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AMAZING TALES FROM CHIPPEWA COUNTY, WISCONSIN



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24
PAGES
IN
FULL
COLOR

THE LEAGUE OF LEADERS



No.17
2011-2012
REPORT



ALL BRAND NEW TALES OF ACCOMPLISHMENTS THAT
TRIUMPH OVER THE EVIL GRIP OF
RECESSION!!



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It takes a team!

*When we last met our Superheroes of Economic Development alias "The League" they were being **Rebels and Renegades** vigilantly fighting the Great Recession of 2010-2011. The League continued this valiant effort in 2011-2012 utilizing the assistance of Business Attraction & Recruitment, Small Business Development (entrepreneurship), Workforce Development and Business Retention & Expansion.*

As Chippewa County's only full-time professionally staffed organization solely committed to the economic development of the area, the organization recruits developers and retailers, communicates incentives, analyzes markets, demographics and customer trends. CCEDC also collaborates with stakeholders to coordinate and oversee development. CCEDC's professional expertise in managing economic development programs helps attract, retain, and expand businesses, as well as connects communities and businesses with economic development resources. The organization continues to maintain and market an inventory of sites and buildings available for development within Chippewa County and carries on other vital strategies that improve the economic well-being of the area.

CCEDC continues to be flexible in its economic development activities and acts as a strong voice for the interest of local businesses while possessing immediate access to the highest levels of local government. The following is a record of The League's 2011-2012 activities to accomplish its mission.

OUR VALUES

- COLLABORATION:**
Through mutually beneficial relationships with stakeholders we create collaborative networks and strengthen our ability to achieve positive results.
- CUSTOMER SERVICE:**
Our overall guiding principle is to provide all customers with excellent services.
- ETHICS:**
A commitment to the highest standards of ethics is practiced in all of our business relationships.
- DECISIVE:**
CCEDC is results-oriented, with an emphasis on providing real value to our customers, investors and stakeholders.
- COLLEAGUES:**
CCEDC staff members are our most valued prize and asset, success depends on staff knowledge, creativity, skills and teamwork.

OUR MISSION

The primary mission of the Chippewa County Economic Development Corporation is to foster a strong economic environment which supports businesses and nurtures growth and new investment in the region. We are dedicated to promoting and facilitating economic development and to improve the quality of life in Chippewa County by increasing its economic base.

OUR VISION

Chippewa County is a dynamic and prosperous area, in perpetual renewal and fueled by a can do attitude, imagination, innovation, and community involvement. We will lead the state of Wisconsin and the Upper Midwest with an innovative and sustainable economy, while attracting new innovative businesses and expertise, to enjoy our unique lifestyle. CCEDC will set the standard in economic growth and be a leader towards promoting investment and development in Western Wisconsin.

TERESA ISENSEE

CHAIRPERSON



Dear Reader,

Seventeen years ago, community leaders recognized the need to aggressively promote Chippewa County as a great place to do business. Back then the economy was battling Recessions Grip and ordinary businessmen and citizens came together to establish a new organization – the Chippewa County Economic Development Corporation (CCEDC). Fast forward to today, community leaders continue to have the resolve to see the need to be proactive in shaping our future and supporting economic development.

Serving as Chairwoman of the CCEDC for the past two years was truly an honor and an experience that I will cherish. My appreciation goes to the Board of Directors, the professional staff, the communities that support our mission and our dedicated investors for their super hard work and extra ordinary support of the CCEDC goals as we again confronted the nemesis of Recession during 2011-2012.

Superhero movies like the Avengers and Spiderman top the list of Hollywood's blockbusters—and superheroes also serve as pitchman in advertisements. There are countless superhero TV shows, superhero costumes are big sellers and many comic books get the highest prices at auctions. Currently there is a superhero phenomenon sweeping across the nation. Like the superhero craze, the need for economic development is also sweeping the nation. Since 1994 Chippewa County leaders and the business community have supported economic development through CCEDC activities that utilize our existing talent, work ethic, resolve and innovation to succeed.

This 2011-2012 annual report chronicles these endeavors and reflects – in the spirit of a superhero—the fact that we do not just sit by and watch, We Take Action!

Teresa Isensee

CCEDC FINANCIAL REPORT

REVENUE	2010 ACTUAL*	2011 ACTUAL*	2012 BUDGET
Contract Services	\$175,500.00	\$175,000.00	\$175,000.00
Investors	\$71,509.00	\$69,671.00	\$59,300.00
Miscellaneous Income	\$14,476.00	\$16,571.00	\$20,318.00
Carryover & other Revenue	\$0.00	\$0.00	\$7,507.00
TOTAL REVENUE	\$261,485.00	\$261,242.00	\$262,125.00

EXPENDITURES	2010 ACTUAL	2011 ACTUAL	2012 BUDGET
TOTAL EXPENDITURES	\$265,364.00 (\$3,879.00)	\$253,735.00 \$7,507.00	\$262,125.00 \$0.00

