



JUNE 2009

“ WHERE INCUBATION MEANS BUSINESS ”

SUMMER NEWSLETTER

WBIA TO DEVELOP AND IMPLEMENT STATEWIDE TECHNICAL ASSISTANCE PROGRAM FOR BUSINESS INCUBATION PROFESSIONALS

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WBIA will be receiving a Community Based Economic Development (CBED) \$20,000 grant award from the Wisconsin Department of Commerce to develop and implement a technical assistance program for business incubation professionals throughout the state. The grant funded project will produce a manual and directory of WBIA member expertise and technical assistance teams to be mobilized in a systematic fashion. The manual will contain documents including leases, policies and procedures, historic information, marketing materials, board

member descriptions and contracts, and operating budgets. The project also proposes to examine the extent to which technical assistance is needed to facilitate the measurement of economic impact for business incubation in the state. Through this project, business incubation programs will increase their capacity to assist small business start-ups, and contribute to the development of economic strategies for regional and state growth. Anticipated

project outcomes include a comprehensive listing of business incubation facilities in the state; assessment of potential statewide impact; inventory of minority and women-owned start-ups; established infrastructure and protocol for responding to technical assistance needs; content specific training to meet the needs of business incubation professionals and their clients; job creation and growth; and more federal funds brought into the state.



SPECIAL POINTS OF INTEREST:

- July 17, 2009: WBIA quarterly membership meeting at the Door County Economic Development Corporation, Business Development Center, Sturgeon Bay.
- November 13, 2009: Nomination deadline for NBIA 2010 Incubation Awards.
- November 16-18, 2009: NBIA Fall Training Institute in Phoenix, AZ.

COMMUNITY-BASED ECONOMIC DEVELOPMENT (CBED) PROGRAM CONSOLIDATED INTO THE NEW FORWARD INNOVATION FUND FOR 2010

WBIA board members met with Zach Brandon, Senior Policy Director with the Office of the Secretary, Department of Commerce regarding the consolidation of the CBED fund into the new Forward Innovation Fund (FIF). The FIF was developed to create flexibility among 3

programs; CBED, Minority Business Development, and Rural Development. Entities previously eligible for CBED remain eligible for FIF which will have rolling application deadlines. A total of \$1.4 million in funds will be available. Projects need to address

the start-up, expansion, or retention of minority businesses and/or businesses in economically distressed areas; and/or be an innovative proposal to strengthen inner cities, rural communities, clusters, and/or entrepreneurship.

SUPERIOR BUSINESS CENTER INCUBATOR GRADUATE

Exodus Machines began leasing space at the Superior Business Center, Superior, WI in May 2008 and will soon be graduating to its new 32,000 square foot facility located in Superior, EWI. The building includes a state-of-the-art fabrication area, large assembly area with multiple overhead cranes, &



administrative offices. **Exodus Machines** manufactures and sells heavy loading equipment primarily for the scrap steel industry. Thirty new full-time jobs within 3 years

(up to 78 jobs in 5-years) will be created. **Exodus Machines** received \$7.5 million in New Markets Tax Credits. **Contact info: 715.395.6060**

"Small businesses are the heart of Wisconsin's economy and business incubation creates more jobs for less money than any other economic development initiative."

-US Dept of Commerce Economic Development Administration, Construction Grants Program Impact Report, October, 2008.

ASHLAND AREA ENTERPRISE CENTER INCUBATOR GRADUATES

The Ashland Area Enterprise Center (AAEC) opened in September 2001. AAEC is a mixed use 60,000 square foot business incubator facility currently housing 7 Incubator and 12 Anchor Tenants. The AAEC has graduated 6 incubator tenants. One of these graduates, **Arts for All**, was the first Incubator

Tenant in the AAEC in 2001 and graduated in 2004. They built a new facility in Bayfield and currently have three employees. Another graduate, **Chequamegon Bay Engineering Co.**, moved into the AAEC in 2002 and graduated in 2005. They have moved into a larger building with the option to pur-

chase the building. They now have 10 employees. **Contact info: Chequamegon Bay Engineering Co., 715.682.6004; Arts for All, 715.779.9526.**



"Business Incubator graduates in Wisconsin have an 81% graduation rate."

- 2007 WBIA State of Business Incubation Survey

FARM MARKET KITCHEN INCUBATOR GRADUATE

Nutorious, 2008 graduate of the Farm Market Kitchen Incubator in Algoma is currently exporting their product to Europe, working with a distributor in Canada to start exporting by Summer 2009, and discussing a distribution link with a firm in Japan. They will be exhibiting at the New

York Fancy Food Show June 28-30 and have been nominated for two SOFI awards. A sofi™ Award (Specialty Outstanding Food Innovation) is the specialty food industry's highest honor and recognize excellence in specialty food and beverages in 33 categories. **Nutorious** has their own processing plant in Green Bay and will be expanding their markets with national & international sales. **Contact info: 877.688.6746**



