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St. Croix EDC Elects Officers & New Directors

St. Croix Economic Development Corporation (EDC) held its annual meeting on Tuesday, May 11, 2010.



Tom Schumacher



Ryan Sicard



Roger Humphrey



Marian Furlong



Patti Robertson

Baldwin resident Tom Schumacher was elected to a one-year term as president. Schumacher is a business attorney with Bakke Norman S.C. He replaces Patti Robertson who completed her term as president. She will continue to serve on the executive committee.

Ryan Sicard (Somerset) was elected first vice president. He is employed by the Somerset School District and serves on the Somerset village board and the St. Croix County board of supervisors.

Roger Humphrey was elected second vice president. He resides in Woodville and owns Humphrey Engineering and MarketGraphics, both located in Hudson.

Marian Furlong was elected corporate secretary-treasurer. She is the president and chief operating officer of Hudson Hospital & Clinics.

Three directors completed their final terms on the board – Patti Robertson, Willard Moeri, and Jerry Brown.

Three incumbent directors were re-elected – Dawn Hukai, Ryan Sicard, and Tom Schumacher. All will serve a 3-year term. Hukai is an Associate Dean of the College of Business and Economics (CBE) at UW-River Falls. She is also an accounting professor at CBE.

Four new directors were elected to the board. They include Michelle Erdman, Greg Gerard, Paul Schwebach, and Scott Wagner. Michelle resides in Baldwin and is a paralegal at Minnesota Mining and Manufacturing. Gerard is a business consultant. Both Schwebach and Wagner are bankers – Paul is employed as the branch manager at AnchorBank in River Falls and Scott is a business banking manager with Bremer Bank.

At the conclusion of the annual meeting the departing directors were presented with plaques as a token of appreciation for their service to St. Croix EDC. Patti Robertson also received a memento for her service as EDC president from May 2009 to May 2010.



Several new directors were elected to the EDC board at the Annual Meeting, including (l to r) Paul Schwebach, Sharon Norton-Bauman, Scott Wagner, Michelle Erdman, and Greg Gerard. Sharon Norton-Bauman is one of the three county supervisors appointed to the board and she began serving in May.



Patti Robertson received a memento from Tom Schumacher for her service as president of St. Croix EDC from 2009 to 2010 and for her service on the board of directors from 2004 to 2010.

Wisconsin Department of Revenue Releases Economic Outlook

State and Nation Made Job Gains in Early 2010

On May 13th, the Wisconsin Department of Revenue (DOR) released its quarterly Economic Outlook and there's good news — the state started to add jobs in January and is expected to add 20,150 jobs in 2010.

Wisconsin will gain employment and income in 2010 and the state's economy will return to post moderate year-over-year growth rates in the second half of the year. However, it will take until 2013 to reach the pre-recessionary level of employment in the state. Wisconsin's personal income declined 2.0% in 2009, but the forecast calls for growth of 3.0% in 2010.

The Economic Outlook also shows the housing sector showed some signs of slow recovery last year at both the state and national level. The slow recovery of the labor market, cautious consumers, tight credit markets, and a subdued housing sector will moderate the pace of recovery.

"A steady recovery has clearly started here in Wisconsin and on the national level," said Revenue Secretary Roger Ervin. "Wisconsin added more jobs this year and we expect to see more in the coming months. Nationally, employment is on the rise, retail sales are ahead of where they were at this time last year, and the real gross domestic product has risen for three consecutive quarters."

The Executive Summary and full report are available at <http://revenue.wi.gov/ra/econ/index.html>.

Wisconsin Ag Exports Increase by 18 Percent

First Quarter of 2010 Shows Gains Versus Same Period in 2009

On May 20th, Governor Jim Doyle announced that state agricultural exports grew to \$447 million for the first quarter of 2010, an 18 percent increase from the first quarter of 2009. Dairy in particular showed strong growth, and Wisconsin ranks third nationwide for the value of its dairy exports.

"Wisconsin farmers struggled through a global recession, but we have worked hard during a tough time to position our \$59 billion agricultural economy to move ahead," Governor Doyle said. "Now, we are seeing those efforts pay off as worldwide demand grows and new markets open for Wisconsin farms."

The export category that includes dairy, eggs and honey led Wisconsin's export growth, gaining 51 percent over the same quarter last year, with a value of \$48 million.

