

Growth



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VOLUME 10 ISSUE 1
Spring 2009

Verve

The Spirit of Small Business

PAST CYOB AWARD WINNERS UPDATE EDC ON BUSINESS PROGRESS

Since the implementation of the Creating Your Own Business Contest in 1986, the EDC has awarded over 60 businesses with CYOB awards. Here are how a few of those businesses are doing today:

PIONEER REFINISHING, INC.



Sixteen years after Rick and Cindy Olszewski of Pioneer Refinishing, Inc. submitted a business plan to EDC's Creating Your Own Business Contest, the business is still providing their customers outstanding quality and customer service in the church pew refinishing business.

Pioneer Refinishing is operated out of a state-of-the-art 10,000 square foot building located in Eau Claire.

continued on pg. 7 - see VERVE

Newsletter Sponsor



SMARTT NETWORK MAKES STEADY PROGRESS SINCE NOVEMBER LAUNCH

OVER 100 TECHNOLOGIES AVAILABLE FOR LICENSING

Since the SMARTT Network launch in late November, there are over 100 technologies available for licensing on the Web site. Visitors can browse through various types of innovative technology for free; industries include bio-agriculture, bio-energy, medical device, chemicals and others.

This number is growing quickly. The EDC has an agreement with the Center for Advanced Technology and Innovation (CATI) of Racine to list their 300+ technologies on the SMARTT Network by June.

"One of the biggest impediments to economic growth is often the ability to bring together the three components of value-added business development: capital, talent, and ideas," says Matt Wagner, Executive Director of CATI. "The SMARTT Network provides the forum to bridge those three elements in an accelerated fashion."

continued - see SMARTT Network Progress pg. 3

MENARD, INC. HONORED AT 2009 ANNUAL LUNCHEON



Pictured (L-R):
Charles Grossklaus,
RCU; Jeff Abbott,
Menard, Inc.; J.R.
Menard, Menard,
Inc.; Mike Ehr, AT&T;
Brian Doudna, EDC.

The EDC hosted its annual luncheon on February 9th at the Florian Gardens, where Menard, Inc. was recognized as the winner of the 2009 Paragon Economic Impact Award. The award is presented yearly to a business that has made significant investments in their facilities, equipment and employees and has made considerable contributions to the local economy. The 2009 award was sponsored by RCU. For full details, visit our News section at www.eauclaire-wi.com.

ACROSS THE BOARD

MESSAGE FROM THE PRESIDENT



The Eau Claire Area Economic Development Corporation very seldom makes the headlines or is the subject of letters to the editor. This is due to a core philosophy that the communities and businesses that we serve should be the focus of our publicity, not the EDC as an organization.

Stuart Schaefer
Board President

In March, the EDC Executive Director made headlines related to an economic development project that was being delayed due to specific provisions found in the pending Employee Free Choice Act legislation.

The EDC doesn't take positions on pending legislation including the Employee Free Choice Act. However, the EDC does work to build awareness and to inform legislators of the potential impacts that certain policies may have on economic development and community growth. In this recent situation, the executive committee reviewed the media release and felt that it was appropriate. In addition, the EDC has shared the business's major concerns with Representative Kind's office.

As Board Chair, I want EDC investors, which include area governments, private sector businesses and area residents, to know that the EDC will continue to do everything within its power to advance this project and other economic development projects that will help spur growth and create quality jobs in our county.

- Stuart Schaefer

- ✓ Talent
- ✓ Technologies
- ✓ Business opportunities
- ✓ Driving economic growth in Western Wisconsin

smart
Network
www.smartnetwork.com

CREATING YOUR OWN BUSINESS CONTEST MAKING CHANGES

NEW STRUCTURE TO OFFER MORE THAN JUST CASH, BUT SERVICES, INVESTMENT, AND CONNECTIONS

Since 1986, the Creating Your Own Business Contest has provided valuable assistance to new companies in the Eau Claire area. In the past, large cash awards, low-interest loans, and discounted or in-kind business services were given as prizes to winners in each category. While this program provided a welcome boost for the winners, it did not provide an avenue to nurture the new businesses in the early years of their growth or help businesses reach their long-term goals throughout the years.

This year, the Area Business Development committee and board of directors have approved significant changes to the program in order to better serve the contestants, winners, and the business community in the Eau Claire area.



“The new structure of the program means new businesses will receive more assistance in areas that may have previously been overlooked in past years,” says Kay Vande Loo, ABD committee and board member. “It will make them accountable each step of the way, ensuring that new businesses started in this area will see long-lasting results to both the business owner and the community.”

