



SPRING 2013

IDEA CHALLENGE SPOTLIGHT

Tracy Lundberg, grand prize winner of The Idea Challenge 2012, has made significant progress in moving her products to the marketplace since December. Her products are specially designed traditional condiments offered in the convenience of a squeezable bottle. Sauerkraut and pesto are two products currently in development. Lundberg is fine-tuning these formulations and evaluating supplier options to enhance the consumer experience. Sensory testing is scheduled for early April.



Lundberg's squeezable sauerkraut and pesto.

Lundberg's company, previously known as BTL Food Group, is now officially named Scennie Foods. She decided on the change in order to be more recognizable to the consumer and to give the company a name consistent with the brand she plans to build. Lundberg is working with a graphic designer to develop a company logo and product labels. In addition, she is developing a website and planning a test market for the sauerkraut product this summer.

Local business resources have been very supportive of Scennie Foods. Lundberg is working with the Small Business Development Center to refine her business plan. She has also applied for a grant through the Innovation Foundation of Western Wisconsin.

HI-CRUSH PROPPANTS, LLC RECEIVES PARAGON ECONOMIC IMPACT AWARD

In February, the EDC awarded Hi-Crush Proppants, LLC the 2013 Paragon Economic Impact Award. The Paragon Award is given annually to a local business that demonstrates excellence and positive economic impact in the Eau Claire area.

Hi-Crush Proppants, LLC is the first frac sand operation in Eau Claire County. The Hi-Crush business model targets projects that include on-site mining, processing, rail and reserves with expected life of 30+ years. By conducting all operations on-site, Hi-Crush is able to alleviate truck traffic on local roads. In recent years, Hi-Crush acquired land for a mine in the town of Bridge Creek and a processing plant in the City of Augusta. In addition to land acquisition, the company has invested approximately \$100 million in state-of-the-art facilities including: wet plant, dry plant, conveyor system, rail yard and an administration building.



2013 Paragon Award

Since starting its operations in 2012, Hi-Crush has hired 60 Wisconsin residents, with 30 of the employees having local zip codes. The company has also hired a Wisconsin-based contract excavator. The company anticipates hiring another 10 to 15 employees in 2013, which is estimated to bring its payroll to approximately \$3 million.

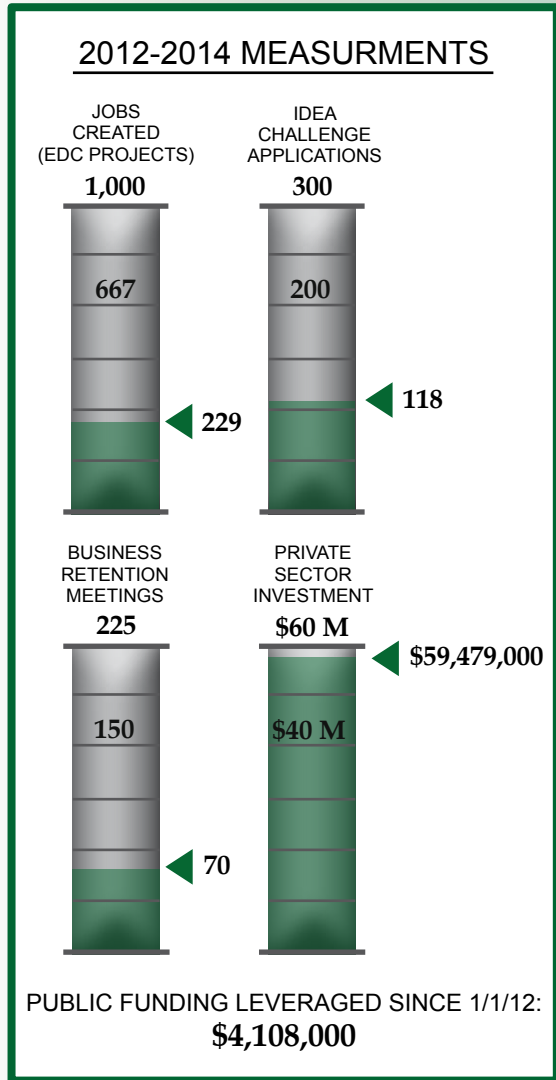
"Since the initial decision to site a plant in Eau Claire County, our company has been very impressed with the quality and work ethic of the Chippewa Valley workforce - one of many reasons that almost all of our new employees are from Wisconsin. We are pleased this facility has directly resulted in 60 new jobs - in addition to jobs created at our local suppliers," stated Hi-Crush Proppants CEO, Bob Rasmus.