Other notable increases include: Ingredients, sauces, yeasts and mustards – up 16 percent to \$46 million; Canned vegetables, dried fruits and other preserved foods – up 43 percent to \$35 million; Hides and skins, excluding furs – up 24 percent to \$31 million; Meat exports – up 41 percent to \$14 million; and Frozen beef exports increased by 148 percent to \$2.5 million, in part to growing exports from Wisconsin to South Korea.

Creating jobs by strengthening agricultural exports has been a top priority for Governor Doyle. Wisconsin's agricultural economy accounts for approximately \$59 billion annually and is responsible for about 1 in 10 jobs in Wisconsin. The Governor has focused on opening and expanding markets in Canada, Mexico, Japan, China and Europe – all of which have shown strong export business this quarter.

The top destinations for Wisconsin agricultural products in the first quarter of 2010 include:

- Canada – \$221 million, up 13 percent
- Mexico – \$43 million, up 14 percent
- Japan – \$24 million, up 21 percent
- China – \$18 million, up 25 percent
- Netherlands - \$14 million, up 65 percent

Wisconsin agricultural exports went to over 100 countries. In the dairy exports category, Wisconsin trails only California and Washington.

Expansion Underway at WITC-New Richmond

Work is underway on an expansion and remodeling project at WITC-New Richmond campus. Approximately 8,000 square feet of space will be added to the main building. The total project cost is estimated at \$2.6 million. Derrick Commercial Contracting is the construction manager for about 30 subcontractors involved with the project. The completion date is expected toward the end of the 2010 calendar year, which coincides with the end of the first semester of the 2010-2011 college term.



Joe Huftel, WITC vice president and campus administrator at WITC-New Richmond; Joe Kerlin, board president, New Richmond Area Chamber of Commerce & Tourism Bureau; Kevin Derrick, project superintendent, Derrick Commercial Contracting; New Richmond Mayor Fred Horne; Derrick Capra, Legend Architecture LLC; Bill Derrick, Derrick Commercial Contracting; Carolyn Milbrath, WITC board of directors; Bob Meyer, WITC president; and Chad Derrick, Derrick Commercial Contracting.

The project affects numerous college programs:

The Motorcycle, Marine & Outdoor Products Tech program will relocate from the separate Power Equipment Center to the new space in the main building;

The Welding Program will move into the new space, and two (2) additional welding bays will be added;

The Industrial Automation Controls and Networking program will move into remodeled space vacated by Welding;

The Automated Packaging & Systems Technician program will expand into space vacated by Industrial Automation, Controls & Networking;

A new hallway will be created to access the new addition, affecting the Packaging, Welding, Machine Tooling & Technics, and Trade & Technical administration and faculty offices;

Emergency Medical Services and Fire/Rescue training will relocate storage space to the remodeled space vacated by the Small Engines program in the Power Equipment Center (this also gives them dedicated space to hold training classes); and

The Law Enforcement-Corrections program will be housed entirely in newly remodeled space, which will include an official jail cell and other features to enhance training purposes.

RESCO Wins "Star of Excellence" Awards

The RESCO Company of Hudson was a big winner again this year at the Printing Industry of Minnesota (PIM) Star of Excellence Awards. More than 300 companies were eligible for the awards, which were presented in Minneapolis on April 29.

Honors were given for excellence in work done for local clients including Hudson School District and the law firm of Lommen Abdo, as well as national and international clients Paramount Farms, Reinhart Foodservice and the Kerry Food Group. The now infamous "Packer-Viking Video" also won awards in several categories. RESCO is a marketing services provider, specializing in sales lead generation, branding, warehousing and fulfillment, and production services including offset and digital printing.



The RESCO Company brought home an unprecedented eleven Star of Excellence Awards from the Printing Industries of Minnesota's annual banquet and ceremony. Shown holding the awards are (left to right) art director Todd Giefer, digital pressman Johnny Larrabee, graphic artist Hattie Deml, lead pressman John "Fonzie" Schriefer, lead finishing operator Todd Paulson, pre-press technician Mike Mehr and production coordinator Ryan Hilke. Photo by Mike Jilek

The company is located at 1440-1450 Heggen Street in Hudson. Their web address is www.rescocompany.com

J&L Steel's LouAnne Reger-Berg Named Finalist for Entrepreneur of the Year Award

In late April, Ernst & Young LLP announced that LouAnn Reger-Berg was among the finalists for the Ernst & Young Entrepreneur Of The Year(R) award in the upper midwest. Winners will be announced on Thursday, June 10, 2010 at the Marriott City Center Hotel in Minneapolis, Minnesota. Regional winners are eligible for consideration in Ernst & Young's national award program, scheduled to be announced on November 10, 2010.



