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RJA Dispersions Announces Relocation

Nano-Dispersion Manufacturing Company Moves to Hudson

RJA Dispersions, LLC, a custom manufacturer of nano-particle and pigment dispersions for major OEM accounts worldwide, will relocate its operations to Hudson, Wisconsin from Maplewood, Minnesota effective November 1, 2009.

The company executed a lease for 6,500 square feet for office, laboratory, and production space in the River Bluffs Business Center, located in the

St. Croix Business Park. The

expanded space, which includes 5,000 square feet on the main level and a 1,500 square feet mezzanine, will significantly increase RJA's production capabilities.



(l - r) Dr. Joseph Ward, vice president of marketing, RJA Dispersions; Governor Jim Doyle; Reva Adkins, founder and president, RJA Dispersions; and Ronald Adkins, vice president of research and development.

"RJA Dispersions chose River Bluffs Business Center not only for its attractive location and economics, but also for the availability of its electrical capacity," said Dr. Joseph Ward, vice president of marketing. St. Croix Economic Development Corporation coordinated key resources, including a referral to the Regional Business Fund, Inc., which is making our expansion plans possible in this difficult financing climate."

The company's primary market is digital imaging and the rapidly growing industry requirements for ultra violet (UV) curable ink jet inks. RJA manufactures and sells custom pigment dispersions in solvent, water and uv curable monomers, which differentiates them from their customers who manufacture the ink jet inks.

The dispersions manufactured by RJA have an average particle size of 90 to 140 nanometers. Particles of this size are readily incorporated into ink jet inks by various ink manufacturers. One nanometer is one billionth of a meter.

Reva J. Adkins founded RJA Dispersions in 2002 and serves as its president. Key personnel include Ronald R. Adkins, Ph.D., vice president of research and development, and Joseph E. Ward, Ph.D, vice president of marketing. Dr. Adkins was a Division Scientist at 3M and a technical manager earlier in his career at Flint Ink. Dr Ward was Lab Head for the 3M Scotchprint™ business unit and a contributor in the development of a succession of digital imaging businesses during his career at 3M.

For additional information on RJA Dispersions, go to www.rjadispersions.com.

Governor Doyle Welcomes Bio-tech and Nano-tech Companies to Wisconsin

Three Recruitment Successes Find Homes in Hudson, Wisconsin

On October 22nd, Governor Jim Doyle welcomed three bio-tech/nano-tech companies that have relocated to Hudson, Wisconsin over the past year with assistance from the Wisconsin Department of Commerce and other local and regional agencies. Governor Doyle held a press conference at the Rapid Diagnostek facility in Hudson. VitalMedix and RJA Dispersions were also part of the welcoming event. Wisconsin Secretary of Commerce Richard Leinenkugel attended the event and introduced the Governor.

The Governor welcomed these companies:

RJA Dispersions, LLC, a custom manufacturer of nan-particle and pigment dispersions for OEM accounts throughout the world. The company will relocate to Hudson from Maplewood, Minnesota effective November 1st. The company's primary market is digital imaging and the rapidly growing industry requirements for ultra violet (UV) curable ink jet inks.

VitalMedix, which is developing a drug for treating hemorrhagic shock, which occurs when blood loss exceeds the body's ability to compensate, such as from a gunshot or an auto accident. The Department of Commerce certified the company as a qualified new business venture (QNBV), making it eligible for up to \$1 million in angel or early stage investment.

Rapid Diagnostek, which is developing a portable device to quickly diagnose disease by analyzing bodily fluids and samples. The company is also certified as a new business venture and has attracted equity from Wisconsin angel investors.

Biotechnology in Wisconsin is an estimated \$8 billion industry with 400 companies and 32,000 employees. It is also the fastest-growing segment of the state's economy, with an annualized growth rate of nearly seven percent.

Later in the day, the Governor and Commerce Secretary traveled to Madison to recognize five more relocating companies.



(l-r) Commerce Secretary Richard Leinenkugel; Governor Jim Doyle; Harry Norris, president, Rapid Diagnostek, Dick Van Dusen Rapid Diagnostek, and Jeffery Williams, president, VitalMedix.

