



Verve

The Spirit of Small Business

PESI HEALTHCARE

Continuing education in healthcare growing steadily for local company

PESI HealthCare, based in Eau Claire with 37 employees, has been contributing to the knowledge and talent of the nation's healthcare professionals since 1997. Even as consumer, industry, and economic trends are changing, the company is maintaining its quality of service.



Regardless of the delivery medium or economic condition, "what is delivered to the customers has not changed; it is still the best," says Brad Poquette, managing owner of PESI HealthCare.

PESI HealthCare offers 2,500 live one-day seminars, 150 webinars, and 50 on-site training programs every year for nurses, physicians, occupational therapists, physical therapists, dietitians, speech language therapists, and pharmacists. These tools help healthcare professionals throughout the U.S. continue their education, remain competitive in the job market, and adapt to new technology and procedures.

With the increased popularity of networking and building professional connections, the live one-day seminars create an atmosphere for professionals to enhance their knowledge as well as network among colleagues and speakers. PESI HealthCare is also looking to increase their focus on social media to better

continued - see VERVE: PESI Healthcare pg. 7

Newsletter Sponsor



MARCH 1, 2010 DEADLINE LOOMS

\$5.9 MILLION IN RECOVERY ZONE BONDS

According to a bill passed by both houses of the Wisconsin Legislature on January 28, 2010, Eau Claire County would lose ability to allocate its Recovery Zone Bond allocation, if the following has not occurred by March 1, 2010 at the county level:

The county sends written notice to the Wisconsin Department of Commerce that does both of the following:

- Identifies the amount of a proposed issuance of RZF bonds and the nongovernmental entity that will own or operate the project being financed.
- Includes a letter to Commerce from the prospective purchaser of the RZF bonds that states the prospective purchaser's expectation that an agreement for the purchase of the bonds will be executed before May 1, 2010, and the bonds will be issued before June 1, 2010.

At a February 11, 2010 meeting of the County Finance Committee, the Recovery Zone Bond Allocation will be discussed. If you have a private sector project that is currently working with bond counsel, you should consider attending this meeting.

RECOVERY ZONE BONDS MEETING

Thursday, February 11th, 2010

4:30 pm

Eau Claire County Courthouse
Room 2532

EDC 2010 ANNUAL LUNCHEON

"ADDING TO THE PLAYBOOK"

Learn about:

- Current Economic Development Initiatives
- Wisconsin's Economic Situation

Guest Speaker: John Koskinen

Chief Economist - Wisconsin Department of Revenue

Monday, February 22, 2010

11:30 am - 1:00 pm, Florian Gardens, Eau Claire

Reservations Required -

E-mail Gwen.Schuppel@eauclaire-wi.com or call 715-834-0070

Deadline for registration: Friday, February 12, 2010

EDC ANNUAL LUNCHEON SPEAKER BIO

John Koskinen serves as the Chief Economist and Division Administrator for the Division of Research and Policy Analysis, Wisconsin Department of Revenue. He leads a staff of thirteen professionals specializing in economic research and tax policy analysis. The Division prepares a Wisconsin economic outlook every quarter and a regional outlook for the state's metropolitan areas every year.

John has testified on the Wisconsin economy before the Wisconsin Senate Committee on Economic Development, the Assembly Committee on Jobs, Economy, and Small Business, and the Assembly Committee on Rural Economic Development. He has been heard as a commentator on the economy on the Wisconsin Radio Network. His remarks have been cited by the Associated Press, the Milwaukee Journal-Sentinel, the Wisconsin State Journal and the Capital Times.

Prior to joining the Department of Revenue in 2007, John served as the Staff Economist for the Governor's Budget Office, Wisconsin Department of Administration from 1979 to 2007.

CHARITABLE FOUNDATION BEING FORMED TO ADVANCE INNOVATION EFFORTS

After reviewing the options for nearly a year, the EDC Board has agreed that the formation of a new charitable foundation focused on innovation is in the best interest of our area and the region.

