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FINANCIAL SERVICES FIRM LOCATES CORPORATE OFFICE IN EAU CLAIRE, BRINGS JOBS

Hiring five immediately; anticipates 50 jobs in three years; chooses Eau Claire for entrepreneurial spirit, community support, and stability of workforce and local economy

July 28, 2009 (Eau Claire, WI) - RAI Stone Group, LLC, a financial services firm out of Minneapolis, is locating a corporate operations office in Eau Claire this month. The company has leased office space located at 3504 Oakwood Mall Drive and anticipates being fully operational by mid-August 2009.

RAI Stone's CEO Sam Zordich says that there were several reasons why they chose to locate the company in Eau Claire.

"Eau Claire has an entrepreneurial spirit, a lot of support for early-stage businesses, and really understands the benefit of having a good mix of businesses," says Zordich. "We need to grow our workforce quickly and we need people with advanced degrees, so the proximity to the University in Eau Claire also played a role."

Zordich notes that the consistent message of entrepreneurship and innovation, and the stable workforce and economy were appealing for their company.

"People in Eau Claire are very community-oriented and tend to stick here," she says.

The company's location in Eau Claire will bring an anticipated 50 jobs to the community over the next three years. The positions being hired immediately include Business Operations Analysts and Accounting Assistants.

"We plan on hiring five to seven positions immediately, and then will hire more as the company grows."

RAI Stone has been using the SMARTT Network (www.smarttnetwork.com), a regional program of the Eau Claire Area Economic Development Corporation (EDC), to search for immediate candidates and will continue to utilize the tool as the company grows.

"RAI Stone used the SMARTT Network to validate the available talent pool in the region prior to committing to locate here," says Brian Doudna, executive director of the Eau Claire Area EDC. "Their company profile on the network allows individuals to learn more about the business and submit information directly to the company. Individuals can also create a confidential skills profile to augment their employment search with other companies located in the region."

The company's current staff of five will be relocating to Eau Claire from Minneapolis and the UK.



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“I hope to integrate our folks seamlessly and participate in the local community. We don’t want to be one of those companies that’s on the outskirts – we want to be involved, and that seems easy to do in Eau Claire. That was one thing we really liked about the community.”

About RAI Stone Group

RAI Stone Group was formed in June 2008 to provide an automated, proprietary new financial performance analysis service, called RAI Stone Analytics, to Trusted Advisors (CPA and other financial service firms, financial advisors, banks, business consulting firms, and business brokers) for use with their clients (small businesses of \$8 million or less). The software-as-a-service (SAAS) is designed to help small businesses increase their cash flow, improve profitability, and gain competitive advantage.

“These types of services are not affordable or accessible to small businesses right now, and their trusted advisors also face challenges in providing services, especially in our current economic climate,” says Zordich. “Our groundbreaking service helps the trusted advisors overcome their challenges, ultimately providing an excellent service to their small business customers.”

The company’s website is still in development with local web developer Applied Data Consultants of Eau Claire, and is estimated to be completed by August 3rd.

Zordich has launched seven companies previously – five with successfully executed exit strategies – and has operated three other companies; industries include distribution, manufacturing, consulting, retail, and multimedia. She is currently an instructor in the Business Growth program at St. Thomas University and co-hosts a radio show in the Minneapolis area on business-related topics.

The Eau Claire Area Economic Development Corporation is a nonprofit, public/private sector partnership that facilitates the growth of quality job opportunities by working with entrepreneurs, businesses, and communities seeking to create, retain, and expand quality jobs in the Eau Claire area.

For more information please contact the EDC at 715-834-0070 or go online: www.eauclaire-wi.com.

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ADDITIONAL CONTACTS

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