



Chippewa County  
Economic Development Corp.

# CHIPPEWA COUNTY

*Wisconsin's Spirit  
of Innovation*

[www.chippewa-wi.com](http://www.chippewa-wi.com)



ECONOMIC  
DEVELOPMENT  
CORPORATION

Volume 16, Issue 4

FALL 2017

## HAPPY HOLIDAYS!

### READ ABOUT:

RETENTION 2

EXPORTING  
EVENT 3

WORKFORCE 4-5

UPCOMING  
EVENTS 8

#### CCEDC

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## CCEDC LEADERSHIP RECOGNIZED

Charlie Walker, President/CEO of the CCEDC was the recipient of the 2017 National Rural Economic Development Association's (NREDA) Rural Economic Development Leadership Award. The NREDA presented this award to Charlie at the NREDA Awards Luncheon during the NREDA Annual Conference on November 2, 2017, in San Antonio, TX.

Charlie was the recipient of this award for his outstanding leadership in the field of rural economic development, specifically for the leadership role he demonstrated with the recent business expansions within the Lake Wissota Business Park in Chippewa Falls. These recent projects have played an important role in the improvement of the quality of life, creation of new jobs, and opportunity for growth and development within the County.

The NREDA is an organization of economic development professionals focused upon the issues and opportunities of rural America; and



**Walker accepting award  
at NREDA Conference**

is dedicated to meeting the unique needs of its membership through ongoing education and networking programs, while serving as an information source and conduit for developers, site selectors and prospective businesses to NREDA members and the areas they serve.

## CELEBRATING LOCAL MANUFACTURING

CCEDC understands the importance of Chippewa County's manufacturing industry and the positive impact it has on our local economy. Manufacturing jobs provide a good living through competitive wages with the majority also offering a good benefit package. October is annually recognized as Manufacturing Month and is a national celebration of modern manufacturing



intended to educate and inspire the next generation of manufacturers. Manufacturing month addresses common misperceptions about manufacturing by giving manufacturers an opportunity to open their doors and show, in a coordinated effort, what manufacturing is — and what it isn't. The CCEDC was excited to participate in several open house opportunities throughout Chippewa County touting our great manufacturing base!

**MANUFACTURING, continued on page 6**

# Merry Christmas

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## BUSINESS RETENTION & NETWORKING EVENTS HELD

The CCEDC Business Retention & Expansion (BR&E) Program provides the resources, training, and tools to develop the capacity of Chippewa County businesses. Economic development organizations that actively implement an on-going BR&E program focusing on the retention and expansion of local businesses will: improve the business climate, help to make local businesses remain competitive, increase employment, and stabilize the local economy. Business retention, and fostering the expansion of existing businesses, is the foundation of any sound economic development program. And for good reason- research shows EXISTING businesses create 60% to 80% of all new jobs! A few of CCEDC's most recent BR & E training programs are highlighted below!

### FRAC SAND INDUSTRY UPDATE & NETWORKING EVENT

The CCEDC Quarterly Industry Update & Business Networking Event was held on October 19, 2017, at Casa Mexicana in Bloomer. Attendees received a Frac Sand Industry update from Rick Shearer CEO for Superior Silica Sands and Emerge Energy Services. Shearer spoke of the positive changes made to the non-metallic mining industry and how the company managed and



Frac Sand Industry Update



Networking Reception

diversified through the industry's economic downturn. Shearer also shared information on the state of the frac sand industry, future growth planning/patterns, workforce and talent.



### FINANCIALS FOR NON-FINANCIAL OWNERS AND MANAGERS



Understanding Business Financials Workshop

The CCEDC understands that many entrepreneurs and small business owners start companies based on an idea or expertise, not financial knowledge. It is vital for these entrepreneurs to understand business finances and what drives a business' financial success. Understanding financial reports allows them to detect a business' strengths and weaknesses and is a tool to improving profitability and making effective business decisions. For that

reason the CCEDC hosted 'Financials for Non-financial Owners and Managers' workshop on November 2, 2017. During the event guests reviewed financial statements, including the balance sheet- income statement-cash flows, and what key performance indicators to monitor when reviewing financial statements.