The foundation, which will serve western Wisconsin, will address the region's financial and business model gaps, maximizing access to technical solutions in the region and growing our innovation-based economy. The foundation's objectives are to:

- Support innovators who have personal connections to western Wisconsin
- Facilitate the use of regional innovation-based programs and services
- Address service gaps within existing innovation-based programs
- Provide financial support to innovation-based companies and innovators
- Accept grants and financial support to advance regional innovation solutions

Doug Olson, Executive Director for Business & Industry Services at Chippewa Valley Technical College, notes that entrepreneurs require critical services. "Beyond the space, equipment and technical expertise found at the NanoRite Innovation Center, for example, Early Stage ventures require specialized services to ensure a strategic business foundation; marketing support to tap target markets, access to capital to fund their enterprise,

continued - see Foundation pg. 6

EDC'S RECOMMENDATION GIVES BOOST TO EAU CLAIRE BUSINESSES

This September, the Eau Claire City Council voted to participate in the Regional Business Fund (RBF) making businesses in the City of Eau Claire eligible for up to \$400,000 for downtown façade enhancements or other development projects. This vote came after Eau Claire County reallocated some of their existing loan funds to subsidize the City's contribution to the RBF, at the recommendation of the Eau Claire Area Economic Development Corporation (EDC).

In May 2009, the Eau Claire Area EDC Board of Directors recommended to Eau Claire County that \$150,000 should be reallocated from the County Revolving Loan Fund (RLF) toward the City of Eau Claire's participation in the Regional Business Fund, allowing businesses within the City's borders to access the Regional Business Fund's programs.

"The County Board and the Eau Claire Area EDC believe that this collaboration will help early-stage businesses, and also help advance downtown redevelopment efforts," says Gregg Moore, Eau Claire County Board Chair.

The Regional Business Fund programs help individuals and businesses seeking start-up, research and development, or downtown building renovation capital. All businesses in Eau Claire County are now eligible for these programs.

continued - see Recommendation pg. 7

FEDERAL RECOVERY ZONE BONDS FOR PRIVATE SECTOR PROJECTS

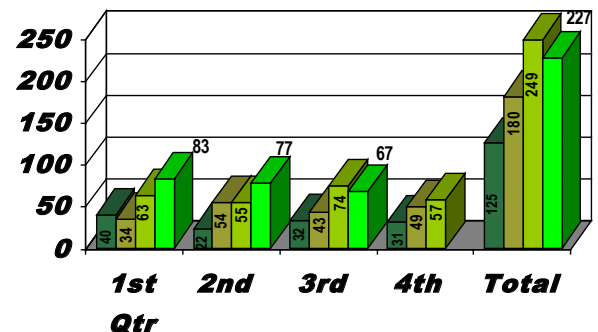
At the EDC's recommendation, Eau Claire County passed a resolution in October to designate all of Eau Claire County as a recovery zone to be eligible for bonds offered through the American Recovery and Reinvestment Act (federal stimulus package). The amount available for private sector projects in Eau Claire County is \$5,879,000 bonds.

In order to access the recovery zone dollars, the area has to demonstrate certain levels of poverty, general distress, unemployment, and mass layoffs. While Eau Claire County has seen less impact than other parts of the country, the distress information was enough to demonstrate need to implement the program.

"These Recovery Zone Economic Development Bonds can provide a more flexible alternative than traditional Industrial Revenue Bonds," says Tom McCarty, Eau Claire County Administrator. "Eau Claire County and local economic development officials are seeking to maximize the ROI for our communities."

Parties interested in accessing the private sector Recovery Zone Bonds can contact the EDC for more information."