LouAnn Reger-Berg

“For the past 24 years, Ernst & Young has honored outstanding entrepreneurs through our Entrepreneur Of The Year program,” said Bill Miller, Ernst & Young partner, strategic growth markets. “These entrepreneurs make a tremendous difference within our communities and for our larger economy. We thank them for the positive impact they’ve had in the upper midwest.”

Reger-Berg is the chief executive officer of J&L Steel & Electrical Services. The company is located in the St. Croix Business Park (Hudson, Wisc.) and specializes in electrical service, commercial/industrial new construction, expansions and service contract work, and steel installation, including structural steel, reinforcing steel, miscellaneous metals, and post tension materials.

For more information on J&L Steel, go to www.jlsteelinc.com.

Stevens Engineers Receives National Certification as a Women's Business Enterprise

Stevens Engineers, Inc., a business specializing in civil engineering, planning and surveying, received national certification as a Women's Business Enterprise by the Women's Business Development Center, a regional certifying partner of the Women's Business Enterprise National Council (WBENC).



Angela Popenhagen
P.E., LEED AP,
president, Stevens
Engineers

WBENC's national standard of certification is a meticulous process including an in-depth review of the business and site inspection. The certification process is designed to confirm the business is at least 51% owned, operated and controlled by a woman or women. By including women-owned businesses among their vendors, corporations, and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

“We are very excited to be recognized and certified by an organization of this caliber, and to know that we are part of an elite group of businesses with this designation,” said Angela Popenhagen, P.E. and LEED AP. “We look forward to working with companies that are committed to diversity in the workplace and amongst their vendors and service providers.” Popenhagen is the president of Stevens Engineers.

Stevens is a professional engineering, planning, and surveying firm providing services to municipalities, counties, state agencies, and private entities since 1973. Stevens focuses on civil and site design and layout, storm water management, cost estimating, planning, utility coordination, public participation and facilitation, construction surveying and inspection, land surveying, funding and agency coordination, mapping, ice arena design and sustainable design practices.

Stevens is also a certified Disadvantaged Business Enterprise (DBE) in the States of Wisconsin and Minnesota as well as certified in the Central Certification Program (CERT) sponsored by the City of Minneapolis, Hennepin County, Ramsey County, and the City of Saint Paul as a Small Business Enterprise (SBE) and a Woman-Owned Business Enterprise (WBE). To learn more about Stevens Engineers, go to www.stevensengineers.com.

The Women's Business Enterprise National Council is the nation's largest third party certifier of businesses owned and operated by women in the United States. WBENC is a resource for the more than 700 US companies and government agencies that rely on WBENC's certification as an integral part of their supplier diversity programs.

Bauman Associates, Ltd. Hires New Firm Manager

On May 10th, Mike Powell was introduced as firm manager of Bauman Associates, Ltd. by company president Michael Mai, CPA. Mai says the hiring of Powell is a strategic approach the firm's equity principals, initiated to effectively and efficiently address the company's growth and the growth of its clients' businesses. Powell will assume responsibility for the overall management and administration of business operations for the firm's growing number of offices.



Mike Powell

"Our own growth coupled with our client's successes call for a management philosophy that centralizes day to day business responsibilities for our core group of principals, associates, and locations," Mai explained.

"Mike Powell's track record of successful leadership and management spans more than three decades. We are confident that his skills and abilities will enable each of us to focus on the future growth and direction of the firm, our specific areas of expertise and the time needed to maintain vital client contact and consulting."

Prior to joining Bauman Associates, Ltd., Powell held executive and business management positions in both private and publicly-held service companies, and more recently managed his own consulting firm. "What attracted me to Bauman Associates, Ltd. are the unique values and goals we share," Powell said. "Supporting our diverse professional expertise is a purposed emphasis on both clients and staff alike. This genuine focus on the individual, on family, and on their lives promotes a positive work environment, empowers individuals to pursue excellence, and fosters a genuine caring that develops healthy client partnerships. This should be the centerpiece of every business that desires to be outstanding."