*Financials have been independently reviewed by accountants from WIPFli-www.wipfli.com

OUR LEAGUE'S LEADERS

2011-2012 CCEDC BOARD OF DIRECTORS

- **Teresa Isensee**, National Presto, Chairperson
- **John Walton**, Advanced Laser Machining, Vice Chairperson
- **Neil Mathwig**, Citizens State Bank, Past Chairperson
- **Dennis Bachman**, Citizens Telephone Cooperative
- **Richard Schoch**, Richard Schoch & Associates
- **Matt Chilson**, Chilson Corner Motors
- **Tom Waldusky**, Rex Systems, Inc.
- **Bart Chapek**, JLH Enterprises
- **Chris Conard**, PMI LLC
- **Greg Dachel**, SGI
- **Greg Senn**, Senn Blacktop
- **Jay Andress**, Cornell Area Care Center
- **Jim Smart**, Bloomer Telephone Company
- **Lisa Stelter-Graf**, Bravo Salon LLC, Camille's Sidewalk Café
- **Marc Harding**, Harding Group
- **Mike Hauser**, Mulehide Manufacturing
- **Paul Salm**, M&I, A part of BMO Financial Group
- **Richard Troyer**, Archer Daniels Midland
- Executive Board Member



STAFF

Charlie Walker, CEcD, CEO/President
Jerilyn Sahr, Administrative Assistant
Kari Hrdina, Office Assistant

WORKFORCE DEVELOPMENT



Workforce Development is a highly skilled Six Sigma Master and marksman completely dedicated to those she instructs and endowed with genius abilities. She is also known as the invisible hero of economic development. She propels Chippewa County's businesses by developing existing talent, enhancing workers abilities and utilizing human innovation so they can be more economically competitive in the global market place.

**Superheroes
Help Others!**

By 2020, 20% of the US population will be over 65 years old and the demand for labor by business is expected to grow by 3%, yet the labor supply is expected to grow only 1%. A large number of highly skilled Chippewa County employees are nearing retirement. Locally manufacturing technology continues to advance, along with the need for more highly skilled workers. Many local employers will face even greater challenges finding skilled workers. Workforce development refers to efforts to train individuals for specific jobs or industries. The goal of workforce development is to improve the quality and skill sets of individuals, to place them in jobs and help local businesses find a talent base that is in-line with their needs.

CCEDC's Workforce development accomplishments for 2011-2012 have been aimed at strengthening the business environment of Chippewa County by promoting a training network that is responsive to employers workforce development needs. CCEDC strives to help business and industry improve worker productivity through investments in continuous improvement in learning.

All these 2011-2012 CCEDC ACTIVITIES were designed to create and maintain a talent pipeline in order to better position Chippewa County with a well-trained workforce:

- ★ CCEDC organized a freight rail safety program with Operation Lifesaver aimed at educating students on the importance of **safety** in the workplace and the awareness of being safe around freight rail infrastructure and operations.

- ★ CCEDC partnered with Workforce Resource - Chippewa County and the New Auburn Economic Development Corporation to **organize and market** several well attended job fairs.
- ★ CCEDC collaborated with the Chippewa Valley Technical College (CVTC) in promoting and maintaining enthusiasm for the **award winning** Critical Core Manufacturing Skills (CCMS) consortium.
- ★ CCEDC organized a soft-skill **workshop** entitled *Improving Effective Communication*.



Over 400 citizens attended the July job fair held in Chippewa Falls.



March's job fair at the New Auburn School drew over 300 job seekers.

Charlie Walker - CCEDC and Tim Shepardson - CVTC present Bruce Barker President of CVTC with the 2011 Mid-America Economic Development Council "Best in the Midwest" award for the CCMS program.



Suzie Klinger leads a discussion on freight rail safety with the future workforce.

BUSINESS RETENTION AND EXPANSION **BR&E**

A superhero is consistently responsive and professional.

The Business Retention & Expansion (BR&E) dynamic duo is rapidly becoming one of the most popular superheroes in economic development they emerged in response to business defections. With the power to assess the assets and opportunities of individual companies by using visitations, surveys and listening sessions they are able to send a siren to the league that a business may require attention.

CCEDC believes keeping an existing business thriving and expanding is often better than creating a new business. 80% of new jobs are created by existing companies and these opportunities cannot be overlooked. CCEDC's BR & E program works to create an environment that fosters the growth of successful companies by:

- #1** Building solid relationships with business owners and/or managers of the employers in Chippewa County.
- #2** Regularly collecting data on the companies and the industries within the County.
- #3** Assisting companies in solving problems that may cause them to move or to close.
- #4** Looking for opportunities to grow business in the area.
- #5** Demonstrating to existing firms that the County appreciates their contribution to the local economy.
- #6** Providing information and understanding to local leaders of the strengths and weaknesses of Chippewa County's business climate.

