

GREEN COUNTY

DEVELOPMENTS

A quarterly summary of economic development activities prepared by Green County Development Corporation • Winter 2008 - 2009



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mark your calendar

- Feb. 2 Green County Area Entrepreneur & Inventors Meeting
- Feb. 4-6 Governor's Conference on Economic Development (Madison)
- Feb. 7-8 SW Wisconsin Home Builders Association Home Show (Monroe)
- Feb. 7 Heart of the Farm-Women in Agriculture Conference (New Glarus High School)
- Feb. 11 Green County Leaders – "Education"
- Feb. 17 Building Communities Webinar – "Sustainable Business Practices & Strategies"
- Feb. 19 GCDC Board Meeting
- Feb. 21 Heart of the Farm-Women in Agriculture Conference (New Glarus)
- March 2 Green County Area Entrepreneur & Inventors Meeting
- March 5 GCDC Annual Meeting
- March 11 Green County Leaders – "Economic Development"
- March 17 Building Communities Webinar, "Green Collar Jobs: Sustainable Work in a Low Carbon World"

GCDC to Start New Initiative

Green County has a rich heritage, firmly rooted in agriculture. For over 100 years, Green County has been recognized for its natural beauty, quaint communities, and strong cheese and dairy industry.

Further, Green County, with a population of nearly 40,000, is part of a region of 1.3 million. Our labor force, known for its outstanding productivity and commitment, totals 28,000 and employers choose the best from our regional labor force of 150,000. With a State 2-year educational facility—Blackhawk Technical College, a nationally recognized hospital system—Monroe Clinic, one of the nation's largest mail order catalog companies—The Swiss Colony, the largest concentration of specialty cheese factories and award winning cheesemakers, and the many cultural and recreational resources, Green County has many more amenities than other areas of similar sizes. Couple those amenities with our seven fully serviced business parks with over 500 acres of available, businesses unfamiliar with our area are often surprised to learn all that Green County has to offer.

In past years, GCDC has focused on providing direction and assistance to community leaders, addressing issues affecting a community's capacity for growth and react-

ing to requests for information about locating or expanding in the county. Today, Green County faces unprecedented competition from around the world. Capital is mobile and we no longer compete only with communities within a few hundred miles. In addition, we operate in tough economic times. Economic growth is not a given and must be energetically marketed in order to occur.

Over the past year, the GCDC Executive Committee has studied ways to improve our effectiveness. We understand that we must expand our marketing scope to increase the payback of our efforts. History has shown that you don't reduce marketing and sales efforts in a down economy, particularly when your competition is global and many of your competitors are better known. That is why GCDC is planning to ratchet up and aggressively market Green County and all it has to offer.

Green County has the potential to be more competitive in attracting new businesses and investments, but in order to realize that potential, county business leaders must join government leaders in a unified effort to market the county as a whole. Watch for more information from GCDC on our bold new initiative.

From My Point of View...

by Anna Schramke, CEcD
Executive Director, Green County Development Corporation

Happy New Year! 2008 has been a challenging year in so many ways. Of course the national and international economic situation has made economic growth "difficult" to say the least. But perhaps more significantly, I lost three special people who were important role models and mentors. Two of those people were long-time leaders in the County, were instrumental in the creation of GCDC and were very involved with introducing me to Green County – Bob Hoesly and Dan Markham. Their enthusiasm, thoughtful decisions, and commitment to thinking "outside the box" often gave me inspiration. In many ways they reminded me of my own father, Denis Schramke, who also left us this year. My Dad demonstrated the importance of living every day to its fullest, experiencing new things, never forgetting the past, and most importantly, even when things look grim, keep a positive attitude. Ultimately everything we do is about relationships and people – including economic development. As we look to 2009, our ability to be successful will depend upon our relationships. If we keep a positive attitude, I'm confident that the new year will be filled with many new opportunities for Monroe, Green County and the entire region.



