experience in higher education and has expertise in group facilitation and evaluation theory and practice. She currently serves as the President of the Wisconsin Business Incubation Association (WBIA).

Born and raised in Racine, Wisconsin, Fellner returned to her hometown in 1999 to get married and have a family. She enjoys the outdoors and maintains an active lifestyle – due mostly in part to being the mother of two boys!



Mary Pat Carlson is the developer and director of The Farm Market Kitchen Incubator & Food Heritage Center in Algoma... a small-scale food processing incubator and education center serving the Northeast Wisconsin region. The FMK is a community-based economic development project of The Living Lake's Heritage, Inc. non-profit organization. In addition to over 50 in-house entrepreneurs she also works with over 20 off-site clients and graduates. She is Vice-President of the Wisconsin Business Incubator Association, and a member of the Wisconsin Specialty Food Processor's Cooperative. She has a degree in education and has been an educator from pre-school through post secondary with an emphasis on food systems, economic development, and business assistance.

Mary Pat, along with husband Mark and 18 year old daughter Anna, own and operate Mark's family cherry orchard in Sister Bay, *Carlson's Island View Orchard*. Mark's family purchased the property before Wisconsin was a State. The orchard features a renovated "picker's shack" farm market, *Door County Wildwood Market*, and is open for visitors and pick-your-own activities from June through October.

**WE WOULD LOVE TO SHOWCASE YOU AND/OR YOUR ORGANIZATION! PLEASE SEND US YOUR ARTICLES!!
DEADLINE FOR SPRING 2010 NEWSLETTER IS FEBRUARY 12TH!!!**

WBIA IMPORTANT "SAVE THE DATES"

January 14-15, 2010:

WBIA Board Meeting. The winter quarterly Board member meeting will be held on **Thursday January 14, 2010 in Madison**. The Board meeting follows a 3:30 pm meeting with Representative Peter Barca at the State Capitol, Room 225 NW.

WBIA Member Meeting. The winter quarterly WBIA members meeting will be held on **January 15, 2010 from 8:30am – noon** at the Madison Enterprise Center, 100 S Baldwin Street, Madison, WI, 53703. Our host will be Sarah Hole. The educational presentation will be determined.

April 15-16, 2010:

WBIA Board Meeting. The spring quarterly Board meeting will be held on **Thursday, April 15, 2010** in Spooner, WI. The time and location will be determined.

WBIA Member Meeting. The spring quarterly WBIA members meeting will be held on **Friday, April 16, 2010 from 8:30am – noon** in Spooner, WI. Our host will be Rick Roeser. The educational topic will be determined.

May 16-19, 2010:

The annual NBIA International Conference on Business Incubation will take place at the Buena Vista Palace in Orlando, Fla. For conference information visit www.nbiaconference.org.

July 15-16, 2010:

WBIA Board Meeting. The summer quarterly Board meeting will be on **Thursday, July 15, 2010** in Ashland, WI. The time and location will be determined.

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 Development Corporation, Ashland, WI. Our host will be Dale Kupczyk. The educational topic will be determined.