Eligibility for the contest remains the same – anyone interested in starting a business in the City of Eau Claire or Eau Claire County can apply. There will not be a specific youth

continued on page 7 - See Contest Making Changes

EAU CLAIRE AREA EDC DIRECTOR TO SERVE AS WEDA PRESIDENT IN 2010

DOUDNA'S REPRESENTATION POSITIVE FOR THE FUTURE OF EAU CLAIRE

Brian Doudna, Executive Director of the EDC, has been elected the 2009 president-elect of Wisconsin Economic Development Association (WEDA). He will serve as the association's president in 2010.

“In my officer role within WEDA, I will be able to communicate the economic development realities of Northwest Wisconsin as they relate to economic development policy and programs that shape our ability to retain, grow and attract jobs and private sector investment,” Doudna said. “This is vital to our residents and the overall economic health of our communities.”



Brian Doudna
Executive Director

Doudna is currently serving his second, three-year term on the WEDA board. This year Doudna will serve on the Executive Committee and as Co-Chair of the Education Committee. He will also be working on implementing WEDA's strategic plan.

In past years, Doudna has served as a member of WEDA's Membership and Legislative Committees. He has also been involved in the planning process for the consolidation

continued on page 7 - see Doudna to Lead WEDA

Moving Innovation Forward

STUDENT UTILIZES IDEA CHALLENGE AND UWEC'S BLUGOLD FUND TO ADVANCE IDEA BLUGOLD FUND HELPS FINANCE IDEA DEVELOPMENT

The EDC is working with a UW-Eau Claire Student to advance his product idea through the Dennis L. Heyde Entrepreneurship Program in the College of Business at UWEC. Kyle Erickson, a senior graduating in December, contacted the EDC through the Idea Challenge last year.

Also serving as mentors through the product development process are Ray Hughes (director of the Entrepreneurship Program), UW-Stout, and a local business owner.

UWEC students interested in developing their business ideas through the EDC's Idea Challenge can receive seed funding from The Blugold Fund. Local businesses can also gain access to this seed funding by teaming up with UWEC students on the development of new ideas and products.

The Blugold Fund was established at the University's Foundation to encourage students to think about entrepreneurship as part of the educational process as well as to expand how job creation and business is viewed by the next generation.



University of Wisconsin-Eau Claire
Foundation Inc.

SMARTT NETWORK PROGRESS

continued from page 1

Each technology listing includes a description and patent information along with possible market applications and benefits of the technology. The public is also able to post comments and questions pertaining to the technology. White papers and videos describing more about the technologies are in the plans for 2009.

NEW PRICING STRUCTURE

The Critical Talent committee recently approved a change to the subscriber pricing structure in order to better serve businesses in the region. The price now consists of an annual flat subscription fee of \$750, and allows companies to purchase contacts (e-mails to talent) on an 'a la carte' basis. This simplifies the pricing structure and lowers the per contact price, increasing the overall flexibility and affordability of the tool. Only companies in the SMARTT Network region can become paid subscribers.

SUBSCRIBER-TALENT REFERRAL PROGRAM

The Critical Talent committee also approved the implementation of a referral program to reward subscribers for referring talent to the SMARTT Network. This is ideal for companies who have high numbers of unsuccessful candidates for employment. Subscribers can earn contacts as shown below:

Every 3 referrals with at least an Associates degree= 1 free contact

Every 8 referrals without a degree= 1 free contact

No maximum number of contacts can be earned. This program will run on a trial basis for six months, after which these stipulations may change.

SMARTT NETWORK STATS

EDC staff is constantly working at broadening subscriber and talent bases as well as continuing to meet the needs of current users.

Here are a few interesting statistics regarding the SMARTT Network's first five months of activity.

- 10 paid subscribers, plus 3 educational institutions
- 27 free subscriber accounts
- Talent users on the SMARTT Network - 1000+
- Alumni contacted to broaden the talent base - 55,000+

Spring Marketing Campaigns:

- UWEC and Stout Alumni e-mail and direct mail campaigns; has generated a significant increase in talent profiles to date.
- Product video developed to use in e-mail campaigns to CVTC/WITC alumni, as well as local residents and alumni of regional high schools.
- Working on implementing marketing communication into High School and University graduation ceremonies
- Online advertising campaign being implemented through partnership with WEAU TV-13.

CONFIDENTIALLY LIST YOUR BUSINESS OPPORTUNITY ON THE SMARTT MARKETPLACE

The SMARTT Network Business Marketplace is a tool to connect individuals with business opportunities.