CCEDC's BR & E **VICTORIES** in 2011-2012 have included:

- ★ Hosted a Compressed Natural Gas (CNG) opportunity session.
- ★ Hosted 6 elected official business education tours.
- ★ 46 Chippewa County companies were visited – 16 of those required further CCEDC assistance.
- ★ **Recognition** – Applied Data Consultants, Identity Ag Processing, Chippewa River Forest Management, C & N Footlockers, Enchanting Gnome Knowledge, Haselwander Companies, Tom Kell and the Chippewa Valley Technical College were all recognized by CCEDC in appreciation for their contribution to Chippewa County.



Representatives from Wisconsin Clean Cities educated local businesses on the opportunities of CNG.



Applied Data Consultants received the 2011 CCEDC Overall Business of the Year Award for their contributions to the local economy.



The Finding and Retaining Top Talent Workshop was created to assist Chippewa County employers with their retention needs.



Congressman Sean Duffy and other Chippewa County leaders took a business education tour of EOG Resources plant.

BUSINESS ATTRACTION

Because Business Attraction has the ability to create a mass amount of jobs at one time by using an array of incentives and marketing techniques, this hero is the most widely recognized in the economic development universe. His actions can quickly increase the tax base, jobs and diversity of Chippewa County.



**Superheroes
are Great
Ambassadors!**

Business Attraction & Recruitment (BA & R) is a highly competitive discipline. In the US there are over 15,000 organizations that are committed to recruiting economic based jobs to their communities. On average 11 % of the jobs created in a community come from BA & R activities.

CCEDC's action to actively target and recruit new businesses results in new jobs and income growth for the area. Relying on the GSP regional *Technology, Talent and Target Industry Assessment* and the organization's 2007-2012 Program of Work, CCEDC BA & R targets for 2011-2012 were:

- #1** Advanced Manufacturing
- #2** Agriculture / Food Processing
- #3** Computers and Electronics
- #4** Warehouse and Distribution

CCEDC's BA & R **TRIUMPHS** in 2011-2012 included:

- ★ Distributed Chippewa County sales materials at 9 **tradeshows**.
- ★ Completed 3 **direct mail campaigns**.
- ★ Familiarization discussions with over 45 **Site Selectors**.
- ★ Maintained product inventory in the CCEDC **Eagl-I GIS database**.
- ★ Modernized all Chippewa County's **Industrial Park datasheets**.
- ★ Updated **aerial photographs** of the County's development locations.
- ★ Responded to 8 economic development **RFP's**.



Momentum West members market the region at the MDM Tradeshow in the Twin Cities.



Chippewa County logistical advantages were discussed at the ProMat 2011 tradeshow.

Find Your Profits – Direct Mail Campaign

Find Your Profits in Chippewa County, Wisconsin

- Wide Industrial Park locations in strategically located throughout Chippewa County
- Tailored assistance with a wide range of educational institutions
- Incentive packages customized for quality business prospects
- Full control provided by Governor Walcott, Progressive Real and Labor Funds
- A great place to be Wisconsin's International Export (IEP) and an exciting growth opportunity at the Wisconsin Policy Report 2010

CHIPPEWA COUNTY ECONOMIC DEVELOPMENT CORPORATION
 Wisconsin's Spirit of Innovation
 Chippewa County Economic Development Corporation
 770 Scheidler Road, Suite 3 | Chippewa Falls, WI 54729
 www.chippewa-wi.com | ccedc@chippewa-wi.com
 Phone: 715-723-7150 | Fax: 715-723-7140

2011 Site Solutions – E-mail Blitz

2 SITE SOLUTIONS.....NOT OBSTACLES CHIPPEWA COUNTY, WI

See why businesses like ADM, AMPI, Catalytic Combustion, Cray Inc., EOG, the Jacob Leinenkugel Brewing Company, Mason Companies, Mule-Hide Manufacturing & W.S. Darley & Co.....all know Chippewa County is a great place to raise a family and a business!

- Over 300 acres of shovel ready sites available
- Talented workforce with a great work ethic
- Prime location with great access to major highways and corridors
- Access to a wide-range of higher education institutions
- Incentive Packages customized for quality prospects
- Business Friendly Communities!

For More Information about Chippewa County, WI business location opportunities contact:
 Chippewa County Economic Development Corporation
 770 Scheidler Road, Suite 3 | Chippewa Falls, WI 54729
 www.chippewa-wi.com | ccedc@chippewa-wi.com
 Phone: 715-723-7150 | Fax: 715-723-7140



Site Selectors gathered at a CCEDC co-sponsored networking reception.

ACTION-PACKED AGENDA

Call to Order-Open Business Meeting-CCEDC Chairperson, Terry Isensee

Networking

Approval of Annual Meeting Minutes for May 13, 2011

Pledge of Allegiance-Dennis Hunt, Retired Air force Major & Chip Cty Finance Director

Invocation

Introduction of CCEDC Board Members

Breakfast

Acceptance of CCEDC Annual Report

Nomination/Approval of new CCEDC Board Members

Adjournment of Open Business Meeting

Introduction of Keynote Speaker

Keynote Speaker — 'Action Hero' John Davis

Outgoing CCEDC Board Member Recognition

Awards Presentations

Adjourn

FANTASTIC BENEFACTORS OF CCEDC'S 17TH ANNUAL MEETING

The CCEDC would like to recognize and say "thank you" to the following!