The Paragon Award is sponsored by Royal Credit Union.

UPDATE ON 2012-2014 MEASUREMENTS

In 2012 and early 2013, the EDC has made progress in working towards the goals in the three year strategic plan. For ongoing information on this progress, visit:

www.eauclaire-wi.com/threeyearplan



REVIEW OF 2012 FEATURED PROJECTS

Plank Enterprises, Inc.

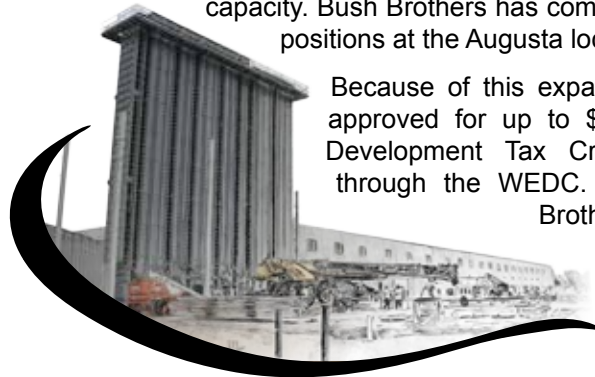
In 2012, Plank Enterprises, Inc. began a significant expansion. During the first quarter, Plank invested in machining and welding equipment to enhance production capabilities and capacity. In the fourth quarter, the company procured a powder coating line that will bring the painting function in-house. Interestingly, the powder coating line was purchased from Curt Manufacturing through a connection made by the EDC.

With these investments of \$1.25 million, Plank will create 22 new high-paying jobs. The EDC supported Plank in securing income tax credits worth \$150,000 through the Wisconsin Economic Development Corporation (WEDC). The company also received a \$22,000 forgivable loan from the City of Eau Claire.



Bush Brothers & Company

Bush Brothers & Company broke ground in 2012 on a \$60 million project to expand its facility in Augusta. As part of this expansion, the company is investing in a new can cooker that will dramatically increase production capacity. Bush Brothers has committed to retaining all 147 positions at the Augusta location.



Because of this expansion, the company was approved for up to \$1.5 million in Economic Development Tax Credits over three years through the WEDC. The EDC guided Bush Brothers & Company through the application process for various local, state and federal programs.

Powertex Group

Powertex Group began a \$1 million expansion to its existing Eau Claire facility in 2012. Included in this project is a 3,000 square foot office expansion and a 20,000 square foot expansion to order fulfillment and production space.

In addition to the construction costs, Powertex will be investing \$600,000 in new equipment such as computers and production systems. Through this expansion, Powertex will create 15 new jobs. The company currently has 51 employees.

To support this investment, the EDC worked with Powertex to secure \$105,000 in Wisconsin tax credits through the WEDC.



Affordable Space Available Now!



The CVIC offers space and support to new companies and entrepreneurs.

Call today to see how this low-cost resource can support your ideas!

715.836.2842

www.chippewavalleyinnovationcenter.org

2013 MARKETING CAMPAIGNS

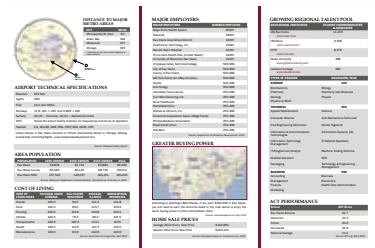
HTI Manufacturing and Office Facility



www.eauclaire-wi.com/hti

Early in the second quarter, the EDC will conduct a marketing campaign to promote the HTI manufacturing and office facility available for sale or lease.