- Are you interested in buying or selling a business?
- Do you need someone to work on a short-term, contract, or freelance project?
- Are you looking to invest in a start-up, or are you looking for investors?

The SMARTT Network Marketplace forum is FREE for you to post and view any of these types of business opportunities. The SMARTT Network Team is looking for items to be posted – please contact us if you have questions.



Business Directory

BUSINESS SERVICES

Northwest Wisconsin Manufacturing Outreach Center

UW-Stout Campus
Menomonie, WI 54751
Ph. 715.232.5023
Toll free: 1.866.880.2262
<http://nwmoc.uwstout.edu>

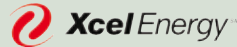


The NWMOC provides services to small and mid-sized manufacturers in 33 counties in northern and western Wisconsin to help them compete in a global economy.

UTILITIES

Xcel Energy

1414 W. Hamilton Ave
Eau Claire, WI 54701
Ph. 715.737.2570
www.xcelenergy.com
Mike Swenson, President/CEO of NSP-Wisconsin



Xcel Energy is an investor-owned electricity/natural gas company with operations in eight states. NSP Company-WI, a subsidiary of Xcel Energy and Wisconsin's No. 1 renewable energy provider, serves customers in WI and MI.

HEALTH CARE

Luther Midelfort - Mayo Health System

1400 Bellinger St
Eau Claire, WI 54703
Ph. 715.838.5222
www.luthermidelfort.org
Dr. Randall Linton, President/CEO



In partnership with Mayo Clinic, Luther Midelfort offers a full range of quality medical services, including cardiac and orthopedic surgery, cancer and trauma care programs in west-central Wisconsin.

GOVERNMENT

Eau Claire County

721 Oxford Ave
Eau Claire, WI 54703
Ph. 715.839.5106
www.co.eau-claire.wi.us
Tom McCarty, County Administrator



Provides a wide range of public services aimed at protecting the safety, health and economic security of our residents and fostering our natural and cultural resources in a cost effective manner through innovation and leadership.

EMPLOYMENT SERVICES

Manpower

3430 Oakwood Mall Dr. Ste. 300
Eau Claire, WI 54701
Ph. 715.835.2299
www.mnpwr.com
Janice Lemminger, Executive Vice President



Manpower provides a wide range of employment services that allow companies to anticipate and benefit from changes happening in the changing world of work. These services include temporary/permanent staffing, assessment/screening, training & development, and managed service programs.

FINANCIAL SERVICES

Royal Credit Union (RCU)

200 Riverfront Terrace
Eau Claire, WI 54703
Ph. 715.833.8111
www.rcu.org
Charlie Grossklaus, President/CEO



RCU is a full service financial institution offering services for every phase of your life including savings and checking accounts, personal, home and business loans, investments and much more. Our mission is to serve our Members and our Communities.

GOVERNMENT

City of Altoona

1303 Lynn Avenue
Altoona, WI 54720-0008
Ph. 715.839.6092
www.ci.altoona.wi.us
Mike Golat, City Administrator



Altoona is a full service City of 6,800 on Eau Claire's eastern border. Altoona's River Prairie is a planned mixed use development located along Highway 53 with over 150 acres available for locating your business.

FINANCIAL SERVICES

Charter Bank

1010 W. Clairemont Ave
Eau Claire, WI 54701
Ph. 715.832.4254
www.charterbankec.com
Dean Olson, President



Charter Bank is an independently owned community bank offering a wide variety of services and loan products. We are committed to supporting the Chippewa Valley and making a positive difference in our community.

PRODUCT DEVELOPMENT

Program Sponsorship Available

Ph. 715.834.0070
www.eauclaire-wi.com
Gwen Schuppel, Business Development Manager
gwen.schuppel@eauclaire-wi.com



The Idea Challenge is a local program to facilitate early-stage product and business development in the Eau Claire area. Your company can support this program by becoming a sponsor!
Sponsorship value: \$1,000. Details online.

TALENT RECRUITMENT

SMARTT Network

www.smarttnetwork.com
Ph. 800.944.2449
subscriber@smarttnetwork.com
Gwen Schuppel, Business Development Manager



The SMARTT® Network is an online network that connects talent to career, business, and technology-based opportunities in Western Wisconsin and builds relationships with talented people who can advance the goals of growing businesses in the region.