ECONOMIC INDICATOR\$

New Vehicle Sales Comparison Year-to-date Nov. 08

County	NEW VEHICLES 2008	NEW VEHICLES 2007	% of change
GREEN	1,142	1,390	-17.8%
Lafayette	474	475	-0.2%
Iowa	651	757	-14.0%
Dane	16,801	18,633	-9.8%
Rock	5,338	6,527	-18.2%

County Sales Tax Comparison 2007 - 2008

County	SALES TAX 2008	SALES TAX 2007	% of change
GREEN	\$1,999,063.84	1,975,085.51	1.21%
Lafayette	\$680,472.12	648,151.92	4.99%
Iowa	\$1,434,867.00	1,449,966.16	-1.04%
Dane	\$43,804,099.60	43,021,991.84	1.82%

Unemployment Rates for the Green County Region

County/State November 08	GREEN Wisconsin	ROCK Wisconsin	DANE Wisconsin	LAFAYETTE Wisconsin	STEPHENSON Illinois	5 - COUNTY REGION
Civilian Labor Force-Total:	22,735	83,012	333,933	10,290	25,541	475,511
Number Unemployed:	858	5448	11,625	322	2,070	20,323
Percent:	3.8%	6.6%	3.5%	3.1%	8.1%	4.3%
2007 Annual Average						
Civilian Labor Force-Total:	20,942	83,672	290,210	9,321	25,846	404,146
Number Unemployed:	978	4,865	10,278	401	1,370	16,522
Percent:	4.7%	5.8%	3.5%	4.3%	5.3%	4.1%

SECRETARY LEINENKUGEL ATTENDS GREEN COUNTY CEO BREAKFAST

GCDC's Fall CEO Breakfast was held on October 30th at Ludlow Bar & Dining. Nearly 50 key business leaders had the opportunity to meet the event's keynote speaker, Wisconsin Department of Commerce Secretary Richard Leinenkugel.

Dick Leinenkugel was named by Governor Jim Doyle as the Secretary of the Department of Commerce on September 5, 2008. The Department of Commerce provides development assistance in areas such as marketing, business and community finance, exporting, small business advocacy, and manufacturing assessments.

Prior to his appointment, Leinenkugel most recently served as the Vice President of Sales and Marketing at the Jacob Leinenkugel Brewing Company. He joined the family business in 1987 and began as a District Sales Manager/Chain Sales Manager.

Also attending the CEO event was Zach Brandon, Executive Assistant at the Department of Commerce. Prior to his appointment, Zach Brandon was

part of the executive management teams of three start-up companies. He most recently served as the President and COO of Laundry 101, which in 2003 topped USA Today's "Best Places" to do laundry. Brandon also served as the Vice President for Development & Investor Relations for The 101 Group and as the Director of Political Operations for The November Group, both located in Ohio.

"With the talent and energy that these two individuals bring to the Department of Commerce, we are excited about the direction that Wisconsin is heading. Opening up an opportunity for Secretary Leinenkugel to meet our own CEOs and cutting edge entrepreneurs is an honor for GCDC and we are glad to be of service to our businesses and community leaders," Schramke said. In addition to the Secretary's presentation, short presentations on the Wisconsin Health Cooperative and Future Forward! Green County were also a part of the program. The semi-annual event was sponsored by Dave Mosher & Associates.

FACING THE FACTS...

According to a recent newsletter from Blane, Canada Ltd., a nationally recognized economic development consulting firm specializing in business retention, marketing and organizational issues, "recruitment of companies typically takes center stage and grabs headlines in economic development. Yet, what really drives new jobs is the expansion of existing, local companies, according to YourEconomy.org.

Your Economy "introduced a "growth" section that follows individual establishments as they open and close, expand and contract, and move in and out of regions. Their conclusion: expanding companies have a greater positive influence on net new jobs. Source: Lowe Foundation, Youreconomy.com."

GCDC NEW MARKETING CAMPAIGN

The Green County Development Corporation (GCDC) kicked off a new marketing initiative during the 2008 World Dairy Expo in Madison, September 30 – October 4, 2008.



out to those attending the show."

With a focus on the Agri-Business and Food Processing industry cluster, the new campaign, "Discover Your Hidden Potential", urges businesses to consider locating or expanding in

"This is an exciting time," Schramke said. "And what better place to start our marketing campaign than at the world's premier dairy show that just happens to be in our backyard!" Annually, the Madison show draws dairy-related businesses from all over the world, features the best in technology and equipment and showcases the dairy industry. "With the large amount of dairy producers and cheese factories that we have in the county, we are the perfect location for other dairy and dairy-related businesses to consider for expansions or relocations," Schramke said. "We just need to make sure that our message gets

Green County. With the use of maps and compasses, the campaign explores how GCDC can help businesses find their hidden potential for success in Green County. During World Dairy Expo, GCDC staff and partners manned a booth to answer questions about Green County. The Green County Agri-Business Directory, the Green County Agri-Business/Food Processing Industry Profile, community demographics and site and building information were available at the booth. In addition, the over 200 media representatives from over 15 countries received media kits and a compass guiding them

to all that Green County has to offer agriculture-related businesses. To expand their knowledge and understanding of Green County,

The World Dairy Expo was the first stop of a marketing campaign that GCDC's Board of Directors is putting into place over the next three years. "We want to keep our mission in mind in everything we do—to provide leadership in securing the economic health and success of Green County communities and businesses," Schramke said. "With that in mind, we want to move forward and let people know that Green County is the perfect setting for their business or expansion project."