Mike graduated Summa Cum Laude with a Bachelor of Business Administration degree in Accounting from Baker College in Michigan. He is a veteran of the United States Navy, having served in many locations, including the well-known USS Enterprise. He and his wife, Sandy, reside in rural Wisconsin between Eau Claire and Fall Creek.

Bauman Associates was founded in 1947 as a certified public accounting firm and has offices in Eau Claire, River Falls, and Hudson, Wisconsin. The firm provides multi-discipline professional services to businesses and individuals, including business consulting, technology training, human resource consulting, tax strategy, planning and preparation, accounting and auditing services, and estate, trust and retirement planning. Additional information is available at www.baumancpa.com.

St. Croix County Home Sales Strong in First Quarter

On May 11th, the Wisconsin REALTORS® Association (WRA) released its first quarter data for the state's housing market. WRA says 2010 started like 2009 ended — with strong sales and stable prices. Statewide, the sales of existing homes rose 16.8% in the first quarter of 2010 compared to the same quarter of 2009. This increase out-performs the nation, which reported an 11.4% gain, as well as the midwest region, which grew at 10.8% over the same time period.

In St. Croix County, existing home sales from Q1 of 2009 to Q1 of 2010 increased 37.8%. An estimated 197 home sales were reported in St. Croix County in the first quarter of 2010 compared to 143 sales over the same time period in 2009. The median price of homes sold in St. Croix County also increased from \$150,000 in Q1 of 2009 to \$166,000 in Q1 of 2010. This reflects a 10.7% increase.

From a statewide perspective, John Flor, chairman of WRA's board of directors said, "This marks the third straight quarter of positive gains in home sales and the second straight quarter of double-digit growth." According to WRA, positive influences include the extension of federal home tax credits, and strong market fundamentals like low mortgage rates and improving unemployment rates. WRA also cautioned that solid job growth and continued consumer confidence were needed to sustain the recovery in the housing market.

Across the 10-county region of west central and northwest Wisconsin, WRA's Q1 housing statistics looked like this:

<i>County</i>	<i>Median Price Change Q1 2009 - Q1 2010</i>	<i>Median Price Q1 2010</i>	<i>Existing Home Sales Q1 2009 - Q1 2010</i>
Barron	+4.6%	\$90,900	+46.6%
Chippewa	-2.2%	\$107,500	+39.8%
Clark	-10.7%	\$73,700	-5.0%
Dunn	-19.6%	\$104,500	-20.5%
Eau Claire	-3.8%	\$125,000	+43.7%
Pepin	N/A	\$108,000	+375.0%
Pierce	+12.7%	\$148,264	+45.2%
Polk	+6.1%	\$95,500	+9.3%
Rusk	-20.7%	\$73,750	-5.0%
St. Croix	+10.7%	\$166,000	+37.8%

Source: Wisconsin REALTORS® Association & St. Croix Economic Development Corp.

Note: The 10 counties of western, west central, and northwest Wisconsin comprise Momentum West, a regional economic development and external marketing organization

H.U.D. Says 2010 Median Family Income in Twin Cities is \$84,000 **Slight Gain from 2009 Estimate of \$83,900**

Effective May 14th, the federal Department of Housing and Urban Development (HUD) released its fiscal year 2010 median family income estimates for all counties and metropolitan statistical areas (MSAs) in the United States.

The 2010 median family income estimate for the 13-county Minneapolis-St. Paul-Bloomington, MN-WI MSA is \$84,000, which is up from the FY 2009 of \$83,900. For FY 2008, the estimate stood at \$80,000.

St. Croix and Pierce counties in west central Wisconsin are included in HUD's definition of the Twin Cities MSA.

The 2010 estimate for the 13-county MSA is the highest for all other areas in Wisconsin and Minnesota.

HUD uses the income estimates for many programs that involve a qualifying income. HUD also estimates income limits based on 1-person through 8-person households.