Intermodal Facility Campaign in China



In mid-April, Governor Walker led a trade mission in China. The EDC prepared marketing materials promoting the Chippewa Falls intermodal facility and specific properties available in the Eau Claire area. Interim UWEC Chancellor, Gilles Bousquet, delivered these packets to key company representatives in China.

Interstate Call Trips to MN and IL

In 2013, the EDC will initiate call trips to the Minneapolis and Chicago markets. During these trips, EDC staff will meet with key commercial brokers and company representatives. The objectives of these call trips is to: 1) continue to nurture relationships with commercial brokers; 2) present specific site and building information to companies that are looking for expansion and relocation opportunities.

IFWW AWARDED OTTO BREMER FOUNDATION GRANT

The Innovation Foundation of Western Wisconsin (IFWW) has been awarded a grant of up to \$175,000 from the Otto Bremer Foundation. Of this, \$100,000 will be used to hire staff and to help advance innovation-based companies in western Wisconsin.

With this funding, The IFWW will hire an executive director to assist in eliminating barriers and advancing innovative products to market. This individual will also manage customer relationships, contracts, partnerships and collaborations to improve the success of innovation-based companies in western Wisconsin.

The remaining \$75,000 will provide seed grants to area businesses that require direct technical assistance as part of the research and development process. The funds will be available to individuals and businesses located in western Wisconsin.

LUKE HANSON EDC PROJECT MANAGER



Luke Hanson, EDC Project Manager

Luke Hanson has joined the EDC as project manager. He holds a bachelor's degree in business management and marketing from Jamestown College in North Dakota. Hanson worked in the field of economic development during his college career.

Prior to joining the EDC, Hanson held a position as business analyst for Ashley Furniture Industries in Arcadia, where he worked on search engine optimization, search engine marketing and website analytics.

As project manager, Hanson is responsible for coordinating and providing direct services that are essential to advance the Corporation's three year strategic plan. His efforts are focused on achieving corporate goals, driving business expansion, and managing service contracts.

GOT A NEW PRODUCT IDEA?



WE CAN HELP TAKE IT TO MARKET!

- Five Cash Awards:** \$500
- Three Business Services Awards:** \$1000*
- Grand Prize Winner:** \$5000*

*To be applied toward reimbursable business service expenses

Submit Your Idea Today

www.theideachallenge.com



Eau Claire Area Economic Development Corporation

101 N. Farwell Street, Suite 101

P.O.Box 1108

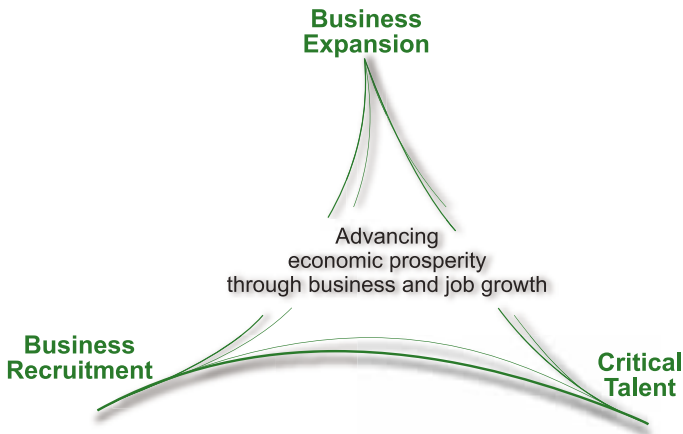
Eau Claire, WI 54702

ec.info@eauclaire-wi.com

www.eauclaire-wi.com

715.834.0070

- Brian Doudna, *Executive Director*
- Luke Hanson, *Project Manager*
- Angie Niska, *Marketing Manager*
- Katie Thoma, *Graphic Design Intern*
- Pat Trowbridge, *Office Manager*



SIGN UP TO RECEIVE THIS NEWSLETTER ELECTRONICALLY AT:
www.eauclaire-wi.com/signup

Featured Investors



Village of Fall Creek