GCDC is energized about the new marketing campaign. While one focus is aimed at increasing the awareness of Green County as a viable expansion location option, the effort also strives to drive site selectors and real estate consultants to the new GCDC website and to reinforce the fact that the County has significant opportunities for new and expanding businesses. When the recession begins to lift, and businesses begin to look for new locations, decision makers will know what Green County has to offer.

Building Communities Webinar series on Focus on Sustainability

Green technologies. Sustaining practices. Cutting dependence on foreign suppliers, especially fuels. These are topics that are front-page news items. And because what we do as businesses and as a county will make a difference for the future, Green County Development Corporation and the Green County UW Extension are joining forces to offer the Building Communities Webinar series titled "Focus on Sustainability" on the third Tuesday of each month from 11:15 AM to 1 PM. The interactive webinar presentation is from

11:30 AM to 12:30 PM. We follow that with a discussion about local issues relating to the presentation. The event is a brown-bag lunch series and drinks are provided. Presentations for 2009 include sustainable business practices, green collar jobs, local food networks, sustainability indicators and community organizing for sustainability. For more information or a copy of the webinar schedule, please contact GCDC at 608.328.9452 or email gcdc@tds.net.

GREENLEAF MARKET

On-Line Connection to Local Producers

Are you a farmer interested in selling direct to local restaurant chefs? Are you a grocery buyer looking to stock the finest local products? Are you a farmer's market producer looking to increase your sales? Or someone interested in buying locally grown products?

GreenLeaf Market may be an answer for you. Recently GreenLeaf Market's founder Heather Hilleren presented a workshop at Blackhawk Technical College on her new web-initiative GreenLeaf Market and Local Dirt. The workshop was a collaborative effort of Green County Development Corporation, Thrive and the UW-Extension.

GreenLeaf Market's website connects local producers to clients looking for their products. It also allows restaurants and groceries to purchase from

one spot, yet support multiple local producers by ordering from the GreenLeaf website.

A side product of the GreenLeaf Market was the creation of Local Dirt, a farmers' market venue that allows individual buyers to pre-order from their farmers' market producers or locate farmers markets. Producers who service local markets can list their contact information on both GreenLeaf and Local Dirt as a potential means of increasing sales.

Check out www.greenleafmarket.com or www.localdirt.com to see what its potential is for you and your business. For more information, contact Green County Development Corporation at 608.328.9452 or gcdc@tds.net.

EYE ON THE FUTURE!

Imagine that you could help shape the community you want to live in, or a community your children or grandchildren want to live in. What would it include? Would it include special places to shop, to eat, to work, to live? Is it possible?

A dedicated group of residents believes they can make a difference in Green County. And they have tasked themselves with the goals of engaging people in creating a community where they want to live, work, shop and raise families. Additionally, they want to attract talented workers to Green County in order to meet workforce needs and grow our local economy and retain talented people within Green County communities so they can contribute to the growth of the area. They refer to themselves as Future Forward! Green County and their mission is to take action to attract, retain and engage the future of Green County. And they want others to join them.

As Green County's population continues to age, employers in the area are going to need to recruit younger workers to maintain their competitive edge. And this is what the Future Forward! group sees as their role—opening the door and issuing the invitation to "come to Green County." Check out www.FutureForwardGC.com for more information.

Two New Directories

Green County Development Corporation recently completed two new business directories. The first is a Green County Entrepreneurship Directory, which lists information about local entrepreneurs and their businesses, and provides advice for new entrepreneurs. This directory will be published annually. Each year different entrepreneurs will be featured.

The second directory is the Food Processing & AgriBusiness Directory. This resource lists all agriculture and food

related businesses in Green County, including equipment manufacturers and dealers, production farms, dairy processors and cheese factories. The directory is available for prospective businesses or as a county-wide resource.

