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Gov. Doyle Names Dan Schooff as Secretary of Administration **Governor Thanks Secretary Michael Morgan for Service**

On June 11th, Governor Jim Doyle announced that he is appointing Dan Schooff as Secretary of the Department of Administration (DOA) effective Tuesday, July 6, 2010. Schooff currently serves as Deputy Secretary of DOA. He replaces Michael Morgan, who will be joining the University of Wisconsin System as Senior Vice President for Administration and Fiscal Affairs.



Dan Schooff

"Dan Schooff has an incredible knowledge of state government and a strong commitment to serving the people of Wisconsin," Governor Doyle said. "As Deputy Secretary of DOA, Dan has been an invaluable leader on many key issues, including the state's energy program, the budget and Wisconsin's Recovery efforts. As a three-term state legislator representing Beloit, Dan worked hard for the people of his home city. I know he will bring the same dedication to his service as the Secretary of DOA."

"I am deeply honored to take on this new role as the Secretary of the Department of Administration," Schooff said. "It has been a pleasure to serve Governor Doyle and, as DOA Secretary, I look forward to continuing to help him move Wisconsin forward."

Before joining DOA, Schooff served as Executive Assistant at the Public Service Commission and Division Administrator of the Department of Administration's Division of Energy Services. Prior to that, Schooff served the people of Beloit for three terms as their representative to the State Assembly.

The Governor also thanked Michael Morgan for his service as Secretary of Administration. Morgan has been a close advisor on a number of Governor Doyle's core policy issues, including the state budget, education, and business development.

"Michael has been a leader within this Administration and has played a crucial role in our efforts to cut the cost of state government, while providing the people of Wisconsin with vital services," Governor Doyle said. "His passion for service and his commitment to this state was a true asset during two difficult budget cycles. Michael will certainly be missed and I wish him the best of luck in his future endeavors."

UW-River Falls Names Vice Chancellor

Joseph Harbouk Will Join UW-River Falls on August 18th

On June 7th, Joseph Harbouk was named as the new vice chancellor for administration and finance at the University of Wisconsin-River Falls. Harbouk will officially join UW-River Falls on August 18th from Loyola Marymount University in Los Angeles where he is currently the associate dean for business operations in the school of education.



*Joseph Harbouk,
UW-River Falls
Vice Chancellor*

As vice chancellor, Harbouk will serve as a member of the chancellor's executive cabinet and provide leadership for the division of administration and finance including

technology services, human resources, facilities management, integrated planning and campus police. Additionally, the vice chancellor oversees and assists departments with financial forecasting, analysis of staffing needs and strategic planning.

“Mr. Harbouk has an extensive track record of administrative accomplishments. Furthermore, during the national search process, he demonstrated a strong interest in the unique opportunities at UW-River Falls,” says Chancellor Dean Van Galen. “The university will benefit greatly from his leadership as we continue to pursue administrative efficiencies, develop innovative financial models and prepare for our next strategic planning cycle.”

In his current position at Loyola Marymount, Harbouk supervises the finance, human resources, information technology, facilities, recruitment, marketing and communications units of the school of education. Prior to joining Loyola Marymount’s school of education, he served as the institution’s vice president for administrative services and assistant vice president for administration.

Harbouk earned a bachelor of science in computer information systems and a MBA from the University of Indianapolis and is currently pursuing a doctorate in educational leadership for social justice from Loyola Marymount University. A native of Lebanon, Harbouk speaks three languages including French and Arabic.

U.S. House Approves Small Business Tax Relief Package *Senate Will Consider Bill Following House Action*

According to a June 15th Reuters news article, the House of Representatives approved a package of small business tax relief that backers hope will help create new jobs.

The bill, which would eliminate capital gains taxes on investments in small businesses, passed on a vote of 247-170.

It is a companion bill to legislation backed by President Barack Obama that the House was to consider on June 16th. That bill would create a \$30 billion fund to encourage community banks to lend to small businesses.