PLATINUM SPONSOR

Advanced Laser Machining
Bloomer IDC
Citizens Telephone Cooperative

GOLD SPONSORS

ACE Ethanol LLC
Chilson Corner Motors
Chippewa Valley Technical College
M&I of BMO Financial Group
Peoples State Bank of Bloomer
Rex Systems, Inc.
Stanley Business Association
TTM Technologies
Weld, Riley, Prens & Ricci

SILVER SPONSORS

Applied Data Consultants
Citizen's Bank of Cadott
Market & Johnson
Ruder Ware L.L.S.C
WIPFLi
Workforce Resource of
Chippewa County

BRONZE SPONSORS

Mule-Hide Manufacturing
St. Joseph's Hospital

A Special Thank You to the Annual Investor Meeting Ambassadors:

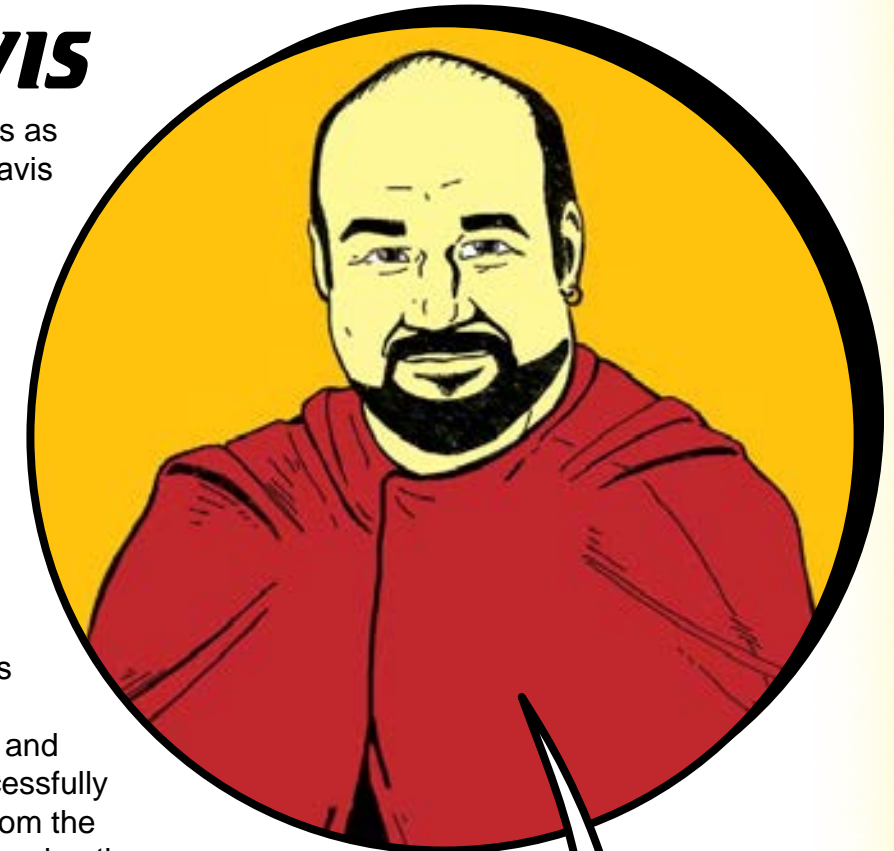
David Sahr, Carla Steinmetz,
Lori Zwiefelhofer

THE ACTION HERO

A.K.A.

JOHN DAVIS

joins The League of Leaders as the motivational speaker. Davis has awed audiences for over two decades through choreographing, directing, and performing. He is a renowned all around the world as a combat professional. No stranger to adversity, **Action Hero**, overcame the challenges of Spina Bifida to become a fight director, a mountain climber (Mt. Sinai), a world traveler, author of two books (*Signs Along the Path* and *The Simple Path*), a coach, and businessman who has successfully rescued three companies from the brink of bankruptcy...By stressing the four elements, Action Hero, John Davis brings the Chippewa County Economic Stakeholders along on a transforming journey, breaking through the limiting beliefs that have held them back from their personal objectives.



SUCCESS

in any venture is brought to life
by a **vibrant, dynamic team** of qualified people.
Each member of that team brings their **individual**
skill sets, but nothing will come to bear if
confident action is not taken.

AGENT ADVOCACY



An ultimate hero, Advocacy is always placing herself in the line of fire on behalf of economic development in the business community. Identifying and analyzing issues of interest and concern to the Chippewa County businesses, she transforms the sound of her voice, utilizes education and the gizmos of cooperation to maintain a pro-business environment.

Superheroes are focused on what they want to accomplish – they have their mission and their oath!