Governor Doyle Awards Tax Credits to Interfacial Solutions

Commerce Secretary Leinenkugel Presents Ceremonial Check

On October 23, 2009 Governor Jim Doyle announced that Interfacial Solutions, LLC (IFS) of River Falls, Wisconsin, had received a tax credit allocation totaling \$115,000 from the Wisconsin Department of Commerce. Commerce Secretary Richard J. Leinenkugel made the announcement at a press conference held on October 23rd at the company's facility in the Whitetail Ridge Corporate Park. An oversized, ceremonial check was presented to the company.

"I have worked hard as Governor to make Wisconsin a friendly place to do business," Governor Doyle said. "Now, more than ever, it's important we continue to invest in good companies like Interfacial Solutions, which is committed to providing jobs for hardworking Wisconsin families."

"We very much appreciate these tax credits and firmly believe that they will translate into high paying jobs in St. Croix County," said Dr. Jeffrey Cernohous, president and founder of Interfacial Solutions.

The tax credits are tied to a major addition to IFS's facility and job creation projected by the company. In early October, contractors started work on a 22,000 square foot addition to IFS's existing 15,000 square foot operations. The expansion will primarily add new office, laboratory, and warehouse space. The addition is expected to be completed in early 2010. The project represents a \$2.2 million investment and IFS forecasts the creation of 17 jobs and the retention of 20 existing jobs.



(l-r) Dr. Jeffrey Cernohous, president of Interfacial Solutions and Commerce Secretary Richard Leinenkugel

Interfacial Solutions Expands Facility

EDC's 2006 Emerging Business of the Year on Growth Track

A ceremonial groundbreaking on October 13th marked the start of work on a 22,000 square foot addition for River Falls-based Interfacial Solutions, LLC (IFS). The expansion will primarily add new office, laboratory, and warehouse space as a result of IFS's continued growth. The company currently occupies 15,000 square feet in Whitetail Ridge Corporate Park, consisting of office space, a material characterization lab, and melt processing equipment. The addition is expected to be completed in early 2010.

"We have made the decision to expand our facility to accommodate the rapid growth we have witnessed over the past two years," said Dr. Jeffrey J. Cernohous, president and founder of IFS.

Interfacial Solutions is a privately held materials development and transfer company that was founded in 2003. The company is dedicated to helping organizations in the plastics industry successfully address technological challenges by providing timely and effective solutions utilizing Interfacial's expertise in materials science. IFS was formed in 2003 and has a growing reputation for providing differentiated technology and products to the plastics industry through specialty compounding, plastics additives, composite materials and processing, nano-technology, and interfacial modification.

Dr. Cernohous, a native of River Falls, has spent his entire career developing new polymeric materials for interfacial applications in polymer blends and composites. He has co-authored 23 scientific publications and 43 U.S. patents and patent applications in his career.

Earlier this year, IFS released its new deTerra(TM) product line of bio-based polymers. The first grade in the deTerra(TM) series is a non-halogenated, flame retardant (FR) modified PLA polymer. That grade is a bio-based alternative to many grades of polyvinyl chloride (PVC). It offers IFS's customers an intriguing set of properties, especially for those looking to expand their "green" product offerings using renewable resources. Translated, the term "terra" means earth. It can be considered for sheet and other extrusion applications as well as for injection molded components.

Derrick Commercial Contracting, LLC is the project's general contractor and Security Financial Bank (River Falls office) is the primary lender. A supplemental loan was obtained from the Regional Business Fund, Inc., a nonprofit organization that provides low-interest loans to new and existing businesses in the 7-county region of west central Wisconsin.

St. Croix EDC named Interfacial Solutions its 2006 Emerging Business of the Year, an award given to new, development-stage companies in St. Croix County that have been in business for five or fewer years.

For additional information on Interfacial Solutions, go to www.interfacialsolutions.com.



Community leaders joined Jeff and Kristi Cernohous (center of the photo) at a ceremonial groundbreaking to mark the start of construction on a 22,000 square foot addition to Interfacial Solutions' existing facility.

Entrepreneurs' Network Announces "Companies to Watch" Award Program

The Wisconsin Entrepreneurs' Network (WEN www.wenportal.org) is accepting nominations for a newly-created program called the 2010 Wisconsin Companies to Watch award. It is intended to recognize second-stage companies, with revenues of \$750,000 to \$50 million, that have potential to be top performing companies in the state.

The Wisconsin Department of Commerce and the University of Wisconsin-Extension (division of entrepreneurship and economic development) are assisting WEN with the award program.