# A world of opportunity awaits..... Global Market Expansion



**Join Us!**

**Thursday, January 18, 2018**

**2:00—4:15pm Roundtable Panel Discussion with Industry Experts**

**4:30—6:30pm Business Networking Reception**

**The Mill Events , 646 Banks Street, Chetek , WI 54728**

**RSVP to [info@chippewa-wi.com](mailto:info@chippewa-wi.com), 715-723-7150, or on [Eventbrite!](#)**

The Chippewa & Barron County EDC's invite you to join us for a roundtable discussion event on the topic of Global Market Expansion. With over 90% of the world's population living outside of the USA there is tremendous potential and opportunity to take your product, idea, or service into an existing and emerging global markets!

Whether you are currently exporting or new to the idea plan to attend and hear from a complete array of experts on the topic of international trade who will share information during this roundtable discussion/networking event!

This event is offered at no-cost and is open to entrepreneurs and businesses that are currently exporting or considering taking your business beyond the USA borders!

**HEAR FROM & MEET GLOBAL MARKET EXPERTS FROM :**

- ⇒ **Achieve Results**
- ⇒ **Department of Agriculture, Trade, and Consumer Protection**
- ⇒ **ExporTech**
- ⇒ **German American Chamber of Commerce of the Midwest**
- ⇒ **Small Business Development Center**
- ⇒ **Trade Acceptance Group, LTD**

**Event hosts:**

**Chippewa & Barron County  
Economic Development Corporation**

Reception  
Sponsor:



## MUSKY TANK MIXERS



**Musky Tank Mixer at Bloomer Brewery**

The CCEDC in a collaborative partnership with Musky Tank LLC, Dunn County EDC, Eau Claire Area EDC, and the Eau Claire Chamber of Commerce host a series of mixers designed to bring together small businesses and entrepreneurs to discuss appropriate topics. Partners take turns holding these social and information mixers which consist of a panel discussion, Q & A, and networking. The October mixer was hosted by the CCEDC and took place at the Bloomer Brewery. The topic was market determination and research and how it fits into your business plan. Over 50 small businesses and entrepreneurs attended this mixer. From Concept to Reality was the topic of the November Musky Tank Mixer hosted by the Eau Claire EDC where the UW-Stout Manufacturing Outreach Center provided information regarding their Fab Lab and how it can assist entrepreneurs and small businesses. Plan to attend the next Musky Tank Mixer at Lucette Brewing Company in Menomonie in January 17, 2018.

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**Concept to Reality Discussion**

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Attracting & Retaining Great Team Members Workshop

ATTRACTING & RETAINING GREAT TEAM MEMBERS

With the competitive market for a quality workforce in the Chippewa Valley the CCEDC teamed up with David Kochendorfer of Achieve

Results to host a workshop on the topic of 'Attracting and Retaining Great Team Members'. Fifteen Chippewa Valley businesses were represented at the event to learn about how having good team members impact your business success. Attendees received professional advice on the interview process, onboarding, job offers, and orientation; as well as creating a company culture that discourages employees from looking elsewhere. The event was held on October 5, at the Holiday Inn Express in Lake Hallie.



YOUTH CAREER EXPLORING



Career Exploring Update

A Career Exploring Update was held for businesses, educators, and elected officials to receive and update and provide feedback regarding the Chippewa County Career Exploring Program, a skills gap initiative designed to assist Chippewa County young adults make a more informed decision about future careers and determine if a particular career is right for

them. The program was established in 2015 and offered Chippewa County students Career Exploring posts and programs (onsite at local manufacturers) as well as a Manufacturing Bootcamp in the summer months. Meeting attendees were given a program update and asked to assist with brainstorming and discussing current and upcoming opportunities to allow our future workforce discover career opportunities here in the Chippewa Valley.