Business advocacy is simply the process of influencing the development and implantation of public policies that affect the private sector. The past three years have been an extremely challenging period for Wisconsin's economy. In this uncertain economic environment it is more important than ever that CCEDC work with Wisconsin governments to improve the business environment more particularly the regulatory activities. Doing this all with the expectation that this will lead to increased growth and economic activity for Chippewa County.

In 2011-2012 CCEDC's **AGGRESSIVE** advocacy resulted in the following successes:

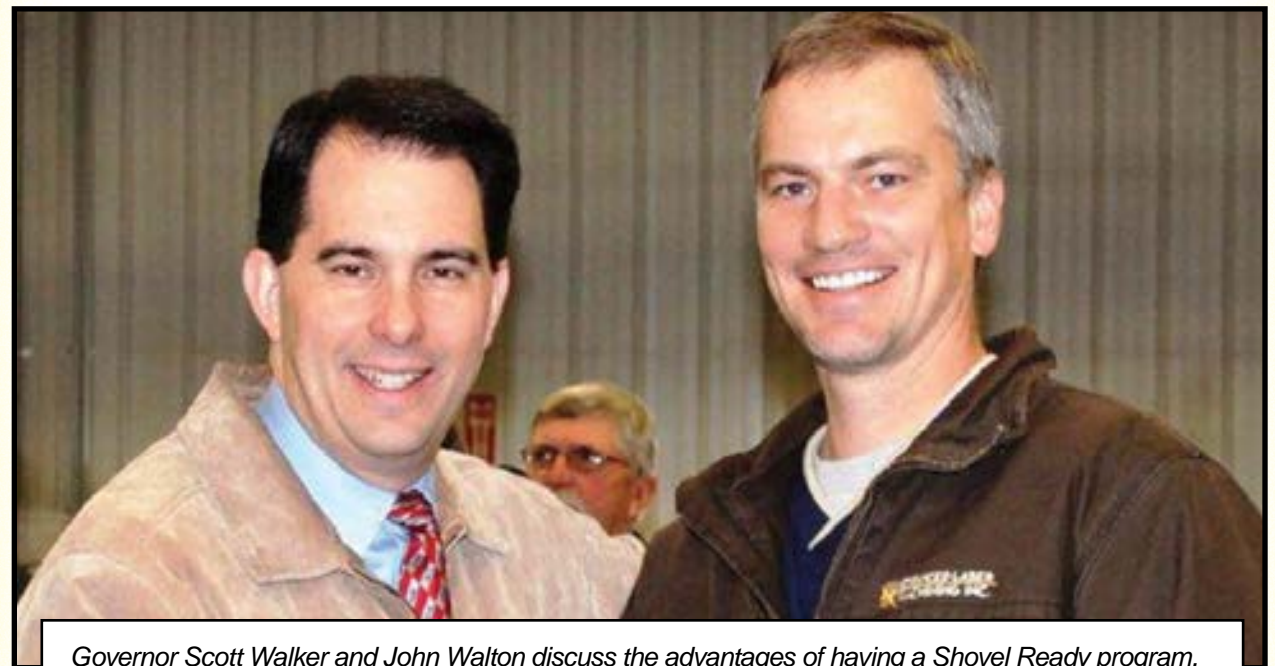
- ★ Encouraged Wisconsin Economic Development Corporation (WEDC) and to establish a **Shovel Ready Program**.
- ★ Participated in the City of Chippewa Falls **comprehensive plan** process.
- ★ Organized five **educational tours** of Chippewa County businesses for Wisconsin Elected officials.
- ★ Helped encourage Momentum Wests' **restructuring and refocus**.
- ★ Provided leadership to the Western Wisconsin Rail Transit Authority, while continuing to advocate the need for more **freight rail improvements** in Chippewa County.
- ★ **Participated** in the Chamber Alliance Chippewa Valley Rally.



Congressman Sean Duffy had the opportunity to share insights and tour EDI during a CCEDC Brown Bag event.



Paul Michels, DNR Secretary Cathy Stepp and Dick Schoch discuss issues following a CCEDC networking event.



Governor Scott Walker and John Walton discuss the advantages of having a Shovel Ready program.

Charlie Walker, Representative Tom Larson and Senator Terry Moulton discuss the importance of freight rail in economic development.

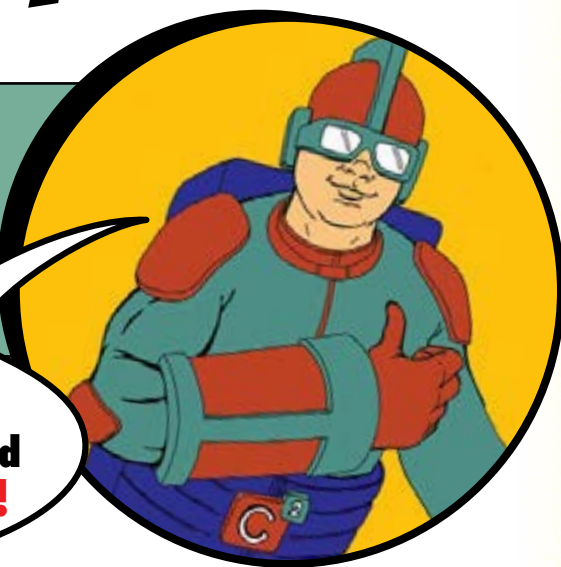


WEDC board member Raymond Dreger gave a presentation regarding the newly formed organization and their vision for Wisconsinites.