EAU CLAIRE COUNTY NOTICE OF FORECLOSURE: 2006-2009 (9/28/09)



■ 2006 ■ 2007 ■ 2008 ■ 2009 YTD

Moving Innovation Forward

EDC'S FINANCIAL PROGRAMS BEING MODIFIED TO FILL GAP

With access to the Regional Business Fund secured for all government in Eau Claire County, the EDC Board of Directors is now exploring changes to their existing financial programs that mirror programs available through other entities. The current financial programs that the EDC operates are the Capital Equipment and County Revolving Loan Fund.

In December, the EDC met with over 15 executives from area financial institutions to discuss the financing gaps identified by the EDC. In advance of this meeting, the EDC had researched successful financial programs operated elsewhere that would address the financial gaps.



2008 - EDC board members discussing early-stage financing structures.

The financial program that was most highly recommended is called the Venture/Debt Programs and it is currently operating in Madison, Wisconsin. This program would provide early-stage or seed funding to startups and entrepreneurs who are developing new products or technologies. The EDC has seen this gap when working with applicants to the Idea Challenge and in their efforts to recruit early stage corporate headquarters to the market.

This is where the largest gap occurs and where the need is greatest, but this type of financing also has a very high risk factor. The Eau Claire area is competitive in recruiting and growing startup companies and has unique technical and talent resources to help develop early-stage technologies. The biggest factor facing advancement of these early stage projects in our market is the lack of risk capital and management expertise at the local level.

The EDC has implemented several innovation based strategies in the past several years to advance business formation in the Eau Claire area. With strategies in place for innovation, talent recruitment and unique resources, cash is the last component to address.

The EDC Board is seeking to leverage the assets of our existing financial programs with private sector entities to help advance the entrepreneurial spirit in the Eau Claire area. This effort is vital in order to build the next generation of businesses that call Eau Claire home. Once implemented, this strategy would be a way to help the entrepreneurs that may have struggled to get financing when they started out. Now some of these companies are household names that are vital to our economy, such as Menards and Ayres & Associates.

A SPECIAL THANK YOU

A special thank you goes out to the EDC's newest 2010 Investors, Johnson Bank and Curt Manufacturing.

EDC LEADERSHIP

2010 EXECUTIVE COMMITTEE

Timm Boettcher, RealityWorks, Inc.

Jason Plante, Market & Johnson

Dennis Pope, Luther Midelfort

Stuart Schaefer, Commonweal Development

Tom McCarty, Eau Claire County

Mike Huggins, City of Eau Claire

2010 BOARD OF DIRECTORS

Mike Ehr, AT&T Wisconsin

Bruce Barker, Chippewa Valley Technical College

Kerry Kincaid, Eau Claire City Council

Gregg Moore, Eau Claire County Board

Lynn Thompson, Eau Claire Energy Cooperative

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Dan Riebe, Peoples Bank of Wisconsin

Larry Accola, RCU

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Dan Hanson, Town of Pleasant Valley

Brian Levin-Stankevich, UW-Eau Claire

Lynn Davis, Village of Fairchild

Paula Kimblin, Xcel Energy

RETIRING BOARD OF DIRECTORS – THANK YOU!!!

Joe Breid, Bush Brothers & Company

Kay Vande Loo, Impact Advertising

Laura Talley, M&I Bank

Del Thorson, City of Augusta

TROWBRIDGE DEPARTS

Erin Trowbridge, who has been the Marketing Director at the EDC for the past three years, left the corporation in January. "The EDC has been fortunate to see Erin grow into a valued member of the EDC team." Doudna noted that her professional contributions will have a lasting impact on the organization and staff.

Trowbridge led the EDC's marketing, public relations, and media marketing campaigns, while also managing two websites. One of her main responsibilities with the EDC in the past 18 months was the advancement of the SMARTT Network – Talent Management Solution. Erin also led the EDC rebranding initiative that included the development of a new logo for the EDC.

"It's been a great three years. I've enjoyed the work and especially enjoyed the people," says Erin. "While I'm sad to be leaving the EDC, I'm extremely grateful for all of the experiences that I've gained during my time here. I'm full of excitement and anticipation for what the future brings." Erin, her husband Brian and their two young sons live in Eau Claire.