<i>Areal/MSA</i>	<i>2010 Median Family Income Estimate</i>	<i>Areal/MSA</i>	<i>2010 Median Family Income Estim</i>
St. Croix/Pierce*	\$84,000	Madison HMFA	\$80,000
Barron County	\$53,000	Eau Claire MSA	\$63,700
Chippewa/Eau Claire**	\$63,700	Milwaukee MSA	\$71,100
Clark	\$52,500	Duluth MN-WI MSA	\$60,000
Dunn	\$60,700	Twin Cities MSA	\$80,000
Pepin	\$57,000	Rochester MN MSA	\$77,600
Polk	\$61,300	St. Cloud MN MSA	\$66,800
Rusk	\$48,200	LaCrosse WI-MN MSA	\$63,500
State of Wisconsin	\$66,500	State of Minnesota	\$73,000

**Included in the 13-county Twin Cities MSA **Included in the 2-county Eau Claire MSA*

Source: Department of Housing and Urban Development (May 14, 2010) and St. Croix Economic Development Corp.

Note: The 10 counties of west central and northwest Wisconsin comprise Momentum West, a regional economic development and external marketing organization.

2009 Traveler Expenditures Decline in St. Croix County & 10-County Region

Expenditures in St. Croix Till Top \$101 million in a Difficult Economy

10-County Region Posts \$710 million in Traveler Spending

The results of an annual traveler spending study commissioned by the Wisconsin Department of Tourism were released on May 9, 2010. Traveler spending in Wisconsin followed the way of the national economy and posted a 7.8% decline in 2009 compared to 2008. The U.S. Travel Association reported a 9% decline in the country overall. The 7.8% dip compares to the 2.7% increase from 2007–2008 in Wisconsin. Overall, 2009 traveler expenditures in Wisconsin are estimated at \$12.09 billion, compared to \$13.1 billion in 2008, and \$12.8 billion in 2007.

Tourism is one of the top three industries in the state along with manufacturing and agriculture. It supports 286,000 jobs, returned \$1.3 billion in tax revenue to the state and \$611 million to local governments, and provided \$6.7 billion in resident income.

The 2009 traveler expenditures in St. Croix are estimated at \$101.747 million to rank 33rd among Wisconsin's 72 counties. In 2008 St. Croix was ranked 35th with an estimated \$106.492 million in traveler expenditures. From 2008–2009, expenditures in St. Croix County fell by an estimated \$4.745 million (–4.46%) and marks the second straight year of lower spending by travelers. From 2007–2008, travel expenditures fell by \$940,00 (–0.87%). From 2006 to 2007, traveler expenditures in St. Croix grew 5.43 percent (+\$5.53 million).

The 20th annual Economic Impact of Expenditures by Travelers also tracked tourist spending in Wisconsin going back to 1996. From 1996 to 2009, traveler expenditures in St. Croix County increased 102.74 percent, going from \$50.185 million in 1996 to \$101.747 million in 2009. The statewide average from 1996 to 2009 was estimated at 80.57 percent.

Milwaukee led the way as Wisconsin's top county for traveler spending in 2009 with an estimated \$1.533 billion in expenditures. Dane and Sauk counties also topped the \$1 billion mark in traveler spending in 2009 with \$1.179 and \$1.013 billion respectively.

Traveler spending in the 10-county region of west central and northwest Wisconsin accounts for an estimated \$710.233 million, along with 17,267 full-time jobs. Travel spending in St. Croix County supports an estimated 2,358 full-time equivalent jobs. 2009 traveler expenditures of \$710.233 million in the region represented 5.9% of the state's total of \$12.09 billion.

<i>County</i>	<i>2009 Traveler Expenditures</i>	<i>State Rank</i>	<i>Change 2008-2009</i>	<i>Change 1996-2009</i>	<i>2009 Full-Time Equivalent Jobs</i>
Eau Claire	\$174,338,104	18	–1.69%	+50.96%	4,042
Barron	\$103,915,957	32	–4.30%	+72.13%	3,210
St. Croix	\$101,747,227	33	–4.46%	+102.74%	2,358
Chippewa	\$94,030,890	36	–4.86 %	+87.50%	2,179
Polk	\$70,196,333	42	–5.51%	+108.46%	1,627
Dunn	\$48,950,319	55	–6.91%	+52.71%	1,135
Clark	\$38,218,318	61	–4.80%	+85.26%	886
Rusk	\$37,336,032	62	–7.32%	+72.99%	866
Pierce	\$32,265,865	64	–9.37%	+43.88%	749
Pepin	\$9,234,099	72	–3.54%	+61.81%	215
Region	\$710,233,194	--	–4.50%	+72.28%	17,267
Wisconsin	12,091,745,226	--	–7.81%	+80.57	286,396

Source: Wisconsin Department of Tourism (Davidson-Peterson Associates) and St. Croix Economic Development Corp.