Second-stage companies are defined as having matured past their development-stage and seek significant, steady growth..

The Companies to Watch program was established by the Edward Lowe Foundation, a nonprofit organization that supports entrepreneurship through research, recognition, and educational programs which are delivered through entrepreneur support organizations.

Winning companies will be honored in Madison on April 13, 2010. For more information, go to www.companiestowatch.org.

Happy Birthday: Interstate 94 between Hudson and Eau Claire is 50

59-mile Segment was Dedicated on October 29, 1959

October 29th marked the 50th anniversary of the opening of a 59-mile segment of Interstate 94 from Hudson to Eau Claire. Following a program that included Wisconsin's Governor Gaylord A. Nelson and Minnesota's Governor Orville Freeman, I-94 officially opened for traffic on October 29 at 2 o'clock pm. At that time, the 59-miles represented the longest single section of the interstate route to open at one time in the history of Wisconsin, and as far as the event organizers could determine, the longest single section to be dedicated in the United States.

The interstate highway was envisioned as a national network of 4-lane roads consisting of 41,000 miles. The enabling legislation was passed by Congress in 1956 and was labeled The National System of Interstate and Defense Highways.

The approximate cost of the 59-mile segment from Hudson to Eau Claire was \$29.4 million, or about \$500,000 per mile. I-94 replaced U.S. Highway 12, which remains in place as a state trunk highway. Work on Highway 12 between Hudson and Eau Claire began in 1929.

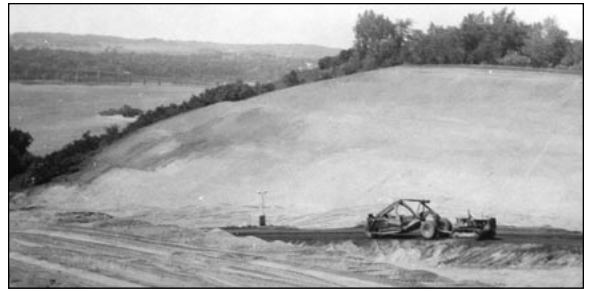
Beneath the interstate's surface, sand and gravel comprise a 9-inch sub-base course plus additional sand and gravel for the 6-inch base course. Nine inches of concrete form the base of interstate.

Today, the segment of I-94 between Hudson and Eau Claire is known as the West Central Freeway (WCF) System. The Wisconsin Department of Transportation (WisDOT) named it the WCF as a result of its growing importance within the state's system.

Traffic counts at I-94 and State Highway 65 in Roberts, Wisconsin (St. Croix County) are comparable to traffic counts along I-94 in Dane County near Madison.

Rapid and sustained population growth throughout the region has led to increased pressures to expand and improve I-94. Pavement and bridges are nearing the end of their useful lives between Hudson and Eau Claire. Portions of the WCF System already meet engineering standards to warrant proposed upgrades. However, current transportation budgets are not able to fund proposed upgrades to the WCF System.

For more information on the interstate system in Wisconsin as well as a copy of the 1959 dedication program, go to www.dot.wisconsin.gov/library/history/docs/i94-hudsoneauclaire.pdf.



Construction photo of I-94 at the Hudson Hill, viewed from the east. The St. Croix River is in the background. Photo SCCHS

Board of Regents Representation Bill Advances

Legislation Will Allow for Regional Representation on Board

On September 30th, the Assembly Colleges and Universities Committee voted in favor of Assembly Bill 276, which would ensure regional representation on the UW-System Board of Regents. The bill passed the Assembly Colleges and Universities Committee on a bipartisan 8-4 vote.

The legislation provides regional diversity to the UW-System Board of Regents by creating seven regional districts with at least one member of the Board residing in each district. The bill divides each district along county lines and factors in the number of four and two-year institutions that are located in each district.

Currently, 10 of the 14 members of the Board of Regents are from Milwaukee County or Dane County leaving just four members to represent the 75 percent of the state living outside those two counties. At present, the Governor has wide discretion on the composition of the 18-member Board of Regents.

The bill's senate companion, SB 223, was approved by the Senate committee on Agriculture and Higher Education on a 4-1 vote in late September.

SB-223/AB-276 have 25 legislative cosponsors with support from both parties.