Erin will be taking a newly created position as Director of Marketing at JB Systems.

Business Directory

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

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.

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 is a leader in the employment services industry; creating and delivering services that enable its clients to win in the changing world of work. Services include permanent, temporary and contract recruitment; employee selection; training; outplacement; outsourcing and consulting.

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.

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.

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 offers a friendly, small town community atmosphere. Active downtown revitalization and 20 acres of industrial land are available for economic development. Micro loan, façade loan, and TIF District financing may be 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.

HEALTH CARE

Marshfield Clinic

2116 Craig Road
Eau Claire, WI 54701
Ph. 715.0858.4500
www.marshfieldclinic.org
Miriam Gehler, Administrator



The Eau Claire Center offers primary and specialty care, including pediatrics, internal medicine, orthopedics, womens imaging, OB/GYN, audiology, nutrition services, endocrinology, diabetes education, sports medicine, and urgent care services, among others.

FINANCIAL SERVICES

Johnson Bank

PO Box 1508
Eau Claire, WI 54702
Ph. 715.858.9753
www.johnsonbank.com
Timm Sandstrom, President



Johnson Bank and Johnson Insurance are part of a premier financial services company offering a full range of comprehensive financial solutions in the areas of banking, trust, insurance, investment management and leasing.

NATIONAL ENTREPRENEURSHIP WEEK

National Entrepreneurship Week is being held February 20 - 27th, 2010 and the EDC continues to promote entrepreneurship in the Eau Claire area through programs like the Idea Challenge, Creating Your Own Business Contest, the SMARTT Network, and Off the Shelf events.

The Idea Challenge partners have been meeting recently with clients to discuss new products ranging from consumer household goods to apparel for people with physical challenges. In 2009, over 50 ideas were submitted, and over 20 product ideas were presented to the Idea Challenge Partners for advancement.

In the past several months, the Idea Pathway has also added new resources to provide visitors the most relevant information to help in the development of new products and businesses.

ENHANCING THE IDEA PATHWAY – LOCAL VIDEOS TO BE PRODUCED

Seeking experts and sponsors for the following informational videos that are or will be part of the Idea Pathway

- Protecting Your Idea
- Idea Development-Creativity
- Are you "Bank-Ready"?

Sponsors will have the option to present on the videos, educating viewers about their particular topic. A logo and link to the sponsor's web site would be provided as part of the sponsorship. Sponsorships start at \$500/video. Please contact Gwen at the EDC for more information.

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.

INVESTMENT IN ECONOMIC DEVELOPMENT CRITICAL IN THIS ECONOMY

HOW DOES MY COMPANY GET INVOLVED?

There are a number of investment levels to choose from. Whether you invest \$100 or \$1,000, any amount contributes to fulfilling our mission.

For details about investor benefits or to fill out an investor application, please visit the EDC's website at www.eauclaire-wi.com.

WHAT IS ECONOMIC DEVELOPMENT?

Economic development is the process of growing area jobs, tax base and the business base. These elements are an important part of an economy that will support your business, family and the families of your employees.

WHAT DOES THE EDC DO?

We provide these services free of charge:

- Facilitates and lends support to growing businesses in the county
- Assists businesses and investors with development of new products
- Promotes and locates technologies that will help local companies grow
- Manages regulatory and policy matters related to economic development projects
- Coordinates or assists in developing financial packages for businesses
- Implements strategies to attract and retain talent needed to grow area businesses

**You can help create the future
of the Eau Claire Area**

Invest Today!

Call 715.834.0070 to
talk to our staff, or visit
our website at
www.eauclaire-wi.com

BUILDING WISCONSIN'S ECONOMIC DEVELOPMENT STRATEGY



How would you rate Wisconsin's plan for economic growth in this global economy? Are you concerned that Wisconsin faces an increasing number of policy and budget challenges that will limit our ability to retain and attract investment, talent and jobs?