Note: The 10 counties of west central and northwest Wisconsin comprise Momentum West, a regional economic development and external marketing organization.

St. Croix County's Unemployment Rate Drops in April Rate Declines from 9.5% in March to 7.8% in April

On May 26th, the Wisconsin Department of Workforce Development (DWD) released the April unemployment rates for Wisconsin's 72 counties. St. Croix's rate was estimated at 7.8% (not seasonally adjusted). It is down from the March rate of 9.5 and the February rate of 9.2%. A year ago, the county's unemployment rate was estimated at 8.9%.

Seventy-one of Wisconsin's 72 counties showed decreases in unemployment rates. Unemployment rates dropped in every metropolitan statistical area (MSA) in the state, with Madison showing the lowest rate at 5.7%, followed by the La Crosse MSA (6.1%) and Eau Claire MSA (7.0%).

Nineteen counties had unemployment rates lower than St. Croix in April.

Dane County recorded the lowest rate at 5.4%, followed by La Crosse at 5.9% and Grant at 6.2%. Menominee County had the highest rate in April at 14.6% and Iron County was at 13.8%.

The preliminary unadjusted unemployment rate for Wisconsin in April was estimated at 8.2% which is lower than the March rate of 9.8% and February's rate of 9.7%. The state's rate was 8.7% one year ago.

The preliminary unadjusted unemployment rate in the U.S. was estimated at 9.5% which is down from the March rate of 10.2% and February's rate of 10.4%. One year ago the U.S. rate was estimated at 8.6%.

County	April 2010 Unemployment Rate	Rank	Rate One Year Ago	County	April 2010 Unemployment Rate	Rank	Rate One Year Ago
Barron	8.5%	40	9.6%	Pepin	6.7%	62	7.9%
Chippewa	8.0%	46	8.8%	Pierce	6.7%	63	8.5%
Clark	9.8%	23	9.7%	Polk	9.7%	25	10.9%
Dunn	6.6%	66	7.4%	Rusk	11.4%	4	14.3%
Eau Claire	6.4%	68	6.6%	St. Croix	7.8%	53	8.9%

Source: Wisconsin Department of Workforce Development; St. Croix Economic Development Corp.

Note: The 10 counties of western, west central, & northwest Wisconsin comprise Momentum West, a regional economic development & marketing organization

St. Croix County Recycling June Events

June 5, Tire Collection, three sites:

- #1) City of Hudson (Kratzley Lane, North Hudson) 8 - 1;
 - #2) Town of Richmond (Town Hall/Recycling Center, north edge of Boardman) 9 - 2; and
 - #3) Town of Somerset (748 Hwy 35) 8-1.
- Prices: Car (up to 16") \$2; truck (17" to 22") \$3; tractor \$7; heavy equipment tire \$10; bicycle tire 50 cents.

June 5, Appliance Collection, three sites:

- #1) City of Hudson (Kratzley Lane, North Hudson) 8 - 1;
 - #2) Town of Somerset (748 Hwy 35) 8-1; and
 - #3) Village of Woodville (behind the United Fire Hall, 216 River Street) 8 - 1.
- Prices: \$11 for most appliances; \$16 for air conditioners & water softeners. Commercial units -- call (715) 386-4675 for quote.

June 12, 9 a.m. to noon: Electronics Collection County Government Center, 1101 Carmichael Road, Hudson. Prices: complete computer (monitor, CPU, keyboard) \$15; monitor \$15; printer \$3, laser printers \$5; VCR \$3; microwave \$15; plastic TV \$15 and wood TV \$25. The following items will be accepted at no charge: laptops, CPUs, keyboards, circuit boards and cell phones. All other computer and related equipment will be collected for a fee (\$3-\$25) based on its size.

For more information on this event and other recycling programs contact the St. Croix County Recycling Specialist at (715) 386-4675 or visit www.co.saint-croix.wi.us/departments/recycling.