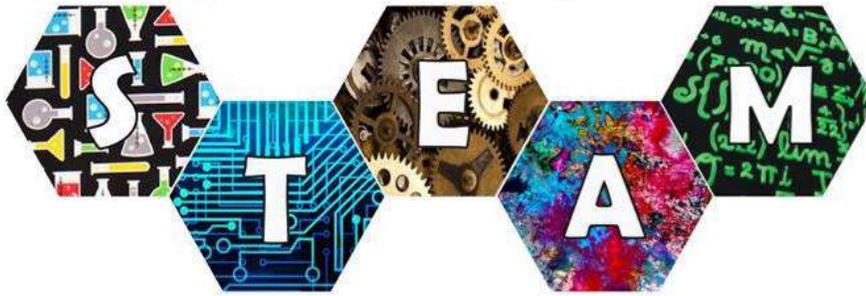
Following the update the CCEDC partnered with workforce development partners from the Chi-Hi STEAM team, Inspire Connections, and Chippewa County's Career Exploring to host a meet and greet reception to promote workforce development programming available for students in the Chippewa Valley. Businesses and service providers attended the event.

Both events were held on November 16, 2017 at the Avalon Hotel and Conference Center.



Workforce Partners Networking Reception

## Chippewa Falls High School



**Chippewa Falls  
STEAM Night  
March 13, 2018  
5:00 - 8:00pm  
Chippewa Falls  
Senior High School**

### **Science | Technology | Engineering | Arts | Mathematics**

In partnership with the CCEDC, the Chi-Hi STEAM (Science, Technology, Art, Engineering, & Mathematics) Departments along with student services are hosting their 5th annual STEAM Open House. The goal of the event is to connect students to STEAM careers in the Chippewa Valley and registration for your business to participate is open!

#### **The purpose of STEAM Night is to:**

- ⇒ Promote what Chi Hi is doing in STEAM curriculum to enhance post-secondary readiness and help close the skills gap.
- ⇒ Showcase STEAM related post-secondary options and careers in the Chippewa Valley.
- ⇒ Connect students to employers and the community at large.

In the past, over 1,000 students and families have attended this evening of hands-on science, math, and engineering activities. Photos from previous years can be viewed at: <https://cardinalcountry.smugmug.com/STEAM-Night>

\*\*\* [Click Here to Register Your Company to Participate in the 2018 Event!](#) \*\*\*

## **INSPIRE CONNECTIONS: Connecting Today's Employers with Tomorrow's Workforce**

The CCEDC believes it is imperative that we bridge the skills gap, assist youth in investigating their career interests, and educate tomorrow's workforce on careers and opportunities right here in the Chippewa Valley. Statistics show people are most successful when their passions, interests, and skills are utilized in their professional roles.

Beginning this school year (2017-18), all Wisconsin public school district middle school and high school students will be participating in academic and career planning utilizing Career Cruising. Inspire Connections, an add-on of Career Cruising, works to link students to local employers and community mentors, providing them with real world experience, enriching the local workforce and ultimately stimulating community growth. The sooner students understand their career passions, and the sooner employers can identify talent coming through the education system, the more effectively communities can retain and grow local talent, and the more prepared students can be for future career. Currently the CCEDC is seeking employers that are interested in posting an information profile, career-based learning opportunities, and/or to volunteer as career coaches to students.

