

The Next Level

FROM THE ECONOMIC DEVELOPMENT CORPORATION OF MANITOWOC COUNTY — SUMMER 2008

Company proves truly to be Invincible Local company finds new stride

No employee wants to hear the company he's been committed to for years is going into receivership. When Mike Bartelt found out his long-time employer Invincible Office Furniture was up for sale he knew that if an outside corporation purchased the business chances are Invincible as he knew it would close its doors. And he wasn't ready to have that happen.

"A group of us managers got together and had thoughts for a business plan," says Bartelt. "We all felt the company was viable and saw new business out there to make it successful."

By the time Bartelt and the other three managers began their discussions, only three weeks remained before the company would be on the auction block.

Although the four managers had ideas for keeping Invincible afloat, they also knew they needed help compiling a business plan, securing funding and possibly finding investors. And fast.

"We thought there was money available through the Economic Development Corporation of Manitowoc County and the

State of Wisconsin Department of Commerce, so we contacted Ken Stubbe at the EDCMC for options," Bartelt says. "We set out on three parallel paths with Ken—path one involved putting money in ourselves and getting matching funds from the Department of Commerce; and paths two and three involved pursuing two separate investors."

All three paths required a comprehensive business plan complete with detailed budgets and pro formas.

"The EDCMC was very helpful with completing a business plan and the supporting forms," says Bartelt.

Bartelt, now Invincible president, adds the EDCMC was instrumental in securing an investor for the company.

Steve Schenian, also owner of Steve R. Schenian Trucking Inc., bought the company in May and renamed it Invincible Metal Furniture Solutions—doing business as simply Invincible.

"When they came to me, the Invincible managers knew one option was to convince an

investor to buy the company," says Ken Stubbe. "Steve Schenian commented that there was so much good information about the potential of Invincible it really swayed his decision to invest."

Throughout the process, Bartelt says the EDCMC identified resources for his group and helped them secure \$15,000 in matching funds from the State of Wisconsin Department of Commerce.

"Ken stayed on top of our application with the Department of Commerce," says Bartelt, "and although we ended up not utilizing that money, it may be available to the new owner."

Bartelt adds that the EDCMC will continue to be a resource for as Invincible as goes forward.

"The EDCMC works to grow local business and keep jobs here in Manitowoc County," says Bartelt. "Invincible is just one example of how they do that."

Bringing resources to bear

Festival Foods locates in Manitowoc

As a commercial developer in northeastern Wisconsin, Mike Maedke has worked with numerous communities—large and small—to bring in the retail chains, restaurants, and convenience centers every town desires.

To make these wishes a reality, Maedke turns to the insiders of each community to get the information he needs to close the deal. When it came to attracting Festival Foods to the Manitowoc area, Maedke's approach was no different.

"I knew to go to the Economic Development Corporation of Manitowoc County like I've done in many areas," he says.

The EDCMC worked with Commercial Horizons/Dewey Street Properties for over a year as the developer tried to "sell" Manitowoc to the large grocery chain.

"Although our primary focus is existing business development, the EDCMC responds to 40-45 manufacturing, warehousing, hospitality, and some retail site selection prospects per year," says Diana Schultz, EDCMC Director of Client Services. "When providing information to these prospects our ultimate goal is to encourage capital expenditure and job creation in Manitowoc County."

Maedke, leasing and marketing broker at Commercial Horizons/Dewey Street Properties in Green Bay, says he was impressed with the information the EDCMC provided for Manitowoc County.

"The EDCMC provided us with traffic counts, names of property owners, and all the details we're interested in when trying to bring new businesses to an area," says Maedke.



Festival Foods Ground Breaking Ceremony on April 22, 2008.

The EDCMC website, www.edcmc.org, hosts 1,200 data points of information on the Manitowoc County economy including demographics and income, workforce, taxation, largest employers, education, utilities, consumer information and more.

Without the right information, Maedke says the deal could have ended pretty quickly. Using information from Commercial Horizons/Dewey Street Properties and the EDCMC, Festival was able to analyze accurate data and make the decision to build in Manitowoc.

"Having someone to rely on locally who participates in the community daily, that is a benefit," says Maedke. "In Manitowoc County, the EDCMC lives and breaths business information, which they share."

The Festival Foods store, along with a new Kwik Trip convenience store, will open this fall on the seven-acre parcel bordered by Dewey Street and S. 42nd Street. The 70,000-square-foot store will feature a "kitchen classics" meat department, natural and organic foods, fresh sushi, a salad and hot foods bar, a deli and prepared foods selection, a wine and spirits shop, and catering services.

Calendar of Events

August

- 8/1 EDCMC: Register for E-Seed: The Entrepreneurs' Training Course!

September

- 9/10-11 SBDC: Supervisory Leadership I
- 9/16-11/5 SBDC: Market Forward Series
- 9/17 SBDC: Financial Management for Non-Financial Managers
- 9/19 EDCMC: E-Seed: The Entrepreneurs' Training Course Begins!
- 9/22 EDCMC/LTC: Lakeshore Entrepreneur and Inventors' Club

October

- 10/2 SBDC: Marketing Basics for Business
- 10/7 The Chamber: Chamber Cafe - How to find and keep good employees
- 10/7-8 SBDC: Effective Communication
- 10/20 EDCMC/LTC: Lakeshore Entrepreneurs and Inventor's Club
- 10/21 SBDC: Financial Basics for Business
- 10/22 EDCMC/The Chamber: Business Summit

For more information on these and other events visit www.edcmc.org.