SMALL BUSINESS DEVELOPMENT SBD

Armed with the utility belt of tools and techniques, this CCEDC Small Business Development Champion's actions during 2011-2012 were targeted to rapidly nurture more small business activity in Chippewa County.

A Superhero pays attention to what is being thrown at them and responds appropriately!



Small businesses employ more than 70% of the private workforce, generate more than half of Chippewa County's gross domestic product and like the US are the principal source of new jobs for the area. Local small business and the entrepreneurs that start and grow them are the backbone of our economy; employing over 85% of all Chippewa County citizens and generating over 70% of our tax revenue. Nine percent of job growth comes from small business start-up operations.

During 2011-2012 the CCEDC's Small Business Development **ACCOMPLISHED** the following:

- ★ Laser accurate **workshops** were delivered six times to help small business.
- ★ **The Brown Bag**, a formal networking opportunity to help small businesses learn from each other about how to reach new customers, suppliers, potential workforce and solve other problems was used eight times.
- ★ The CCEDC **Revolving Loan Fund** (RLF) Committee reviewed nine RLF loans and recommended approval for \$274,000 in small business loans.
- ★ **Business Plans:** CCEDC helped 11 entrepreneurs develop these.

The CCEDC RLF Committee tours EE Green Lighting prior to the CCEDC RLF Committee meeting.



Walker consults with clients on their business plan.



CCEDC Board Member Lisa Stelter-Graf launches another CCEDC Brown Bag Leadership Luncheon.



CCEDC Executive Committee member Matt Chilson opens up the "Wisconsin Concealed / Carry Law and How it Impacts Your Business" workshop.

THE ACCOLADES



Superheroes don't need a thank you ... but it's nice.

When it comes to economic development CCEDC is all about having the passion, the courage to stand up for it, the belief in it and a desire for it.

Like in any business to really be super one must clearly rise above the competition. When peers and others acknowledge you for your ascension it motivates you to continue towards your mission and be victorious in the battle...



Identity Ag Processing of Bloomer receiving the CCEDC Chippewa County Business of the Year Award.



Chippewa River Forest Management of Cornell receives the CCEDC Chippewa County Business of the Year Award.



C & N Footlocker of Boyd receives the CCEDC Chippewa County Business of the Year Award.

In 2011-2012 CCEDC acknowledged a few of many companies that **CONTRIBUTE** to Chippewa County's success:



Enchanting Gnome Knowledge, aka Gerome the Gnome receives the CCEDC Entrepreneur of the Year Award.



Haselwander Companies receives the Chippewa Valley Home Builders Association and CCEDC Builder of the Year Award.



Tom Kell of Chippewa Falls was the recipient of the 2011 George McDowell Economic Development Leadership Award.

Furthermore CCEDC's 2011-2012 organizational **ACCOMPLISHMENTS** were:

- ★ In 2011-2012 CCEDC branded itself with a new logo. This design was recognized for the 2011 American Graphic Design Award. The award was given to Ady Voltedge an economic development marketing group who had designed the newly adopted logo.
- ★ CCEDC was honored to receive recognition at the 2011 Mid-America Competitiveness Conference & Site Selector Forum in 2011. The Mid-America Economic Development Council (MAEDC) awarded the CCEDC "The Best of the Midwest" awards for the categories of Annual Report and for their joint efforts with the Chippewa Valley Technical College (CVTC) for the Workforce Development program-Critical Core Manufacturing Skills (CCMS).
- ★ The Wisconsin Economic Development Association (WEDA) sited CCEDC as the 2011 WEDA Economic Development Organization Award. The award is given to recognize economic development who had displayed outstanding accomplishments in economic development.



Ron Starner, Conway Data / Site Selection Magazine, Charlie Walker, President/CEO of CCEDC and Kathy Evert of Iowa Lakes Corridor Development Corporation at the Mid-America Competitiveness Conference and Site Selector Forum.