Being part of Inspire Connections will assist in educating students, educators, parents and job seekers about local career and employment options; all utilizing one easy-to-use online tool that connects you and your organization to the future workforce in our community. Through Inspire Connections, you can facilitate any number of work-based learning activities that you and/or your organization are willing to participate in. To sign up or for more information contact Jerilyn Sahr at 715-723-7150 or [info@chippewa-wi.com](mailto:info@chippewa-wi.com)

## WE WANT YOUR INPUT!

We want your input. CCEDC believes keeping our existing businesses thriving and expanding is a major reason why the CCEDC exists. Eighty percent of the new jobs are typically created by existing companies like yours, and CCEDC Business Retention and Expansion (BRE) program was established to:



- Assist companies to solve problems that may cause them to move or shutdown.
- Provide information and understanding to local leaders of Chippewa County's business climate.
- Regularly collect data on the economic base and the industries within the County.
- Continue to build solid business relationships with business owners and managers of employees in the County.

CCEDC is currently conducting a survey via, <https://goo.gl/QYfguu>, to gauge the outlook of Chippewa County businesses. We'd like to get your thoughts on your company's outlook and your view of our region and Wisconsin as a place to start and grow a business. This is the fourth year we have done this survey in partnership with Baker Strategy Group, a consulting firm focused on supporting business startup and growth.

### MANUFACTURING , continued from front



AJ Manufacturing, Bloomer

The CCEDC celebrated Manufacturing Day with A.J. Manufacturing in Bloomer. On October 12, 2017, A.J. opened their doors to students, community members, and the business community to highlight A.J.'s manufacturing capabilities, products, and materials with an emphasis on recruiting talented individuals and communicating the importance of manufacturing. During this daylong event A.J. toured visitors through their HVAC door and panel production area where they were able to observe the robotic welder, turret presses, steel roll former and sheet metal bending operations.

On October 23, 2017, Spectrum Industries in Chippewa Falls opened their doors to the Chippewa Falls High School athletic coaches and leadership team. Since these leaders have a positive influence on the future workforce of the Chippewa Valley Spectrum Industries took the opportunity to showcase their high-tech manufacturing operations, specifically to participate in a demonstration of one of Spectrums newest pieces of equipment which cut and bent the metal to create school logo signs.



Spectrum Industries, Chippewa Falls



HPE Tour

The demonstration showcased Spectrums manufacturing capabilities, products, and materials with an emphasis on recruiting talented individuals and communicating the importance of manufacturing. Following the demonstration Spectrum Industries presented the Chippewa Falls Senior High School and McDonnell Area Catholic Schools with several one-of-a-kind metal signs to be used for fundraising efforts within the schools.

Hewlett Packard Enterprise (HPE) provided a tour of their Chippewa Falls manufacturing site to several Chippewa Valley Girl Scout troops on October 30, 2017.

During the tour HPE exposed the future workforce and their families to modern manufacturing which is high-tech and innovative- NOT spooky or scary- in fact cool! During the tour the participants were educated on the high tech servers and supercomputing items manufactured here in Chippewa Falls and the different careers within the high tech manufacturing industry.

The CCEDC thanks our local manufacturers for the opening their doors for the tours and for all they do to support the organizations within Chippewa County!

# CCEDC's Board of Directors

## **Matt Chilson**

Chilson Corner Motors of Cadott  
\*Executive-Chairperson-Quadrant 4 Rep

## **Lisa Bruhn**

Marshfield Clinic  
\*Executive-Vice Chair-Chippewa County Rep

## **Jennifer Lindstrom**

Spectrum Industries  
\*Executive-Treasurer-Chippewa County Rep

## **Steven Gerrish**

Badgerland Printing USA  
\*Executive  
Chippewa County Economic Development  
Committee Rep

## **Paul Salm**

BMO Harris Financial Group  
\*Executive- Chairman's Appointment

## **Mark Seyer**

People's Bank Midwest, Vice President  
\*Executive- Member at Large-Chairman Appt

## **Maureen Carlson**

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Economic Development Partner