If you would like your business listed in subsequent editions of either directory or to request copies of the publications, please call GCDC at 608.328.9452 or email gcdc@tds.net.

"GREENING" GREEN COUNTY BUSINESSES

Wisconsin has prided itself on its environmental friendliness. And at this time, the state sees the "greening" of Wisconsin of major importance. Here in Green County, the mind-set continues as businesses explore what it means to employ "green" measures and improve their footprint on the environment.

Earth Rider Cycling & Hotel in Brodhead has joined 200 businesses in the state certified Travel Green Wisconsin program, developed by the Wisconsin Department of Tourism. Owner Sharon Kaminecki strives to invite customers, visitors and locals to see her part of the state using a sustainable means of travel—bicycling. Her hotel emphasizes Brodhead's connection to the 40-mile Badger State Trail, the 23-mile Sugar River Trail and the ecologically-minded culture of bicycling. She took things a step farther though, and sat down with the Travel Green checklist as she developed her business.

Another business, **Inn Serendipity Bed & Breakfast**, Browntown, is completely powered by the wind and sun. This award-winning inn features hearty vegetarian breakfasts prepared with ingredients harvested from the Inn's organic gardens. The grounds feature a life-size chess set, thriving colony of honey bees, and straw bale greenhouse. Owners Jon Ivanko and Lisa Kivirist are vocal about the opportunities that being "eco" minded can bring

to those who seek to partner with our natural resources in a gentle manner. In addition to the Inn, the two have published several books, including *ECOpreneur*, *Rural Renaissance* and *Edible Earth*. They too are a part of the Travel Green Wisconsin program. For more information about the Travel Green Wisconsin program and businesses, check out the website at www.travel-greenwisconsin.com.

Businesses in Green County can also benefit from looking at the "green" options around them. Art Bartsch and Richard Thoman decided early in their expansion project for the **Super 8 Motel** that they would seek out energy-saving options for the expansion. When they took the next step and started working with Focus on Energy, they found more ways to become energy efficient and get rebates. Fourteen solar panels are being used to heat the pool and hotel's hot water. They changed all lighting to compact fluorescents. They also installed energy-misers on all their machines. Guest room energy management systems were installed in all the rooms. The management system allows the hotel guest to choose their comfort level while they are present in the room. But if the room is unoccupied, the temperature is adjusted to a pre-set level to save energy. Once the guest returns, the room quickly returns to the level the guest chose. AmericInn will get a new boiler to increase effi-

ciency from 65 to 90 %, Bartsch said. He is also working to get the Super 8 and the AmericInn in Monroe Travel Green Wisconsin certified.

At the Super 8 expansion, a new dehumidifier will be used to take the heat from the dehumidification process and heat the whirlpool. Energy recovery ventilators will be used in the pool and meeting area to convert about 50% of the temperature change as outdoor air is brought into the rooms. Any new carpets will be from recycled sources and they look great, Bartsch said.

The Super 8 project was included on the National Renewable Energy Tour in October to showcase the energy efficient measures. "We are not doing anything we had not planned on doing," Bartsch said. "It all boils down to your philosophy—how you do things. And I estimate there is a six to seven year payback in energy savings for us."

Bartsch suggests businesses check into the Focus on Energy program, which is available at www.focusonenergy.com.

Through their Green Tier Program, the Wisconsin Department of Natural Resources encourages companies to think creatively about ways they can improve the environmental performance while boosting productivity, cutting costs and growing their business. Economic incentives and permit streamlining are the two perks of the Green Tier program. More information about Green Tier is available from Mark McDermid at 608.267.3125 or mark.mcdermid@wisconsin.gov.

For more information about these and other "green" programs, contact GCDC at 608.328.9452 or gcdc@tds.net.

Economic Gardening

In the movie, *Second-hand Lions*, Walter and his uncles find that the variety garden they planted will yield only one crop—corn. In economic development, that same scenario can happen if we are not careful.

The concept of “Economic Gardening” was developed by Chris Gibbons, who successfully implemented the program in Littleton, Colorado. Gibbons found himself and his community in a challenging spot when Littleton’s major employer laid off several thousand employees in the late-1980s. The idea of economic gardening was based on research by David Birch at MIT that indicated the majority of all new jobs in any economy are produced by small, local businesses. His research also found that although recruitment of large companies usually resulted in larger headlines, the amount of jobs created was less than 5 percent.