Rail Coalition's Annual Meeting set for November 20th

Event at The Orchard in Baldwin includes WisDot Secretary Frank Busalacchi

The West Central Wisconsin Rail Coalition (WCWRC) will hold its 2009 Annual Meeting on Friday, November 20th at The Orchard banquet facility, 571 U.S. Highway 63, Baldwin, Wisconsin, from 8:30 a.m. to noon.

The event is sponsored by the St. Croix County Highway Department. It is free and open to the public, but requires an RSVP to Momentum West at (715) 874-4673 or info@momentumwest.org.

WCWRC's 2009 Annual Meeting will provide updates on key policy issues impacting passenger rail on the national, state, and regional levels. Additional updates will be given on planning activities related to the west central Wisconsin corridor and the prospects for future passenger train service to Hudson, Menomonie, Eau Claire, and Black River Falls, and what citizens can do to support and accelerate those efforts.

Frank Busalacchi, Secretary of the Wisconsin Department of Transportation (WisDOT), is the Annual Meeting's keynote speaker. Secretary Busalacchi is a national leader in advocating the development of passenger rail corridors. He is active with the Midwest Regional Rail Initiative, and served as chair of the States for Passenger Rail Coalition, and was a member of the National Surface Transportation Policy and Revenue Study Commission.

Other speakers include Daniel Krom, director of passenger rail, with the Minnesota Department of Transportation (Mn/DOT), State Senator Pat Kreitlow (23rd Senate District), Scott Rogers, co-chair of WCWRC, and Ted Schoenecker, I-94 East Corridor Commission.

The rail coalition is a sub-committee of Momentum West a 10-county regional economic development and marketing organization serving west central and northwest Wisconsin. The coalition's mission is to provide leadership and coordination to develop passenger rail service through west central Wisconsin as part of a regional strategy to ensure a balanced transportation system for long-term sustainable economic growth.

President Obama Proposes to Raise SBA Loan Limits

On October 21st, President Barack Obama called on Congress to raise the maximum loan size for SBA-backed loans to small businesses. Specifically, President Obama called for:

- Increasing the size of SBA's 7(a) loan from \$2 million to \$5 million;
- Increasing the size of SBA's 504 loan from \$2 million to \$5 million for standard borrowers (supporting a total project of \$12.5 million) and from \$4 million to \$5.5 million for manufacturers (supporting a total project of \$13.75 million); and
- Increasing the size of SBA's Microloan from \$35,000 to \$50,000.

In response to these initiatives, SBA Administrator Karen Mills said, "America's 29 million small businesses have been hit hard in this recession. Nine months ago, President Obama sent small businesses a life line: the American Recovery and Reinvestment Act. Since then, the SBA has supported more than 33,000 loans for a total of almost \$13 billion in small business lending. This has helped save or create tens of thousands of jobs."

"But there is much more work to be done," added Mills. "Which is why President Obama today pledged his support for legislation that would increase the size of some SBA loans. Increasing maximum loan sizes will allow the SBA to ensure that more small business owners and entrepreneurs can get access to the credit they need to expand their operations and create jobs."

A fact sheet on the proposal can be found at: http://www.sba.gov/idc/groups/public/documents/sba_homepage/sba_rcvry_new_effort_credit_sb.pdf.

Cooperatives are a Critical Component of National Health Care Reform Bill

Cooperative Network President and CEO Bill Oemichen expressed support on behalf of Wisconsin and Minnesota's large cooperative community for the Senate Finance Committee's October 13th action on passing a national health care reform bill that includes cooperatives as a key component. The health care cooperative language is contained in title 1, Subtitle E, of the bill.

Oemichen is a former resident of St. Croix County, and served on the county board of supervisors in the 1990s.

The health care reform bill passed the U.S. Senate Finance Committee on a 14 to 9 vote and will now be reconciled with a version passed by the U.S. Senate Health, Education, Labor and Pensions Committee before going to the Senate Floor for a vote.



(l-r) State Senator Sheila Harsdorf and Bill Oemichen, Cooperative Network

"Although specific details have yet to be written, we are very pleased the cooperative business model has been included by the U.S. Senate Finance Committee as a part of national health care reform, said Bill Oemichen. "Wisconsin and Minnesota are home to more health care cooperatives than any other part of the country with more than 1.7 million participating members."