“Small businesses need capital to create jobs and lead our economic recovery and these bills contain important tax cuts and lending opportunities that will help give small business owners the resources and flexibility they need to help their businesses grow,” said House Ways and Means Committee Chairman Sander Levin.

The bill gives small businesses a bigger tax break on start-up costs and creates a program to help small businesses struggling to repay loans.

The \$3.5 billion in tax breaks would be offset in part by changes in rules for grantor retained annuity trusts and by tightening rules on \$1.01 per gallon tax credit on the production of biofuels from cellulosic feedstocks.

The bill would make highly corrosive fuels such as crude tall oil, created as a waste product from paper manufacturing, ineligible for the tax credit.

The bill is to be joined with the legislation on small business lending before the package is sent to the Senate for its consideration.

2010 River Falls Days - Billed as Kinnistock - Runs July 8-11

The River Falls Area Chamber of Commerce & Tourism Bureau has selected a theme for the 2010 River Falls Days — “Kinnistock”, which runs from July 8–11, 2010.

Kinnistock will kick-off with a free street dance featuring the band, Rubber Soul, on Thursday, July 8th starting at 6:00 pm.

Other activities during Kinnistock include: a truck pull, parade, additional street dances, tractor pull, 10K/2K/Fun Run, fireworks and much more. More information about River Falls Days is available at www.rfchamber.com.

Reminder: Changes Are Coming for the 715 Area Code on July 17

All Local Call Must be Dialed with 10-Digits (the Area Code & the 7 Digit Phone Number)

In recent years, the prevalence of telecommunications technologies in everyday life has increased tremendously. Many households no longer have a single phone number for the entire family. Phone customers often have multiple telephone lines, multiple cell phones and internet access. Business customers also have many diverse telephone number needs.

The combined effects of new technologies, new providers requiring their own telephone numbering inventories, and the increased demand for telecommunications services in general have strained existing telephone number resources. This rapid growth in demand for telephone numbers has resulted, in many places, a condition known as area code “exhaust.” An area code reaches exhaust when all of the available central office codes within that area code have been assigned. Area code relief, by means of an overlay district or geographic split, must be implemented to ensure that an adequate supply of telephone numbers remains for assignment.

Back in November 2008, the Public Service Commission of Wisconsin (PSC) considered area code relief options for the “715” area code and ultimately approved an ‘overlay’. An overlay means that another area code — 534 — will start to be placed into use in that part of the state now served by the 715 area code.

The 534 area code will be added to (or overlaid on) the area currently served by the area code in order to ensure a continuing supply of telephone numbers. Since both area codes will serve the same geographic region, businesses and residents making local calls within the 715/534 area will need to begin utilizing 10-digit dialing — the area code and the 7-digit phone number.

The PSC found that an overlay was the best alternative because it allowed the most efficient use of Wisconsin’s new number resources, it minimized many potential implementation problems, and it did not impose a financial burden on those customers that could have been forced to change their area code due to a geographic split.

A 9-month period of “permissive dialing” began on October 17, 2009 and will end on July 17, 2010. During this period, customers were encouraged to use the 10-digit dialing procedures when making local calls. If a caller forgot and only dialed the 7-digit number, the call was still completed. On July 17, 2010 businesses and residents in the 715 area code must use the new 10-digit dialing procedures for all local calls. This applies to landline phones and cell phones. After July 17th, local calls made without the area code will not be completed and a recording will instruct callers to hang up and dial again.

The dialing procedure for long distance or operator assisted calls will not change.

All customers with a “715” area code telephone number will keep the 715 area code for that number. All customers will keep their current 7-digit telephone numbers. Phone numbers with the “534” area code may be assigned in some areas starting August 14, 2010.

The price of calls, the coverage of local and long-distance calling areas, and other rates and services will not change as a result of the area code overlay. What is now a local call will remain a local call regardless of the number of digits dialed.

Residents and businesses will continue to dial three digits to reach 911.

In addition to changing their local dialing procedure, residents and businesses in the 715 area code will need to re-program any automatic dialing equipment and any other equipment that is currently programmed to dial a 7-digit local number.