## **Bart Chapek**

JLH Enterprises  
Cadott Representative

## **Chris Conard**

PMI LLC  
600 21st Avenue  
Bloomer Representative

## **Shirley Gutsch**

Advanced Laser Machining  
Member at Large

## **Ron Haas**

Martino's Restaurant  
Stanley Representative

## **Nicole Hager**

Stanley Correctional Institution  
Boyd Representative

## **Ryan Hartzell**

Citizens Telephone Cooperative, Inc.  
Chippewa County Representative

## **Sheri Johnson**

Mule Hide Manufacturing, Manager  
Cornell Representative

## **Rob Mooney**

Alliance Plastics Corp  
New Auburn Representative

## **Rich Morrison**

Cray, Inc.,  
Member at Large

## **Michael Pynch**

WIPFLI, Partner  
Lake Hallie Representative

## **Rebecca Reinhardt**

Citizens Community Federal  
Quadrant 2 Representative

## **Robert Schultz**

Xcel Energy  
Quadrant 3 Representative

## **Karen Smith**

Security Bank, Vice President  
Quadrant 1 Representative

## **Emilu Starck**

Ruder Ware LLSC  
Member at Large

## **Sheridan Welch**

TTM Technologies  
Chippewa Falls Representative

## **Jim Woodison**

Mid State Truck Service Inc  
Chairman's Appointment

## **STAFF**

President/CEO- Charlie Walker  
Marketing & Business Retention - Jerilyn Sahr

# Join Us for a 3D Christmas!

The CCEDC and Integrated Design Solutions (IDS) invite you to learn about Additive Manufacturing (AM (3D Printing)) technologies, and how they are changing the landscape of design and manufacturing. You will get a firsthand look at IDS' design to part capabilities, and various AM technologies, materials, and applications. You'll get to see a production grade machine in action, and get hands on with AM part samples.

IDS is a locally owned and operated product design and innovation company that was established in 1999. What began as a traditional product design and engineering firm has evolved and adapted to accommodate the growing demands of our diverse clientele, which includes the medical, commercial restaurant, computer, aerospace interiors, and hand tool markets. IDS recently added AM as a service to facilitate some of our customer's low-volume manufacturing, fixture and assembly process needs. With their AM (3D printers) equipment, they are able to produce parts in a variety of engineering-grade plastic materials. In addition to AM, IDS also offers contract manufacturing, contract assembly and fulfillment services-including packing and shipping of the final product.

Following the 3-D Printing Presentation stay for refreshments and mingle with other Chippewa Valley business leaders at a business networking reception beginning at 4:30pm!

The event/s are scheduled for December 21, 2017, 3:30-4:30pm presentation, 4:30-6:30pm Christmas reception- both events will be held at IDS, 425 Cashman Drive, Chippewa Falls.

Please RSVP by December 18, 2017 ~ We hope you can attend one or both events!



## MARK YOUR CALENDAR—MORE INFORMATION COMING SOON!



To register or for more information regarding CCEDC events please call 715-723-7150, email [info@chippewa-wi.com](mailto:info@chippewa-wi.com), or visit [www.chippewa-wi.com](http://www.chippewa-wi.com)

Thursday, December 21, 2017	3-D Printing Presentation
Thursday, December 21, 2017	3-D Christmas Reception
Thursday, January 18, 2018	Global Market Expansion Exporting Panel Discussion
Thursday, January 18, 2018	Business Networking Reception
Wednesday, January 31, 2018	Strategic & Tactical Business Planning
Wednesday, February 14, 2018	Office of Business Development Lunch & Learn
Wednesday, February 21, 2018	Musky Tank Mixer
Tuesday, March 13, 2018	Chi-Hi STEAM Night
Wednesday, March 28, 2018	Understanding Your Business Financial Statements
Thursday, April 5, 2018	WI DNR Lunch & Learn
Wednesday, April 18, 2018	WI DOT Lunch & Learn
Wednesday, May 9, 2018	Succession/Transition Planning
Friday, May 18, 2018	CCEDC Annual Meeting & Business Awards Breakfast
Friday, May 18, 2018	Chippewa Charity Classic Golf Outing