In September, Gibbons led a one-day workshop in Madison. The workshop provided elected officials, economic development professionals and community and business leaders an opportunity to learn about this creative economic development initiative.

Gibbons said, “There is a difference between mom-and-pop stores and entrepreneurs and that difference is how fast the business grows. Once we

learned that, we got out of the small vs. large debate,” he said. “The real issue was rate of growth.” Gibbon and his team also realized that there was a correlation between innovation and growth in fast-growing companies. That led them to develop a seminar series to bring state-of-the-art business practices to Littleton companies with a focus on innovation. By the mid-1990s, Gibbons had discovered a new truth: businesses are biological as much as mechanical. Gibbons has some insights as to how to handle the biological and unpredictable nature of businesses, including the Edge of Chaos theory.

The Economic Gardening Workshop provided information about what a community has to do to be welcoming to entrepreneurs and how to get started with your own economic garden. In a time when experts are predicting that the Millennial generation will be an entrepreneurial generation, this is a time to explore what economic gardening can mean for your community.

For more information about economic gardening, contact Green County Development Corporation at 608.328.9452 or gcdc@tds.net. In addition, check out the Economic Gardening video at <http://tinyurl.com/2slmh5>.

SAVE THE DATE

Join us for

GREEN COUNTY DEVELOPMENT CORPORATION’S ANNUAL MEETING

&

RECOGNITION DINNER

THURSDAY,

MARCH 5, 2009

Monroe Country Club

5:30 Reception

6:30 Dinner,

Program and Awards

Guests are welcome.

You won't

want to miss it!

More details coming soon.

Sponsorship opportunities

are available.

For more information, contact

the GCDC office today at

608.328.9452

or email Anna Schramke at

anna.gcdc@tds.net

Green County **IN THE NEWS...**

ALBANY Albany

Monroe Clinic holds a special ribbon cutting ceremony at their new branch clinic building in Albany. The 5,300 square foot clinic building is the first site to have the ability to take X-rays and transmit them immediately to Monroe's radiologist for analysis.

Chromalox plans to close their Albany and Orfordville facilities. Orfordville's closing starts in July and finishes in September. Albany's starts in August and ends in December. GCDC participates in a seminar organized by Assemblyman Brett Davis for the displaced workers to provide them with information about the type of help that is available for them.

Sue Crase launches her business, **The Leather Lady**, from her home in Albany. She is known for her repairs of leather clothing and accessories and canvas pop-up trailers, tepees and other primitive lodgings. She travels to re-enactments with her sewing machine to do on-site repairs.

pure wood. pure art opens its new art gallery on Water Street in downtown Albany. Four artists, including owners Jason and Belena Vincetti, display their work and take custom orders for art at the gallery.

BELLEVILLE Belleville

Tami Duerst opens **Imagination Station Learning Center LLC** in Belleville, offering a large, quality childcare center with small town values.

Suzanne's Sweet Artistry opens as a full-time business and owner Suzanne

Daly retires from the Sugar River Bank in Belleville to follow her passion—decorating cakes and making desserts.

Chalet Patio & Ski completes their new warehouse in the Belleville Industrial Park. The warehouse is planned with an eye to future expansion.

Magnavore Company, a light manufacturing operation that builds aquarium filters for filtration systems in ponds and fish industries, purchases the last lot in the Belleville Industrial Park.

Sico America, Inc. is expanding in Belleville and doubles the size of their operation here. They manufacture tables, tabletops, cabinets and dance floors.

Belleville residents Joyce and Andy Ziehli's **Americana Gazette** magazine is being well received. The new magazine is a bi-monthly, interactive arts and entertainment magazine that highlights artists from Southwest Wisconsin along with national acts.

BRODHEAD Brodhead

Computer How-Know's Curt Gratz is chosen as the Young Professional of the Year 2008 at a special reception held by the Young Professionals of Green County.

Kuhn North America completes its third expansion project in five years at the Brodhead plant. The project includes a new lobby/visitor center, office renovation and a 66,000 square foot manufacturing expansion.

Applied Ecological Services, Inc. wins the "Eco-Friendly Neighborhood" award from Natural Home Magazine for their conservation development, Prairie Crossing, in Grayslake, IL.

Decatur Dairy hosts a tour for the World Champion Cheesemaker Michael Spycher, Wasen, Switzerland and second runner-up Benni Naf. The group also visited Spring Grove Dairy before visiting sites in Monroe.