Remember, if you are in the 715 area, start dialing 10-digits for local calls on July 17, 2010.

45th Parallel Vodka Gets Top Ranking for 2nd Straight Year

For the second straight year, The Spirit Journal has named 45th Parallel Vodka, distilled in New Richmond, Wisconsin, its highest-ranked vodka in 2010.

45th Parallel Spirits, LLC was launched in 2007 by Paul Werni. The small batch, artisan distilled vodka bearing the name 45th Parallel Vodka was first distributed to liquor stores and bars in mid-October 2007.

The vodka takes its name from the 45th parallel, halfway between the equator and the North Pole. When researching the distilling industry, Werni learned the 45th parallel had significance around the world. The 45th Parallel facility in New Richmond is located within a few miles of the 45th parallel. Nearby Rusmar farms, owned by Arlen Strate, supplies grain to 45th Parallel.

The company is currently working on a tasting room. Once it is completed, interested persons are welcome to stop by the facility. Tours will be offered on a regular basis once the tasting room is completed.

For additional information about 45th Parallel Vodka, go to www.45thparallelspirits.com.



Paul Werni

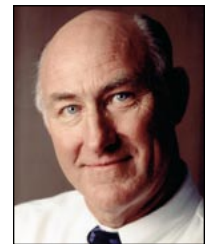
RCU Completes Purchase of AnchorBank Offices

Eau Claire-based Royal Credit Union (RCU) completed its purchase of 11 AnchorBank offices on June 26-27 and on June 28th the offices reopened as RCU offices. The 11 purchased offices are located in Amery, Balsam Lake, Centuria, Menomonie, Milltown, New Richmond, Osceola, River Falls, St. Croix Falls, Somerset, and Star Prairie. RCU now has 25 offices, including 22 across west central Wisconsin and three in the Twin Cities, serving more than 140,000 members.

“This is the largest bank branch acquisition that our state and federal regulators have considered,” said Charles Grossklaus, chief executive officer of RCU. “RCU is strong, stable, and well positioned for the purchase of eleven offices in western Wisconsin. Our organization has a long history of successfully merging and growing financials, and we see great potential in these new locations.”

RCU’s acquisition received approval from the National Credit Union Association, the Wisconsin Department of Financial Institutions (Office of Credit Unions), the Federal Deposit Insurance Corporation, and the Office of Thrift and Supervision.

For additional information on RCU, go to www.rcu.org.



Charles Grossklaus,
RCU CEO

Center on Wisconsin Strategy Releases May Job Watch

On June 22nd, the Center on Wisconsin Strategy (COWS) released its monthly snapshot of the state’s job picture and related report on key economic trends. The summary represents data for May 2010.

COWS says Wisconsin’s job picture held constant between April and May 2010, following small but steady gains in employment since December 2009. As of May, the state has gained over 34,000 jobs in 2010, which is welcome news following massive losses in 2008 and 2009. Even with the new jobs in 2010, the state’s job base is still 5.3 below its pre-recession level, meaning Wisconsin has lost an estimated 153,000 jobs since December 2007.

The state’s unemployment rate in December 2007 was reported at 4.5%. From April to May 2010, the rate dropped to 8.2% which is the lowest reported unemployment rate since March 2009.

The manufacturing and construction sectors — two of the hardest hit sectors in the recession — both posted gains in early 2010. The state’s manufacturing sector continued toward recovery in May with the addition of 2,000 jobs — the fifth month of consecutive gains. These gains have been small and Wisconsin’s manufacturing sector still has 67,500 fewer jobs (–14% loss) since December 2007. This accounts for almost half of Wisconsin’s total job loss.

Wisconsin’s construction sector lost 3,500 jobs between April and May according to COWS. This reverses an upward trend seen

earlier this year. The construction sector has lost a reported 25,600 during this recession, or a 21% loss in the industry since December 2007.

Housed at UW-Madison, COWS is a policy center for high road economic development, described as a competitive market economy of shared prosperity, environmental sustainability, and dependable democratic government.