The U.S. Senate Finance Committee authorizes \$6 billion in funding for the Consumer Operated and Oriented Plan (CO-OP) program to foster the creation of non-profit, member-run health insurance co-ops that serve individuals in one or more states. CO-OP grantees would compete in the reformed individual and small group insurance markets on a level playing field with other plans. Federal funds would be distributed as loans and grants. Loans would be provided to assist with start-up costs, and grants would be provided to meet state solvency requirements.

In late 2008, Cooperative Health Choices of Western Wisconsin (CHC) was formed for the purposes of delivering health insurance to its members in a 17-county region of western, west central, and northwest Wisconsin. CHC commenced coverage on November 1, 2009 through a partnership with Madison-based WPS Health Insurance, a not-for-profit corporation that has been providing quality health and benefit plan administration for businesses and individuals for more than 60 years.

Wisconsin and Minnesota health care cooperatives include Healthy Lifestyles Cooperative of Brown County, Wisconsin, Group Health Cooperative of South Central Wisconsin (Madison), Group Health Cooperative of Eau Claire, the Rural Wisconsin Health Cooperative of Sauk City, The Alliance, Rx Wisconsin, Farmers' Health Cooperative of Wisconsin, Physicians' Health Cooperative in the Fox Valley, Healthy Communities Cooperative, Waukesha County Areas Schools Health Purchasing Cooperative, and HealthPartners HMO in the Twin Cities, among others. Several more cooperatives are under development and are expected to be offering health insurance in the next quarter.

Oemichen noted Wisconsin legislation passed several years ago that was sponsored by state Senators Sheila Harsdorf (R-River Falls) and Jon Erpenbach (D-Middleton) and former state Representative Curt Gielow (R-Mequon) has gained national attention and increasingly is being seen as a national model under the health care reform bill considered by the U.S. Senate Finance Committee. The Wisconsin legislation was modeled in part after pilot project purchasing alliance legislation passed by the Minnesota state legislature in 2002.

Cooperative Network serves more than 600 Wisconsin and Minnesota member-cooperatives by providing government relations, education, marketing, and technical services for a wide variety of cooperatives including farm supply, health, dairy marketing, consumer, financial, livestock marketing, telecommunications, electric, housing, insurance, worker-owned cooperatives, and more.

Encouraging News: Industrial Production Exceeds Forecast

Possible Signal That Recession Ended in the Third Quarter

On October 16th, data from the Federal Reserve showed U.S. industrial production rose in September for the third consecutive month. The 0.7 percent increase was much higher than the 0.2 percent forecasted increase. Data also showed August's increase had been revised upward to 1.2 percent from the previous estimate of 0.8 percent.

As a whole, 2009's third quarter increased at a rate of 5.2 percent annual rate, and represented the first quarterly increase since the first quarter of 2008. It also represented the largest increase since the first quarter of 2005.

This information suggests that the longest recession since the Great Depression ended in the third quarter.

MSNBC Says Recession Ends in 79 Metro Areas

Appleton, Madison, and Oshkosh-Neenah Show 'Recovery' in August

On October 15th, Bill Dedman, a reporter with msnbc.com, filed an article that showed the recession had ended for 79 metropolitan areas in the US as of August 2009. This information was based on statistics posted on-line known as the Adversity Index that was created by Moody's Economy.com and MSNBC. August was the first month in 2009 that any metro area has moved from 'Recession' to 'Recovery', which indicates the economy had grown six months earlier.

There's still a long way to go, however, as MSNBC reports there are 384 metro areas in America, but only 79 showing signs of recovery. Of the total, 270 areas have a "moderating recession" meaning their economies were not contracting as bad as earlier, leaving 35 metro areas in a full-blown recession.

In Wisconsin, the metro areas of Appleton, Madison, and Neenah are moving out of a recession and toward recovery. The Eau Claire metro area, comprised of Eau Claire and Chippewa counties, are still in a recession, as is the Twin Cities, which includes St. Croix and Pierce counties in Wisconsin. In nearby Minnesota, the Fargo-Moorhead metro area (North Dakota-Minnesota border) and the Grand Forks-East Grand Forks metro area (also along the Dakota-Minnesota border) are moving toward recovery.

The Adversity Index can be located at <http://adversity.msnbc.com>. It can be explored several ways. An interactive map depicts all 50 states and the 384 metro areas within the states. A timeline above the map can be used to observe the economy's ups and downs over the last 15 years. By clicking on an individual state, data for each metro area becomes available. A month-by-month chart shows when the current recession crept into each metro area.