Reinventing Downtown Manitowoc

Wisconsin Main Street status gained

Mainly Manitowoc, a group of energetic downtown business owners and residents, has done a lot since October 2007 when it began the process of obtaining Wisconsin Main Street status.

In less than six months Mainly Manitowoc volunteers wrote an application that was over 100 pages, raised \$100,000 in pledges and presented to the Wisconsin Main Street Council.

All that work paid off. Mainly Manitowoc found out it received Wisconsin Main Street designation. The program will provide five years of technical assistance to Mainly Manitowoc in four areas – organization, promotion and marketing, design

and economic restructuring.

“There are so many passionate downtown business owners and we have a truly unique downtown,” says Elizabeth Wergin of Etched in Stone and the Mainly Manitowoc Steering Committee. “Main Street will fill a need for structural organization and be a way to rejuvenate excitement around a common vision for the downtown.”

When Mainly Manitowoc sought help to make its bid to the Wisconsin Main Street Program, the EDCMC helped where it could.

“The EDCMC gave us excellent help with compiling a lot

of information into a very professional, concise application,” says Wergin.

The EDCMC dedicated a staff member to the program that provided extensive time writing portions of the application, doing research, creating and maintaining a website and taking part in the presentation to the Wisconsin Main Street Council.

“The EDCMC believes downtowns make a statement for quality of life,” says Ken Stubbe, EDCMC Executive Director. “They go a long way towards bringing in a new workforce and play a part in convincing existing businesses to expand and in attracting new businesses to Manitowoc County.”

Get your motors running

Project Mini-Chopper takes off

Twenty-four students from local high schools—who will design and fabricate mini-chopper motorcycles during the 2008-2009 school year—traveled to LaCrosse, Wisconsin on June 27 to the S&S Cycle 50th Anniversary Celebration, a premier motorcycle show that attracts custom motorcycle builders and enthusiasts from across the country.

The Manitowoc County High School Manufacturing Project – Project Mini-Chopper, developed by the EDCMC and The Chamber of Manitowoc County, is to show students, parents and educators that local manufacturing provides excellent career opportunities.

In addition to learning hands on manufacturing skills, students will earn high school and college credit, practice creative and critical thinking skills, learn creative problem solving methods, collaborate as team players and enhance communication and presentation skills.

Four major sponsors have each been assigned to a team. They will have design approval over the bike and will receive the finished mini-chopper. Teams and team sponsors are Valders High School—sponsored by Spancrete; Roncalli High School—sponsored by Wisconsin Aluminum Foundry; and two Lincoln High School teams—sponsored by LDI



Students posing with Paul Tuetul, Sr. of Orange County Choppers.

Industries and Manitowoc Crane Group.

Other sponsors—Miller-St. Nazianz, Rusch Machine and Design, Federal Mogul, Valders Stone and Marble and TA Motor Sports—have donated time, expertise, material and money to the project.



Holy Family Memorial
Medical Excellence, Community Commitment

EDCMC Investor Spotlight

Company history: Holy Family Memorial is proud to be in its second century of providing health care to the people of the Lakeshore region. Since we opened our doors in 1899 as Holy Family Hospital, we have been, and continue to be, the largest local provider of health care services in Manitowoc County.

Founded by the Franciscan Sisters of Christian Charity, the hospital has evolved into Holy Family Memorial, a comprehensive health care network made up of highly qualified health professionals dedicated to providing quality medical care.

HFM health network is comprised of several entities, including Holy Family Memorial Medical Center, more than 70 primary and specialty care physicians, as well as clinics, pharmacies, a wellness center and other specialty services. HFM employs over 1,300 people.

What do you see as the future of economic development in Manitowoc County? As a healthcare provider, we face the challenge of providing expert, quality care while at the same time controlling costs. It is our mission to ensure that future generations have quality health care available to them in Manitowoc County.

Investing in a highly trained workforce, keeping pace with technology, and utilizing lean healthcare practices to help control costs will be crucial to providing this care...which in turn leads to challenging and fairly paid health care jobs ...which ultimately makes Manitowoc County attractive to other sectors of the job market.

How is your company involved in the community? Contributing to improving the health of our community is part of Holy Family Memorial's mission. HFM has formal partnerships with several organizations with similar values and missions.

These partnerships include the American Cancer Society,



In Holy Family Memorial President and CEO Mark Herzog's words.

American Heart Association, Heart-A-Rama, Lakeshore Aviation, Roncalli High School, St. Francis of Assisi Parish and School, St. Peter the Fisherman Catholic School, Silver Lake College, Thunder on the Lakeshore and the SCRIP program.

In addition, we actively support Healthiest Manitowoc County 2010, Economic Development Corporation of Manitowoc County, The Chamber of Manitowoc County Inc., Community Built Playground, Capital Civic Centre and Felician Village.

**Information on
 economic development in
 Manitowoc County!**

1515 Memorial Drive
 Manitowoc, WI 54220

Take your business to the Next Level