The May report can be viewed online at <http://www.cows.org/pdfs-WIJobWatch-May10.pdf>.

Information provided in the report is based on Bureau of Labor data compiled by the Economic Policy Institute.

Donaldson Company Welcomed into DNR's Green Tier program DNR Recognizes Baldwin Facility for Environmental Stewardship

On June 3rd, employees at the Donaldson Company's Baldwin facility raised the Green Tier flag in celebration of the company's acceptance into Wisconsin's innovative Green Tier program.

As world-wide providers of filtration systems and replacement parts, the skilled workers at Donaldson Company, Inc. bring environmentally minded quality control to every aspect of company operations. Wisconsin's Green Tier is the first program of its kind in the nation. Green Tier participation is a signal they are committed to constantly improving environmental performance. Under the Green Tier program, businesses and associations make binding commitments to superior environmental performance. In exchange, these businesses are given incentives proportional to their environmental commitments, such as reduced reporting requirements. This allows the Wisconsin Department of Resources (DNR) to focus its resources on those facilities that need greater attention and assistance in meeting environmental requirements.

"The Donaldson Company today joins the growing ranks of Green Tier companies dedicated to managing their operations to protect our shared natural resources for future generations," Department of Natural Resources Secretary Matt Frank said. "Donaldson's commitment to enhanced environmental performance helps to improve cost efficiencies while serving well the community and the natural resources. DNR looks forward to working with Donaldson as part of the Green Tier program."

Donaldson Company employs approximately 150 people in the Baldwin community. The company has been implementing projects that conserve natural resources while reaping benefits for its bottom line. Recent improvements have included: Compressor leaks found as a result of a 2008 energy audit, were eliminated, saving \$12,000 annually. In 2009, paint area and office areas were re-lamped saving \$2,000. In 2010, a boiler management system was installed, saving \$8,000. Donaldson-Baldwin continues to explore new ways to enhance its environmental performance. Currently, planning is underway to re-lamp the factory area this summer, saving approximately \$25,000.

"Donaldson is committed to developing and implementing environmental principles that optimize cost efficiencies while improving the environments in which we operate," said Tom Carlson, Plant Manager at Donaldson Company. "Our Baldwin facility's participation in the Wisconsin Green Tier program is further validation of the Baldwin team's focus on creating a more 'green' environment."

Donaldson is a leading worldwide provider of filtration systems that improve people's lives, enhance customer equipment performance and protect the environment. Donaldson is a technology-driven company committed to satisfying customer needs for filtration solutions through innovative research and development, application expertise and global presence. The Donaldson's Baldwin Plant has implemented an Environmental Management System certified by the International Organization for Standardization (ISO 14001) and has established goals to increase recycling, remove sources of mercury, eliminate solvents used in work cell cleanup, improve chemical management and reduce energy use. Donaldson is a member of the S&P Midcap 400 and Russell 1000 indices. Shares trade on the New York Stock Exchange under the symbol DCI.

For more information about Green Tier and Donaldson Company's participation, visit <http://dnr.wi.gov/org/caer/ceal/environmental/participants/donaldson/index.htm> or www.donaldson.com.



Donaldson Company earns Green Tier designation (l-r) Scott Humrickhouse, DNR west central regional director, Bill Cook, president and ceo of Donaldson Company, and Tom Carlson, Baldwin plant manager

RESCO Wins Awards

On June 3rd, the Mailing & Fulfillment Service Association (MFSA) awarded RESCO its First Place Award for RESCO's work on behalf of a client, Reinhart FoodService. RESCO received MFSA's President's Plaque Award, reflective of the best campaign of two or more client mailings that share a creatively-related concept with substantial creative input by the MFSA member. RESCO designed, printed, and mailed invitations for Reinhart's Spring Food Show, and the reminder postcards to encourage attendance. These activities contributed to a successful marketing campaign and record attendance at the food show.