The Adversity Index relies on employment trends, industrial production, housing starts, and home prices to designate a state or metro area as expanding, at risk of a recession, in a recession, or recovering.

Dedman explains that the states designated as in "recovery" category form a band running from the Gulf Coast, up to the Plain States, and west to some of the Mountain States: Louisiana and Mississippi, Indiana, Missouri, Iowa, Nebraska, North and South Dakota, Montana, and Idaho.

Andrew Glenhill, an economist with Moody's Economy.com said that jobs are still being lost, but in terms of manufacturing production, "the economy is finally beginning to emerge from the cellar." He also said the slow recovery is held back by a lack of consumer spending.

Wisconsin Earns a "B" on the 2009-2010 Assets & Opportunity Scorecard

On September 21st, the Corporation for Enterprise Development (CFED), a national economic nonprofit organization, released its 2009-2010 scorecard which is comprised of a broad set of categories and measured related to sustained prosperity. Issue areas include Financial Assets and Income; Businesses and Jobs; Housing and Home Ownership; Healthcare; and Education.

Wisconsin received an overall grade of "B" primarily for achieving financial stability. CFED said Wisconsin residents are faring better than many Americans. Wisconsin showed strength in health care, but lags behind in key business and housing measures.

Wisconsin earned a "B" for its Financial Assets and Income; a "C" for Business and Jobs; a "C" for Housing and Home Ownership; an "A" for Healthcare; and a "B" for Education.

The national leaders on the 2009-2010 scorecard are those states that earned an overall "A" in the performance measures, including Hawaii, Iowa, Kansas, Maine, Massachusetts, Minnesota, New Hampshire, Vermont, Washington, and Wyoming.

Minnesota received an "A" for its Financial Assets and Income; a "B" for Business and Jobs; a "C" for Housing and Home Ownership; an "C" for Healthcare; and an "A" for Education.

Several states received an overall grade of "F" on the scorecard, including Arizona, South Carolina, Mississippi, Louisiana, and Arkansas.

CFED offered suggestions on what Wisconsin can do to improve its scorecard, including support of micro-enterprise (increase funding for micro-enterprise development and ensure that it comes from a stable funding stream); promote home ownership (increase assistance to first-time home buyers and provide safeguard home buyers by curbing predatory lending), and encourage savings (provide incentives for low-income families to save through individual Development Accounts and college savings programs).

The online scorecards of all 50 states and the District of Columbia can be found at www.scorecard.cfed.org.

WI Manufacturers Credit Outreach Center for Saving Jobs and Increasing Sales

The Northwest Wisconsin Manufacturing Outreach Center (NWMOC) at the University of Wisconsin-Stout has helped small- to mid-sized manufacturers in Wisconsin create or save a total of 320 jobs during the last two survey quarters, according to an independent, third-party survey firm. NWMOC clients also reported \$7,776,000 in increased sales and \$3,969,999 in retained sales for a total sales impact of \$11,745,000. These same clients reported plant investments of \$96,073,570; information systems investments of \$205,400; and workforce investments of \$792,171. Their average customer satisfaction rating of the NWMOC was 8.885 on a scale of 1 to 10, with 10 being the highest possible rating.

The same survey identified the following reasons why clients chose to work with UW-Stout's Manufacturing Outreach Center: staff expertise (73%), cost/price of services (45%), fair and unbiased advice (33%), and knowledge of the industry (35%).

The manufacturers who participated in the survey also reported these challenges: ongoing continuous improvement/cost reduction strategies (90%), sustainability in products and processes (43%), identifying growth opportunities (42%), and product innovation/development (41%). These surveys help the NWMOC "fine tune" their services to address the needs of the manufacturers in their service area. The NWMOC is currently able to address all of these challenges.

NWMOC provides services to small- and mid-sized manufacturers in 33 counties in northern and west central Wisconsin to help them compete in a global economy. NWMOC is a member of the National Institute of Standards and Technology/Manufacturing Extension Partnership (NIST/MEP), a national network that comprises 59 MEP centers in the United States and Puerto Rico. NWMOC, in partnership with CVTC, NTC, NATC, UW-Stout, WTC, and WITC, delivers the technical assistance needed to improve and grow manufacturing businesses.