Prudential Premiere Real Estate office holds their grand opening at their new site—1002 1st Center Avenue.

The Bramble Company completes its move from downtown Brodhead to a new location on 25th Street.

Stoughton Trailers temporarily layoffs 184 workers at the Brodhead plant the end of July. The company is estimating the lay-offs will last 60 days.

Karen and Jeff Williams open **Bullwinkle's**, a coffee drive-through stand on the junction of Highway 11 and Highway T.

Ayres Chevrolet Pontiac Buick is purchased by the **Alphorn Group** of Lee Geiger, Mark Geiger and Jim Bozich. This makes the 16th dealership for the Monroe-based Alphorn Group.

Applied Ecological Services announces restructuring of its board of directors to keep the company successful and to manage their other companies. Steve Apfelbaum becomes chairman of the company, a change from president and Carl Korfmacher will step from general manager to president and treasurer.

Rock Valley Publishing purchases The Independent Register, Shopper and website November 6. Kim Markham, former owner, will continue to oversee the printing and design needs of The Independent Register Print Center. The Independent Register was a three-generation family-owned business prior to the sale.

JUDA

Grande Cheese wins the 2007 Annual Municipal Facility and One Plant Operation Concrete Design Awards for their wastewater treatment plant. The plant includes a million gallon tank built into the side of a hill to meet the site challenges and landscape design.

Hickory Daniels holds an open house at his new **Hickory Hill Dairy**. Daniels milks 155 cows with a Swing 12 parlor.

MONROE

The Carrot Stick, Brad Ross' device for dispensing lawn fertilizer in a controller manner through a garden hose, is featured on QVC in April.

Precision Drive and Control wins the Gold Safety Award of Honor at the Associated Builders and Contractors of Wisconsin's annual safety conference.

Quest Industrial earns an award from FANUC, the world's largest robot supplier, for Quest's incredible growth rate. Owner Don Wickstrum says Quest has doubled its sales each year and sends robots to 15 different states in the US and to Spain, Mexico and Canada.

Peppercorn Banquets and Catering, Monroe, is nominated for Wisconsin Family Business of the Year.

TDS Telecom creates and fills 14 full-time positions in their Monroe office. The positions included technical customer operations advisors and residential sales and services advisors. The Monroe office currently employs 46 people.

The Potting Shed opens for business, making the transition from hobby to retail. Sandy Spotts and her daughter

Amy Lewis create ready for display arrangements of fresh flowering plants.

Menards donates three buildings on their site to the Monroe Emergency Response Inter-Agency Training center. Volunteers disassembled the buildings and moved them to MERIT's site in the Monroe Industrial Park.

Minhas Craft Brewery begins production of their own version of a Cuban mojito, along with Corsairs Orange Squeeze and Ice, a lemonade-style malt cooler. The brewery installed a world-class proprietary clear malt filtration system for the production of this line. The brewery hosts a party September 18 to celebrate the release of their new book, *Brewing Up a Damn Good Story* and the launch of their new Swiss Amber Craft Beer.

Wisconsin Dairy Business Association and the **Wisconsin Cheese Makers Association** holds a special tour Sept. 23 featuring W&W Dairy, Monroe, and Spring Grove Dairy, Brodhead, as a means of focusing on the good economic news the dairy industry brings to Wisconsin.

Café Claudeen wins a Best Interior Renovation Project Award at the 20th Anniversary Wisconsin Main Street Gala at Monona Terrace. Monroe's Main Street shares first place with Green Bay for its new façade grant program, honorable mention in best Private-Public Partnership for its brochure on the Badger State Trail, which includes the City of Monroe as a partner. John Baumann earns the Monroe Main Street's 2007 Honorary Board of Directors and Mary Schmid won Monroe Main Street's 2007 Volunteer of the Year award. Monroe is recognized as a nationally-accredited Main Street Program.

Monroe Village Apartments wins The Rural Development's Award of Excellence from the United States Department of Agriculture for its commitment to providing quality, affordable housing for the tenants they serve. Over one hundred candidates were considered for the award.

Swiss Colony's Seventh Avenue catalog earns 94th place on the list of the Top 100 Consumer Electronic Retailers for 2007 sales.

Klondike Cheese Company earns first place ribbons with their Peppercorn Feta and their Dill Havarti in the American Cheese Society Competition in July. Maple Leaf Cooperative takes first place with their English Hollow Cheddar. Roth Käse USA wins a first place ribbon with their Gran Queso cheese.