GOVERNMENT

Village of Fall Creek

122 E Lincoln Ave
Fall Creek, WI 54742
Ph. 715.877.2177
www.fallcreekwi.gov
Leonard Madsen, Village President



The Village of Fall Creek has 20 acres of industrial land available, located adjacent to a TIF District. Financing is also available.

GOVERNMENT

City of Augusta

145 W Lincoln St
Augusta, WI 54722
Ph. 715.286.2555
www.cityofaugusta.org
Del Thorson, Mayor



Nestled in the rolling hills of Eau Claire County, Augusta is home to a variety of businesses, including Bush Brothers. The community offers quality recreational and business opportunities. A 22,000 sq. ft. manufacturing facility is currently available.

GOVERNMENT

City of Eau Claire

203 S. Farwell St.
Eau Claire, WI 54701
Ph. 715.839.4902
www.eauclairewi.gov
Mike Huggins, City Manager



Eau Claire, a regional center, serves as an ideal community to raise your family or grow your business. The community promotes growth and development, and has a diverse and involved citizenry and an expanding economic base.

UTILITIES

Eau Claire Energy Cooperative

8214 US Highway 12
Fall Creek, WI 54742
Ph. 715.832.1603
www.ecec.com
Lynn Thompson, CEO



Eau Claire Energy Cooperative and Energy Connections provide reliable, affordable electricity and propane to over 10,000 members in the Chippewa Valley. We pride ourselves in the high customer satisfaction ratings we continue to receive.

DIRECT MAIL SERVICES

Mail Source, Inc.

111 Boardwalk St
Fall Creek, WI 54742
Ph. 715.877.3711
www.mailsourceinc.com
Tom Zwickel, President



Mail Source, Inc. has been providing direct mail services to some of the printing industries largest and most innovative printers for over 20 years. Partnering on some of the world's largest mailing campaigns, Mail Source will process over 200 million mail pieces in 2009.

ADVERTISE HERE!

Advertise your business here!

See details at right.

Investor Advertising Opportunities

Expand your reach. Build awareness. Get results.



Website Statistics Overview

- Over 3,000 page views/month
- Over 1,000 unique visitors/month
- Visitors from national and international locations
- Average time on site: 3 minutes
- Over 75% new visitors



Your ad will be the **only ad on each page**, and will rotate through these pages of the EDC Web site:

- | | |
|-----------------------------|-------------------------------|
| Home Page | State & Federal Loan Programs |
| Available Sites & Buildings | Business Plan Contest |
| Business Parks | SMARTT® Network |
| Market Statistics | EDC News |
| Area Profiles | EDC Investors |
| Idea Pathway Main | Staff/Contacts |
| Paragon Award Recipients | |

Ad Specifications and Requirements

- Size must be 200 x 300 pixels (or 2:3 size ratio)
- Resolution: 72 dpi
- Color: RGB
- File format: JPEG, PNG, or GIF

Need your ad created? We can do that. +\$25
Logo, content, and other graphics must be supplied.

Pricing
For a limited time, all advertisements on the EDC Web site are **\$50/month**.

WHAT???

Yep. Just **\$50/month!**
And this price is only available to our investors, so take advantage of it while it lasts!

Area Growth Newsletter - Business Directory

Area Growth is the EDC's quarterly newsletter which includes a business directory in the center spread. As an investor, your company can purchase one of the spaces which includes your logo, contact information, and brief description.

Newsletter Overview

- Distribution: 900+; published quarterly (Apr, July, Oct)
- Audience: Local and regional business leaders, decision-makers, elected officials, community leaders
- Content: key development projects, articles to assist entrepreneurs and innovative companies, local financial program news, EDC programs and activities, and other timely topics
- PDF version available online after publication

Pricing

- \$250 per ad, per issue
- Limited to 24 total ads per issue
- Add \$50 to include links to your website in online PDF

Ad Specifications and Requirements

- Logo must be at least 150 dpi, 1" wide or tall
- Description can be no more than 200 characters (with spaces)
- Minimum contact info: physical address, phone, email, contact person and their title

Deadlines to reserve ad space:
April 15, July 15, October 15

To advertise, contact **Gwen Schuppel**
Phone: 715-834-0070
Email: gwen.schuppel@eauclaire-wi.com

RECENT DEVELOPMENT PROJECTS

COMMUNITIES TAKE ADVANTAGE OF REGIONAL LOAN PROGRAM

The Downtown Façade Loan Program, a program of the Regional Business Fund, is enabling property and business owners in local communities to apply for financial assistance to revitalize downtown commercial buildings.