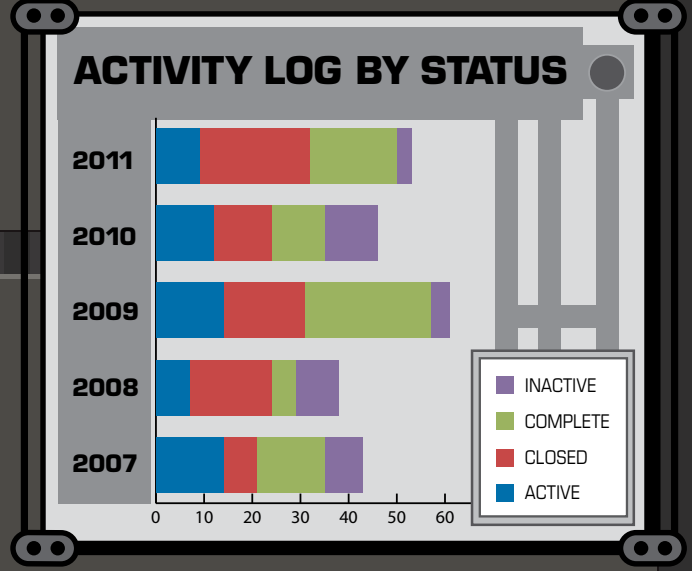
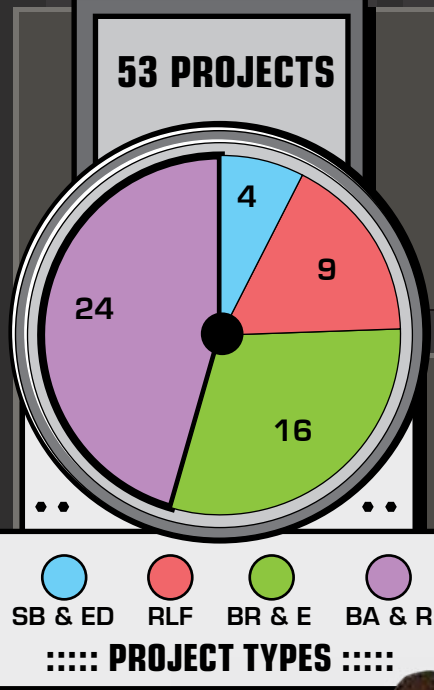
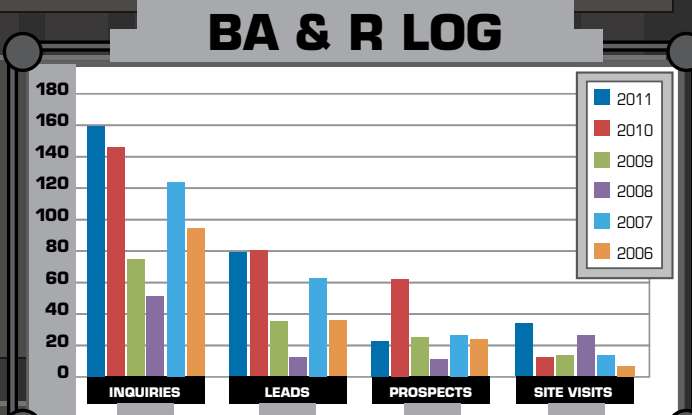
Lt. Governor Rebecca Kleefisch, Charlie Walker, CCEDC and Bruce Kepner, WEDA Board Member at the Wisconsin Governor's Conference on Economic Development following the economic development awards ceremony.



MEANWHILE BACK AT CCEDC HEADQUARTERS ...

BENCHMARK ANALYZER 2011-2012

9,762
 Unique Visitors from
 15 Countries have utilized
 the CCEDC website.
Over 5,000
 of those visitors accessed
 the CCEDC EAGL-I database.



CRAY
 SUPER COMPUTER

BA & R BY SECTOR

Sector	Percentage
Advanced Manufacturing	28%
Aggregate	12%
Warehouse / Distribution	24%
Other	36%