The Swiss Colony, Inc. acquires Montgomery Ward catalogues and internet brand. The purchase includes the Charles Keath and HomeVisions catalogues along with the Montgomery Ward line.

Vince's Restaurant begins construction on their new building next to Dollar General. Owners Fabio and Maria Grado anticipate opening of the new restaurant by the end of 2008. Vince's Pizza also wins the Best Independent Restaurants Association's Gold Plate Award for Best Independent Restaurants.

Wal-Mart holds a special groundbreaking ceremony for their new Supercenter, scheduled to be open in 2009. Employees with 20 to 23 years of service to the present site participate in the groundbreaking ceremony.

The new **Walgreens** store opens its doors in August next to Brennan's.

Monroe Clinic begins work on their expansion program with the first stage—enlargement of the parking lot. The expansion project will include an expansion of the hospital and a connection between the clinic and hospital buildings. The project will be completed in 2010. The Monroe Clinic also reduces Walk-in care services' hours and takes up an agreement with Shopko to open a FastCare Clinic within the store. Services will be offered for a flat fee and will be open seven days a week.

Super 8 Motel receives the "Spirit of Super 8 Community Service Award" for seeking opportunities to make a positive impact within their local community and state. The award is given by the Super 8 president John Valletta.

Dick's Piggly Wiggly holds a grand reopening to show off their remodeling project. The store has expanded several departments and used colors to update its image and to focus on its fresh foods.

Portraits by Dawn, Barrett's Brick Café, along with **Fehr-Graham & Associates** and **Dr. Scott Patterson** participate in the Monroe Main Street Façade Grant Program, which allows the business or property owner to receive a 50% grant toward a façade restoration project up to \$10,000. There is additional money available at a 25% match up to \$40,000. The applications go the Monroe Historic Commission.

House to Home Designs opens on the Courthouse Square in time for Cheese Days. Owner Robin Nafzger offers gifts, blinds, paint, stains and wallpaper for those looking for decorating needs.

Century EcoWater celebrates its 50th anniversary in water treatment service. Their building, built in 1927, is on the National Register of Historic Places.

Kookabura's, Laura Winters' new kitchen supply store, opens in October on the Courthouse Square. The store carries an array of ingredients and kitchen products, and also features cooking demonstrations to help customers explore new options in cooking.

Baumgartner's owners, Chris and Tyler Soukup literally cleaned up when they removed the money from the ceiling of their downtown restaurant. The money, which amounted to \$5,200 and took Soukup and eight customers four hours to remove from the ceiling, smooth and count, was donated to the United Way of Green County and to the Green County Humane Society. The tradition at Baumgartner's is for customers to offer paper money to bartenders, who fling it to the ceiling with a thumbtack where it sticks.

Minhas Craft Brewery expands the hours of their gift shop and tap room and opens the first of three museum rooms planned.

Community Living Home Options expands their services with the acquisition of a home-living center on Monroe's north side. Owner Elizabeth Flood creates a home like atmosphere where seniors can have their own privacy yet share living spaces and activities. Flood also oversees their care.

Monticello

Edelweiss Graziers Co-Operative hosts a pasture walk in April at Bert and Trish Paris' farm, south of Belleville. The walk features topics for beginning graziers, with experienced graziers on hand for questions.

Edelweiss Creamery's cheesemaker Bruce Workman earns his sixth and seventh Master Cheesemaker certificates, this time in Emmenthaler and in low-fat, low-sodium Special Lacy Swiss. He also holds master cheesemaker certificates in Gruyere, Baby Swiss, Butterkase, Havarti and Raclette.

Chad Mathys begins his own mail order business, **Barn in the Sticks**—www.barninthestocks.com—selling his original handmade bird houses, feeders, bat houses and more. The website allows him to run a business and still work full-time at his job at Duluth Trading Co.

The Dining Room at 209 Main opens a Guatemalan textile display through September. The private collection includes the indigenous costumes of the Mayan people, with intricately embroidered blouses and hand-woven stoles, headpieces and purses. In September, they open "Family Legacy Knit" display, featuring the hand-knit art pieces created by Mary Kay McDermott, Janesville.

The Yodeling Baker, Toni Seitz, opens her catering business with holiday baking. Her shop is a converted cheese factory on her family's historic farm outside of Monticello.