Focus On Energy Announces Competitive Industrial Grants for Energy Efficiency Efforts

Applications Due December 4, 2009 for Up To \$500,000 in Funding

On October 19th, Focus on Energy, Wisconsin's statewide resource for energy efficiency and renewable energy, announced competitive grants to help industrial businesses and manufacturers throughout the state to complete energy efficiency projects.

"In today's economy, many companies are severely capital constrained," said Ken Williams, Focus on Energy's business programs director. "Focus on Energy is committed to providing the financial incentives needed to get large projects off the shelf and on the table."

These grants will fund up to \$500,000 or 50 percent of project costs per company for large energy efficiency projects that have been stalled due to lack of available internal capital. Applicants must document a need for funding to overcome the financial barrier to be selected. Approved projects must be completed December 15, 2010 and offer savings of 200,000 kilowatt-hours of electricity or 20,000 therms of natural gas annually.

"Focus offered a similar program in 2007 that was very popular," Williams explained. "We are pleased to offer an expanded version of the program for 2010 and give companies the opportunity to complete stalled projects."

Interested businesses should visit www.focusonenergy.com/competitive_incentives for more information. Applications must include a list of potential projects as funding is based on the energy savings from those projects and is paid when projects are completed. Applications must be received by December 4, 2009.

For more information about large industrial grants call Craig Schepp at (608) 277-2948. To learn more ways to reduce energy use at your business, call Focus on Energy at (800) 762-7077 or visit www.focusonenergy.com.

About Focus on Energy:

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas.

LarsonAllen Seminar Will Explore How to Find Cash in Your Business

The seminar is set for December 1st from 7:30 a.m. to 10 a.m. at LarsonAllen offices, 2424 Monetary Boulevard, Hudson, Wisconsin. The session is tailored for manufacturing and other small-business owners. The program includes registration and continental breakfast from 7:30 to 8 a.m. The session on “How to Find Cash in Your Business” starts 8:10 a.m. The fee is \$10. Seating is limited. Please RSVP to Sonya Jansma at (715) 386-2391 or sjansma@larsonallen.com.

The featured speakers are Pat Sturtz, Principal, LarsonAllen, and Chris Shimek, Principal, LarsonAllen.

With a slow US economy and a tight credit market, many companies are turning to their balance sheets as a source of cash. While there are usually some opportunities to liberate cash in receivables and payables, inventories are often the best place to focus.

This seminar will explore some of the factors creating the perception that inventory is necessary, and will cover steps that can be taken to dramatically reduce inventories. In addition, we will review tax incentives and strategies to minimize taxes and potentially retrieve those paid in prior years.

The following link can be used for additional details and to RSVP: www.larsonallen.com/default.aspx?id=4694

About *LarsonAllen*: With more than 50 years of experience, LarsonAllen offers valuable insights, produce original research, and develop techniques and tools specifically designed for you. We value quality and integrity and create noticeably different client experiences. With our industry experience and national resources, we provide services that impact your business.

Joint Venture Announced to Drive Wisconsin's Manufacturing Export Growth

Exports are a Growth Opportunity, but Many Firms Remain on the Sidelines

On September 24th, the Wisconsin Department of Commerce and the Wisconsin Manufacturing Extension Partnership (WMEP) announced a joint venture to ramp up the number of state manufacturers that export their goods and services.

“There are tremendous opportunities in international trade for Wisconsin manufacturers,” said Commerce Secretary Richard J. Leinenkugel. “By working with WMEP, an organization with a proven track record of helping manufacturers compete and win, we can reach more state manufacturers who may not know of the great potential that exporting holds.”

Under the plan, WMEP and the Department of Commerce will combine their resources and expertise to help small and midsize manufacturers assess and develop their export potential. The initiative will accelerate the delivery of Department of Commerce export services to WMEP's large network of client firms and other manufacturers across Wisconsin. The effort will target manufacturers with outreach that includes personal contacts to manufacturers, public workshops and other communications aimed at building awareness, knowledge and capabilities.

“Demand for manufactured goods is rising more sharply around the world than within the U.S., creating new opportunities for Wisconsin manufacturers to tap international markets,” said Michael Klonsinski, WMEP's executive director. “The success of our manufacturing economy depends on our ability to adapt to a global marketplace.”

Exports not only fuel top and bottom-line growth in times of rising global demand, but also drive revenues during periods of weak economic activity in the U.S. Many state manufacturers who sell into global markets weathered the recession better than those that depend entirely on domestic demand, Klonsinski noted.