In the summer of 2008, the EDC worked with the Village of Fall Creek and the City of Augusta to create downtown districts so that the businesses could be eligible for the loan program. As part of creating the districts, the EDC assisted each community in creating design guidelines to help business owners as they considered renovation. The Village of Fall Creek also hired a design review person to assist the Village Plan Commission and Village Board in approving appropriate façade renovations.

Karen R. Hurd Nutritional Practice, LLC and Steve's Bar are the two businesses that utilized the Downtown Façade Loan

continued - see Recent Development Projects pg. 7

EVRSKO SYSTEMS ACQUIRES SEED STAGE FUNDING FOR PRODUCT DEVELOPMENT

Evrisko Systems, manufacturer of Wi-Fi Building Environmental Control Systems based in Eau Claire, Wisconsin, announced the acquisition of Seed Stage funding from a local private investor. The funding will be used to develop several prototype and early-stage production products.

Evrisko's products are targeted for use in commercial buildings to reduce energy consumption and increase comfort for occupants. Evrisko Systems employs three full-time engineers with previous wireless sensor experience, one business consultant, and one marketing intern from the UW-Eau Claire Entrepreneur Program. Evrisko Systems is currently located in the Chippewa Valley Technical College's NanoRite Innovation Center. Evrisko Systems is currently shipping prototypes to two customers for evaluation.

SOUTHARD-SCHUPPEL JOINS TECHNICAL COLLEGE DISTRICT BOARD

Gwen Southard-Schuppel, Business Development Manager at the EDC, was recently appointed to the Chippewa Valley Technical College District Board. New members are appointed by a committee of county board chairpersons of the counties belonging to the CVTC District. Southard-Schuppel will begin her three-year term with the board on July 1.



Gwen Southard-Schuppel

Southard-Schuppel will serve as an employee member on the nine-member board. The board is composed of two employers, two employees, three additional members, one school district administrator, and one elected official who holds a state or local office. The CVTC District Board has the ability to levy property taxes for facilities and equipment, develop annual budgets, and hire personnel. Three new board members are appointed each year.

Southard-Schuppel's experience includes 10 years in the continuing education industry developing and coordinating seminars and national conferences for various professional markets throughout the US and Canada. She has been with the EDC since 2007.

COMMITTEE ACTIVITIES

AREA BUSINESS DEVELOPMENT

The EDC Area Business Development Committee has identified Business Retention calls the EDC will be making throughout 2009. Also, this committee directs our networking event, Off the Shelf, and has spent many hours on the revised Creating Your Own Business Contest for 2009 (see more on the contest on page 2). Finally, the committee is strategizing on creating more visibility for the Paragon Economic Impact Award for 2010 (Nominations are being accepted!).

BUSINESS RECRUITMENT

The Business Recruitment Committee has been working on three different strategies: filling vacant facilities, attracting target industries, which include early-stage technology businesses, and will be building upon past relationships marketing strategies. Staff is implementing a 3M building marketing campaign in May/June, a revised NanoRite campaign focused on vacant wet lab space, and will be visiting with site selectors promoting specific opportunities in Eau Claire.

CRITICAL TALENT

The Critical Talent committee has been actively moving the efforts of the SMARTT Network forward with approvals for a new referral program to gain more talent in the database, and a new pricing structure which lowers the initial cost for businesses and makes the tool more flexible. The committee has also been discussing new ways to attract subscribers, talent, and develop partnerships throughout the region.

FUNDING & INVESTOR RECRUITMENT

As many businesses are cutting their budgets, the EDC is not immune. The Funding and Investor Recruitment committee is working diligently to maintain our Private Investment level through new recruitment efforts, sponsorships and print and Web site advertising opportunities (see page 5 for more information).

Want to get involved? Contact EDC Staff if interested in the above committees.

VERVE - THE SPIRIT OF SMALL BUSINESS

continued from page 1

"We feel the Eau Claire Area EDC has been instrumental to our early success by providing us with low interest loans and business advice," said Cindy Olszewski. "We have continued to grow over the years, and last year was one of our best years ever. While the state of the economy is a huge concern to us because we operate on the volunteer contributions of church members, we are optimistic that 2009 will be bright as well."

FIRST CHOICE COMPUTER RECYCLING

Greg Devoll, part owner of First Choice Computer Recycling, took a moment to update the EDC on the business's current state and their progress since First Choice won the CYOB contest in 2003.

"As far as traffic and business in general we have no complaints, other than we need the market to come back," Devoll said.

Regarding the EDC's CYOB Contest he said, "It definitely helped and gave name recognition right out of the shute, giving exposure which most businesses pay dearly for."