Brian Doudna
EDC Executive Director

This is not the first deep recession that Wisconsin and our nation has experienced. Back in 1984, Wisconsin was searching for solutions to that economic downturn. One response developed at that time was to implement the Yankelovich Study. Eventually, this study's analysis paved the way for policy-makers to retool Wisconsin's economic development programs by addressing real policy and financing gaps.

Different Time – Different Economy – Different Challenges

Our state invests in education that produces world class talent; but our economy continues to lag behind on key economic indicators. Our businesses operate in a global economy however, policy changes in a variety of global locations have made it increasingly difficult to retain, grow and attract businesses.

Our state faces a difficult budget environment so now is the time for our state to align our economic development policies and financial resources within a bipartisan economic development strategy. This strategy must embrace the dramatic shifts found in the global marketplace, our state's economy, and in economic development organizations.

2011 - New Governor – What will be our Strategy?

Wisconsin has a unique opportunity to have a focused discussion about economic development and how specific policy and programs will make our state come out of this recession stronger and more prepared for the marketplace.

The Wisconsin Economic Development Association (WEDA), Competitive Wisconsin, Inc., and the Wisconsin Counties Association are implementing a collaborative analysis of Wisconsin's economic development competitiveness. This analysis will offer specific recommendations to align and advance local, regional and statewide economic development efforts. The study will be conducted by an independent third party consultant with expertise in global economic development policy, planning, innovation, industry clusters and comparative market analysis. As president of WEDA, the Eau Claire Area EDC is proud to be an instrumental part of advancing this important initiative.

- Brian Doudna

COMMITTEE ACTIVITIES

The EDC committees are all planning work plans for 2010, which will be adopted by the board in January, and available on the EDC website in the first quarter of 2010.

AREA BUSINESS DEVELOPMENT

The ABD Committee is reviewing the CYOB contest for 2010, and selecting a Paragon Award winner from the nominations. A new video has been added to the Idea Pathway, with more scheduled in 2010.

BUSINESS RECRUITMENT

In 2010, the committee will incorporate marketing activities coordinated by Momentum West and funded through a regional marketing grant from the Wisconsin Department of Commerce.

The committee continues to refine efforts tied to recruitment of early stage innovation based corporate headquarters. As part of this effort, the EDC has several recruitment projects underway that are currently in the phase of due diligence. These opportunities have been found through paid and unpaid marketing channels that are based on the EDC's relationship marketing philosophy.

CRITICAL TALENT

The Critical Talent committee is working on SMARTT Network subscriber renewals, marketing, and updating the MOUs with educational institutions for 2010. Currently, there are 17 paid subscribers, nearly 50 free subscriber accounts created, and 2,000 talent on the SMARTT Network.

FUNDING & INVESTOR RECRUITMENT

The EDC requested our Investors consider a 10% increase in their 2010 investment. The response has been very good and will help to maintain our budget this year. Thank you to all who returned the requested information and a special thanks to the Investors who are able to increase their investment. The committee will continue to recruit new Investors in 2010 with our Board of Directors helping with corporate outreach.

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

FOUNDATION

continued from page 2

and business management experience to augment their technical advantages. A complete package offering these services would be a powerful advantage to the region's efforts to build, attract, and retain the technology jobs of the future."

Over the past two years, the EDC has worked with companies that are in the early stages of development; they may be developing a new product, searching for a management team, or seeking funding for R&D. EDC staff has increasingly been providing services to these companies and has seen success from these efforts already. In addition, the EDC continues to work with clients who need management teams to advance early-stage technologies that will create new innovative companies.

The foundation will likely be located within the Eau Claire MSA (Eau Claire or Chippewa County), but a final location has not yet been determined. The new organization will meet in the first quarter of 2010. The final board membership is still being finalized, but will include innovation leaders within the region and beyond.

The day-to-day administration of the foundation will be managed by the Eau Claire Area EDC, but the corporation anticipates hiring staff as funding becomes available to provide the necessary services to directly advance innovation-based ideas and technologies.