Though Wisconsin exports have been on a steady upward climb in recent years, many manufacturers remain on the sidelines, according to a 2008 study. The Wisconsin Next Generation Manufacturing Study revealed that more than half (60 percent) of more than 500 manufacturers surveyed said they were making “little or no progress” toward becoming a world-class global player. Only 4 percent of state respondents ranked themselves world-class.

Wisconsin exports increased by 9.2 percent to \$20.6 billion in 2008, making Wisconsin the 18th-largest exporting state, according to the Department of Commerce. Export-supported jobs linked to manufacturing account for an estimated 6.8 percent of Wisconsin's private-sector employment, according to the Office of Trade and Industry Information in the U.S. Department of Commerce. More than one-sixth (18.4 percent) of all manufacturing workers in Wisconsin depend on exports for their jobs, according to the latest data (2006).

Global engagement is a critical element of Next Generation Manufacturing, a framework of success attributes essential for growth and profitability now and in the future, Klonsinski said. The other attributes are customer-focused innovation, systemic continuous improvement, advanced talent management, extended enterprise management and sustainable product and process development.

WMEP is a private, nonprofit consulting organization committed to the growth and success of Wisconsin manufacturers. WMEP is a leader in bringing Next Generation Manufacturing best practices to Wisconsin firms to help them achieve world-class performance through innovation and transformation. During the past five years, WMEP-assisted manufacturers reported economic impact of \$977 million with 7,965 jobs created/retained. WMEP receives financial support from the Wisconsin Department of Commerce, and partners with many public and private organizations to serve Wisconsin manufacturers. For more information, visit www.wmep.org or call 1-877-856-8588.

Sajan Launches New Software Company

Based in Ireland, Sajan Software, Will House and Support Cloud-based Translation Technologies

On October 20th, River Falls-based Sajan, Inc. announced the launch of Sajan Software, Ltd., a new wholly-owned subsidiary dedicated to advancing cloud-based translation technologies. Based in Dublin, Ireland, Sajan Software, Ltd. will drive and support the continued evolution of Sajan's leading edge translation management system, and its broader suite of localization solutions. The launch celebrates Sajan's deep commitment to next generation software and global market leadership.

Vern Hanzlik, former CEO of Stellant (acquired by Oracle in 2006) has been named president of the new company. Additionally, a new brand name, Sajan Software, is being created. Hanzlik successfully built and led Stellant, a global leader in enterprise content management systems, through its most prolific and innovative years.



Angel and Shannon Zimmerman

At its core, Sajan Software is a world-class technology company offering advanced translation management technologies, such as its acclaimed GCMS, which was rated the #1 translation management system (TMS) by industry analysts. The new company underscores Sajan's reputation for technological innovation in the localization industry, and officially positions its solutions as freestanding applications, to be used independently or in concert with the company's translation services. Sajan asked Vern Hanzlik, a seasoned technology executive and current Sajan chief marketing officer, to lead the new company.

"The launch of Sajan Software represents Sajan's longstanding commitment to the future of cloud-based translation technology," said Hanzlik. "Beyond the solutions themselves, our product development strategies are backed by long-term investments in R&D and engineering talent."

Recognizing that cloud-based computing offers an unprecedented cost savings opportunity for large enterprises, Sajan Software provides a pioneering usage model for customers. Specifically, the company offers its TMS through an incremental, volume-based approach, which will allow large enterprises to adopt new technology with lower risk and investment.

Historically, Sajan has been the only language service provider offering on-demand technology fused with ISO certified services. As globalization advances and translation markets evolve, Sajan recognizes that large enterprises seek to centralize content while sourcing translation and other services to numerous, localized vendors. Sajan Software offers a system to manage content itself and the way in which it flows to and from vendors, such as language service providers (LSPs).

After reviewing a number of possible locations, Sajan selected Dublin, Ireland as the headquarters for Sajan Software. Ireland's reputation as a business-friendly country with deep roots in linguistics and translation fits well with Sajan Software's overall business strategy, and the location also affords more immediate access to European customers. Sajan worked very closely with the Irish government to open the Sajan Software offices, including active support from IDA Ireland (Investment and Development Agency).

Sajan's expansion into Europe builds on its recent move into India. In December 2008, the company opened an office dedicated to software research, development, quality assurance and operations in New Delhi.

Sajan is the leader in on-demand translation technology and services.