M&M Café closes December 31 as Mary and Mike Davis decide to retire. The café building, business and living area are for sale and the Davises hope a new owner will reopen the café in the new year.

New Glarus

Raspberries Greeting Cards, a line of Recycled Paper Greetings in Chicago, is created by New Glarus resident Jim Byrne and his partner, Dennis Schmidt from Oregon state. The duo starts a website—www.thisendupcartoon.com—to make their humor available in a new venue. They are also publishing a book soon with their original cartoon artwork.

The **New Glarus Home** starts an expansion project that will bring a new 26-unit apartment complex to their campus. Executive Director Roger Goepfert is honored with a Special Service Award for his seven years of service on the Wisconsin Association of Homes and Services for the Aging's board of directors.

New Glarus Primrose Winery opens its new retail location on the corner of 1st Street and 5th Avenue in downtown New Glarus. The Second Street location remains the site of the production end of the business. Bob and Peg Borucki hold their ninth annual Rhubarb Fest, which helps promote their popular rhubarb wine.

New Glarus Fitness Center offers a seminar on self-defense for women with Mike Vaughn in June. About two dozen women attended the hands-on demonstration and informational time.

Phillipson & Uretsky Law Office plans a grand opening celebration in their new office at 1101 State Highway 69. The original office is located in New York and New Jersey.

Small World Childcare Center earns the National Association for the Education of the Young Child accreditation and becomes Green County's only NAEYC accredited center.

Brenda's **Blumenladen** holds a book signing with cartoonists Jim Byrne and Dennis Schmidt and their newly released book *This End Up—A Cartoon Collection*. Byrne and Schmidt are the creators of Raspberries Greeting Cards.

2008 REGIONAL SMALL BUSINESS AWARD - *KLONDIKE CHEESE*

The United States Small Business Association recognized Klondike Cheese Factory, Monroe, as its 2008 Regional Jeffery Butland Family Owned Small Business Award winner at the special 23rd Annual Small Business Awards breakfast in June.

Klondike was chosen as the award winner on the basis of its success as measured by sales and profits, increased employment opportunities for family and non-family members, potential for long-term success and economic growth and its voluntary efforts to strengthen family-owned businesses in the community.

Klondike Cheese factory began making cheese in 1925 under the direction of cheesemaker Ernst Buholzer. Current owners Dave, Steve and Ron Buholzer are the third generation to continue the business and the fourth generation is cur-

rently working in the business, with management succession plans in place. Klondike supports 85 family-owned dairies through its purchase of 340,000 pounds of milk for the 25 million pounds of cheese it markets annually. The

Buholzer brothers each are master cheesemakers and the factory continues to produce award-winning cheeses, including Feta, brick, Havarti and Muenster.

In addition to the support to local farmers and the local economy, Klondike is active in strengthening and promoting the Wisconsin cheese industry in Green County and the state. Klondike also walked away with four awards at the prestigious

American Cheese Society's competition in Chicago—two firsts, a second and a third.



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The Entrepreneurs' Resource Corner

Each quarter we'll use this area to explore resources and questions that entrepreneurs can utilize to assist them as they start or expand their business.

Wisconsin Women's Business Initiative Corporation (WWBIC) is an economic development organization that goes outside the perimeter that its name implies. WWBIC provides quality business education and access to capital for entrepreneurs. Established in 1989, WWBIC consults, educates and mentors owners of small and micro businesses throughout Wisconsin. Clients do not need to be female to access services that WWBIC provides. Since its inception, WWBIC has served over 20,000 individuals, directly financed over 500 business start-ups, supported over 150 business expansions and assisted in creating over 1,250 jobs in Wisconsin.

WWBIC offers classes, one-on-one counseling, and funding opportunities. As time allows, staff members are

also available to present workshops or fill speaking engagements. Green County Area E&I Club was fortunate to have Julann Jatczak, Vice President of WWBIC, speak on "Making the Right Connections for Your Business or Invention" at the June meeting. Jatczak was awarded the 2008 U.S. Small Business Administration Women in Business Champion Award. WWBIC's Katee Eliasson spoke in October.

Offices for WWBIC are located in Milwaukee, Kenosha and Madison. More information about WWBIC and its resources is available on their website www.wwbic.com. For more information about WWBIC or the Green County Area E&I Club, contact GCDC at 608.328.9452 or gcdc@tds.net.

Leadership . . .

Leadership and learning are indispensable to each other.

- John F. Kennedy

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