SOCIAL MEDIA CONNECTIONS

Platform	Count
Facebook	668
LinkedIn	259
Twitter	331

GOAL OF 500 JOBS BY 2012

443 JOBS CREATED TO DATE

MARKETING SOURCES

Source	Percentage
CCEDC INTERNAL MARKETING	70%
OTHER	10%
EMAIL MARKETING	10%
WEDC	5%
SITE SELECTORS	3%

57 REMAINING

Year	Count
2011	100
2010	30
2009	150
2008	60
2007	37



SGI 3000

THE ACTIVITY LOG

Project Name	Sector	Locations of Interest	Type	Site Visits	Status
Bay	Chemical Supplies	Chippewa Falls	BR & E	1	active
Capture	Hospitality	Chippewa Falls, Lake Hallie	BA & R	1	active
Charming	Service	Lake Holcombe	BR & E		active
Excavating	Excavation	Stanley/Lake Holcombe	BR & E		active
Hill	Manufacturing	Stanley	BR & E	1	active
Noah	Manufacturing	Chippewa Falls	BA & R	1	active
Preferred	Aggregate	Bloomer	BR & E	1	active
Smile	Dental	Chippewa Falls	BR & E		active
Weigh	Manufacturing	Chippewa Falls	BR & E		active
Advance	Extrusion	Chippewa County, Dunn County, St. Croix County	BA & R	3	closed
AP	Machining	Bloomer	BA & R		closed
Apple	Service	Chippewa County	BA & R	1	closed
Birch/Chip	Manufacturing	West Central Wisconsin	BR & E	2	closed
Century	Medical Manufacturing	Chippewa County	BA & R		closed
Cleanup	Service	Chippewa Falls, Lake Hallie	BA & R		closed
Cotton	Logistics	Chippewa Falls, Eau Claire, Hudson, Stanley	BA & R		closed
Custard	Paper Products/LOG	Bloomer	BA & R	1	closed
Gas	Energy	Chippewa County	BA & R		closed
Key	Medical Distribution	Chippewa County	BA & R	2	closed
Liberty	Logistics	Chippewa Falls, Stanley	BA & R		closed
Log Cabin	Manufacturing	Cornell	BA & R	1	closed
Logic	Logistics	Chippewa Falls, Lake Hallie	BA & R	2	closed
Native	Aggregate	Barron County, Chippewa County	BA & R	3	closed
North	Aggregate	Barron County, Chippewa County	BA & R	3	closed
Oak Creek	Retail	Chippewa Falls	BR & E	1	closed
Plastic	Logistics	Chippewa Falls, Eau Claire, Hudson, Stanley	BA & R		closed
Power	Service	Bloomer	BA & R		closed
Riddle	Educational	Lake Hallie	BA & R		closed
Shine	Medical	Chippewa Falls	BA & R	1	closed
Switch	Manufacturing	Barron County, Chippewa County	BA & R	1	closed
Tech	Manufacturing	West Central Wisconsin	BA & R		closed
WCP	Machining	Chippewa Falls	SB&ED		closed
Aim	Service	Lake Hallie	SB&ED	1	completed*
Berry/Wall	Distribution	Chippewa Falls	BR & E	1	completed*
Bling	Retail	Chippewa Falls	RLF/BR & E		completed
Block	Service	Cadott	RLF/SB&ED		completed*
Ewe	Agriculture	Cornell	RLF/BR & E		completed*
Fast	Distribution	Chippewa Falls, Lake Hallie	BR & E	1	completed*
Fish	Medical	Chippewa Falls	RLF/SB&ED		completed
Green	Manufacturing	Chippewa Falls	RLF/BR & E	1	completed*
Harmonica	Retail-Service	Chippewa Falls	RLF/BR & E		completed
Horn	Aggregate	Chippewa County	BA & R	2	completed*
Mean Green	Retail	Cadott/Lafayette	BA & R		completed*
Pin	Service	Bloomer	RLF/SB&ED		completed*
Sales	Retail	Stanley	BR & E	1	completed*
Shoe String	Logistics	Chippewa Falls	BR & E	1	completed*
TicTac	Retail	Chippewa Falls	RLF/SB&ED		completed*
Transport	Trucking	Chippewa Falls	SB&ED		completed*
Treasure	Retail	Chippewa Falls	RLF/BR & E		completed
Vent	Manufacturing	Chippewa Falls	BR & E	1	completed*
MOB	Medical	Chippewa Falls	BR & E	1	inactive
Sister	Service	Chippewa Falls	SB&ED		inactive
Spring	Automotive	Lake Hallie	BR & E		inactive

CCEDC Tracking Definitions:

Active = project is under active consideration

Closed = project has been cancelled, located elsewhere or had no activity in over 9 months

Completed = project located in Chippewa County; *jobs created

Inactive = no project activity in over 3 months

Site Visit = CCEDC arranged onsite community due diligence meeting:



1 Visit



2 Visits



3 Visits

BA & R = Business Attraction & BA & R

BR & E = Business Retention & Expansion

SB&ED = Small Business & Entrepreneurial Development

RLF = Revolving Loan Fund or other funding participation

ARTIST RAYMOND KASELAU

**LOCAL GRAPHIC DESIGNER AND
ILLUSTRATOR OF THIS STORY!!**

In the struggle to overcome Recession's Grip the contributions of the "creative class" cannot be overlooked. The Chippewa Valley is home to immense talent and creativity. Job growth and income growth are positively associated with the presence of this unique group!



**Take Action
on Your Inspiration!**

Raised by his creatively talented parents in the small Village of Cameron, Wisc., Ray earned a degree in Visual Communications with an emphasis in 3D animation from Brown College in Minnesota.

Ray has since worked for the past ten years as a graphic designer. Working with national clients such as Nintendo of America and 3M, Ray is an expert in 2D and 3D visual communications.

Since a young age Ray has always had a passion for animation and comic books, in fact in 2006 Ray began self-publishing comic books under his company Kindle Comics.com. Because



of his passion for creating characters and storytelling Ray is currently working on a portfolio of illustrations for the children's book market and is an Associate Member of the Children's Book Writers & Illustrators Society. Furthermore, Ray is volunteering his expertise to the Eau Claire Children's Museum in designing new floor exhibits.

With his wife Gena and their 4 children, 3 parakeets' and 4 guinea pigs Ray enjoys a house full of fun and mischief.

To see samples of Ray's illustrations, designs and sculptures visit his website

www.raymondkaselau.com



Photo by Elizabeth Ann Photography



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