BARCODE TECHNOLOGY SOLUTIONS

Bob Schraufnagel of Barcode Technology Solutions shared with the EDC that 2008 was the business's best year ever and that the business is on pace to repeat the accomplishments in 2009. Most recently the business is working on assisting companies with the food recall process. Currently Barcode Technology Solutions has 2 employees locally and contract employees throughout the nation in order to maintain a nation-wide distribution base.

Schraufnagel commented that their business has made good use of the resources made available through the CYOB Contest. Along with the cash prize and business donations, Schraufnagel said that office furniture provided by the CYOB Contest is still being used in their business today.

DOUDNA TO LEAD WEDA *continued from page 2*

of existing tax credit programs to enhance flexibility in Wisconsin's economic development financial programs.

WEDA is a non-profit organization dedicated to expanding Wisconsin's economy. The organization has over 450 members and holds three conferences a year. This year, the fall conference will be in Eau Claire.

RECENT DEVELOPMENT PROJECTS

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Program in Fall Creek. Steve's Bar, owned by Steve and Bonita Behrens, has recently completed their business renovation.

Qualified applicants are eligible for a \$5,000 to \$30,000 loan with 0% interest for up to 15 years. At this time, businesses in the City of Eau Claire are not eligible for this program.

Since the program's inception, over \$701,000 in 0% interest loans has been granted to 29 business and property owners.

"The Downtown Façade Loan Program has successfully provided a new financing tool to property owners in the region who want to play a part in revitalizing their community's downtown area," said Char Gurney, Business Development Specialist for West Central Wisconsin Regional Planning Commission.

For more information on Regional Business Fund Programs and eligibility, go to www.wcwrpc.org and click the RBF, Inc., link.

INTERNS JOIN EDC STAFF

JOY HANNEMANN, PUBLIC RELATIONS & MARKETING



Joy Hannemann joins the EDC to assist in the corporation's public relations and marketing efforts. Joy is originally from Stratford Wisconsin and is a junior at UW-Eau Claire. She plans to continue at the EDC through her senior year. Outside of school, Joy stays busy working at Wild Ridge and Mill Run golf courses. Joy loves living in Eau Claire and plans to stay in the area after graduation.

JON PERRIER, COMMUNITY PROFILES

Jon Perrier, a senior at UWEC, has been updating the 2009 economic profiles for communities in Eau Claire County as a service learning project. Jon is majoring in Business Administration, Entrepreneurial Management. He is originally from Red Wing, Minnesota. Jon also has an Associate of Science degree from Full Sail University in recording arts and music production. In his free time, Jon enjoys frisbee golf, the beach, Western movies, and playing the drums.

CONTEST MAKING CHANGES

continued from page 2

category; however, youth are encouraged to compete. They must submit a full business plan and will be eligible for the same prizes and assistance as adult contestants.

The selection process this year includes four stages, each narrowing down the contestants, ending with an oral presentation by the finalists to the judges and local business development professionals. The timeline is as follows:

- Business Description – Submitted by June 15
- Consultation and Mentoring – July 1 – September 1
- Final Business Plans – September 15
- Oral Presentation of Business Idea – November

The judging criteria has also been modified to include categories that take into account overall business viability, including market need, management competency, and investment opportunity.

"Our goal is to better support entrepreneurs in the early stages and continue to work closely with them to ensure their long-term success," says Brian Doudna. "Our efforts will ensure that the technical resources available in the Chippewa Valley are fully utilized at appropriate times by using milestones that are developed jointly with experienced business owners."



Eau Claire Area Economic Development Corporation

101 N. Farwell Street, Suite 101

P.O.Box 1108

Eau Claire, WI 54702

ec.info@eauclaire-wi.com

www.eauclaire-wi.com

715.834.0070

Brian Doudna, *Executive Director*

Erin Trowbridge, *Marketing Director*

Gwen Southard-Schuppel, *Business Development Manager*

Kalyn Hanrath, *SMARTT Marketing Intern*

Patrick Lemieux, *SMARTT Sales Intern*

Jessica Huebner, *Graphic Design Intern*

Joy Hannemann, *Marketing/PR Intern*

CALL THE EDC WHEN YOU ARE:

- ✓ Creating new jobs
- ✓ Investing in new technology
- ✓ Developing a new product or business idea
- ✓ Buying equipment
- ✓ Considering a new location and/or additional space



Visit the EDC's new website!
www.eauclaire-wi.com

Featured Investors