GATEWAY TECHNICAL COLLEGE BUSINESS INCUBATOR TENANT WINS THE APOLLO AWARD IN RACINE COUNTY

Ictect, Inc., a business incubator tenant at Gateway's Center for Advanced Technology and Innovation (CATI), was presented with the Apollo Award by the Racine County Workforce Development Board on May 7, 2009 at the Racine Area Manufacturers and Commerce (RAMAC) Annual

Awards Dinner. The Apollo Award recognizes the accomplishments of a business owner or entrepreneurial team who started a new and innovative business in Racine County. Pradeep Jain, owner and president of **Ictect, Inc.**, introduced a new patent, product and concept related to Intel-

ligent Content Architectures. **Ictect** will be licensing its intellectual property to the Air

Force Department of Publishing Office for use in streamlining the branch's Web document publishing. In a difficult economic situation, **Ictect** delivered cost savings in the order of 50% by turning "outsourced" processes into "in-sourced", and by empowering knowledge workers in customer organizations. **Contact info: 262.898.7568**



MARBLE AND GRANITE FABRICATOR LOOKING TO GRADUATE FROM DOOR COUNTY BUSINESS CENTER

Door County Natural Stone Surfaces provides custom-cut marble and granite stone countertops for kitchens, bathrooms and fireplaces in residential and commercial applications. **Door County Natural Stone Surfaces** moved into the incubator in 2006 and occupies a 7,500 square

foot warehouse space. Customers can browse through the stone slab selection displayed on A-frames at the business incubator. **Door County Natural Stone Surfaces** likes to be involved with their customers from the start of the project—when they make a physical pattern of the walls

and cabinets in preparation for fabrication and installation. **Contact info: 920.746.0063.**



"EDA investments produce between 2.2 and 5.0 jobs per \$10,000 in federal spending, for a federal cost per job between \$2,001 and \$4,611. Business incubators create between 46.3 and 69.4 jobs per \$10,000 in federal investment, for a federal cost per job of between \$144 and \$216."

-US Dept of Commerce EDA, Construction Grants Program Impact Report, October, 2008.

COULEE COFFEE ROASTERY BREWING UP CUSTOMERS AT THE COULEE REGION BUSINESS CENTER INCUBATOR

Coulee Coffee Roastery was founded on the notion that the most important thing in this world is *building relationships*. It starts with purchasing coffee in a way which is fair for the coffee farmers & their communities. It continues through the careful roasting of each batch of coffee.

In addition to offering fresh-roasted gourmet coffee and top quality loose leaf teas, **Coulee Coffee Roastery** also supplies, installs and services equipment and accessories. **Coulee Coffee Roastery** markets the coffee across the local area with wholesale, fundraising, private

label and retail. **Coulee Coffee Roastery** has also developed specialty packaging for fundraising, weddings & company promotional gifts. A portion of the proceeds from each bag of Coulee Coffee is donated to the National Multiple Sclerosis Society. **Contact info: 608.386.5575**



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WBIA Vision Statement

As a primary economic engine for the State of Wisconsin, the WBIA creates jobs leading to stronger economies by fostering entrepreneurial companies helping them survive, grow and thrive.

WBIA Mission Statement

To educate, inspire, and advocate on behalf of small business start-ups in our regions by providing incubation facilities and networking resources, both among clients and across state and national agencies, providing an edge to our clients entrepreneurial ventures.

WBIA MEMBERSHIP MEETING – DOOR COUNTY

JULY 17, 2009

Join us for the next quarterly meeting of the WBIA membership scheduled for **Friday, July 17, 2009, from 8:30-noon** at the Door County Economic Development Corporation, Business Development Center, 185 East Walnut Street, Sturgeon Bay, WI 54235.

The meeting agenda includes a presentation of the draft protocol and framework for the WBIA technical assistance project. The membership educational meeting will include two presentations including a unique Door and Kewaunee County business education partnership that prepares high school graduates for local careers. The partnership programming includes, a student built home to teach high demand construction careers, videos and webouts for advanced manufacturing careers and a high school nurse training program. The second presentation will address the importance of **angel investment** in today's business climate and the potential for incubation programs to secure equity positions in their client businesses. All membership meetings conclude with a tour of the local business incubation facility.

To RSVP for the Membership Meeting, contact Bill Chaudoir, 920.743.3113 X 203 or via email at bill@doorcountybusiness.com The Board member meeting will be held the evening before, **Thursday, July 16 from 4-6pm** at the Stone Harbor Conference Center.

Blocks of rooms have been reserved for WBIA at the following lodging establishments:
Best Western Maritime Inn, 1001 N. 14th Ave. Sturgeon Bay. 920 743 7231. \$55 -2 bed
Comfort Inn, 923 Green Bay Road, Sturgeon Bay, 920 743 7846. \$84 -2 beds.
Stone Harbor Waterfront Resort & Conference Center, 107 N. First Ave. Sturgeon bay. 920 746 0700. \$99 -1 bed