RECOMMENDATION

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"Eau Claire County recognized a need back in 2002 to fill a financial gap that was being experienced outside the City limits, which led to the creation of the Revolving Loan Fund," says County Administrator Tom McCarty.

"Now, with the reallocation of funds to the RBF, the County, EDC, City of Eau Claire, and our other economic development partners have the opportunity to help create quality jobs and provide more opportunities for business development in the county."

After expressing concern over the City's dwindling economic development funds, city council concluded the collaboration of efforts would benefit businesses in the city. The \$350,000 investment from the City into the RBF validates the recommendations of the EDC Board of Directors to Eau Claire County earlier this year.

Brian Doudna, Executive Director of the Eau Claire Area EDC has seen success with RBF programs in other communities in Eau Claire County and recognized the potential the programs could have for City of Eau Claire businesses as well.

"The EDC Board, loan committee, and staff felt that it was important to increase the type of projects eligible for financing with favorable terms, larger capacity, and fewer lending limits," says Doudna. "The EDC has been successfully working with the RBF programs in the remainder of the county since the creation of the fund. Due to the City of Eau Claire's entitlement community status, businesses within the City were previously not eligible for RBF programs."

The Eau Claire County Revolving Loan Fund was created in 2002 through funds committed by the Eau Claire County Industrial Development Agency (IDA) and the Wisconsin Department of Commerce. It has been administered by the Eau Claire Area EDC since its creation and was used in making 6 loans with 33 jobs being tied directly to financing provided through the RLF. The Revolving Loan Fund discontinued making loans from the fund in August of 2009.

VERVE - PESI HEALTHCARE

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reach their customers.

"It is necessary to always advance skills and experience in the healthcare field," says Poquette, "and this is a great way to retain customers and continue to educate the nation's healthcare specialists."

PESI HealthCare has a focus of promoting its services to its current customers (those who have used their services within the last year) and the number of these customers is increasing.

"The fact that our [current customer] list grows from month to month suggests that most are buying over and over within that two year period," says Poquette.

PESI HealthCare has seen an increasing number of customers for its online webinars and continues to update its numerous accreditations to become the best provider of continuing education for healthcare professionals. For more information about PESI HealthCare, visit the website at www.pesihealthcare.com.



CONLEY ACCEPTS MARKETING DIRECTOR POSITION



The EDC is proud to announce that Caitlin Conley has accepted the position of Marketing Director at the EDC and will start the position on February 22nd. Conley will be responsible for the marketing efforts of the EDC, while also managing the day to day operations of the SMARTT Network.

Conley has a degree from UW-River Falls in Marketing Communication. Prior to joining the EDC, Conley was a Career Counselor/Employer Relations Specialist at the University of Wisconsin-River Falls.

"In addition to her marketing, graphic design and writing skills, Conley will bring a unique insight on the services provided to students and graduates of the university system." Doudna stated "she actually worked with employers on the university's online solution, so she will help the SMARTT Network become better integrated with existing services provided by our educational partners, so that our employer subscribers will receive a better overall experience."

Be ahead of the competition when you need to find qualified, hard-to-reach talent.

SMARTT Network

[Learn More](#)

INTERN JOINS EDC STAFF ALYSSA MCMAHON, MARKETING



Alyssa McMahon joins the EDC as the marketing and public relations intern. Alyssa is from Wausau, Wisconsin and is a senior Marketing major at UW-Eau Claire. She plans to work with the EDC through the school year until she graduates in May 2010. Outside of school, Alyssa works at Scheels All

Sports and is active in the student business organization, Beta Upsilon Sigma.



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*

Caitlin Conley, *Marketing Director*

Gwen Southard-Schuppel, *Business Development Director*

Emily Rogstad, *Graphic Design Intern*

Alyssa McMahon, *Marketing 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



Get more news from the EDC online!
www.eauclaire-wi.com

Featured Investors