(l to r) Eric Stand, CEO of RESCO and Ken Gossett, board chairman of MFSA

The award for the Reinhart FoodService campaign was presented by MFSA board chairman Ken Gossett at the annual awards banquet and conference in Charleston, South Carolina. MFSA is the national trade association for the mailing and fulfillment services industry.

RESCO's web site also received acknowledgment for the Chairman's Web Site Award. This award recognizes the best web site of a MFSA member. Entries were judged on success in meeting stated objectives, effective of medium, general impact, technical quality and creativity.

Based in Hudson, Wisconsin, RESCO is a marketing and sales services organization that works with local, regional, and national clients. RESCO specializes in lead generation, branding, production services, and warehousing and fulfillment.

For more information on RESCO, go to www.rescocompany.com.

Report Shows Med-Tech Industry is Important to Wisconsin's Economy

In a national study released on June 9th, the Advanced Medical Technology Association (AdvaMed) says the medical technology industry (MTI) is a strong and vibrant contributor to the U.S. economy. AdvaMed also says MTI is responsible for 423,000 U.S. jobs, \$24.6 billion in annual payroll, and almost \$136 billion worth of products sold. All estimates are for 2008.

Medical technology industries encompass the manufacture of everyday medical devices, such as contact lenses and thermometers, to high-end equipment like implantable pacemakers, neurostimulators and state-of-the-art imaging systems. AdvaMed says all 50 states and the District of Columbia are benefitted by MTI establishments. Nearly all states have seen MTI industries grow since the 2007 report.

The med-tech industry has a strong multiplier effect, with each medical technology job generating on average an additional 1.5 jobs in each state. Other multipliers relate to payroll and sales. Each med-tech payroll dollar generates an additional \$0.90 in earnings in each state. Each dollar of med-tech sales generates an additional \$0.90 in sales in each state.

AdvaMed said earnings for individual MTI jobs were above state average for all private jobs in a majority of states, including Wisconsin. MTI jobs require a highly-skilled and educated workforce that can command higher than average earnings. In Wisconsin, med-tech jobs paid more than 50% above the average state earnings.

AdvaMed estimates that MTI businesses employed 14,381 people in Wisconsin, resulting in a payroll of over \$897 million and sales of \$4.44 billion. Estimates are for 2007. Wisconsin was ranked 10th among all states and the District of Columbia for its 14,381 med-tech jobs. California is the leading state with an estimated 84,000 med-tech jobs, followed by Minnesota with 26,900. Wisconsin was also ranked 9th among with highest percentage of MTI employment, with 58 out of every 1,000 private employees working in med-tech industries.

From 2005–2007, AdvaMed estimates Wisconsin added 5,500 positions related to med-tech. By percentage increase, Wisconsin's increase in positions (+63.3%) ranked it 10th among the 50 states and D.C., compared to the national average of 20.4%.

According to the study, a MTI worker in Wisconsin had an average earning of \$62,383 in 2007, compared to the state-wide earnings of \$37,293.

Wisconsin is ranked 10th as a state with large MTI-related employment. Wisconsin's estimated 14,400 MTI jobs support an additional 41,400 MTI-related jobs for a job multiplier of 2.9. California reported a job multiplier of 3.5 to rank first, followed by Minnesota's 3.1 multiplier.

Wisconsin ranked 9th for top MTI-related earnings in 2007. The estimated MTI payroll of \$897.1 million resulted in \$1.853 billion in MTI-related earnings, for a multiplier of 2.1. Wisconsin also ranked 9th in MTI-related shipments in 2007. MTI sales of \$4.442 billion in Wisconsin during 2007 resulted in \$8.902 billion in MTI-related shipments, for a multiplier of 2.0.

A copy of the full AdvaMed report can be obtained at www.advamed.org.

State Representative Suder Proposes Rural Jobs Act

Bill will Target State Development Dollars on Job Creators in Rural Wisconsin

On June 15th, State Representative Scott Suder (R-Abbotsford) announced the introduction of legislation with one purpose in mind — helping to solve the current jobs crisis by encouraging business development and job creation in rural Wisconsin. Rep. Suder's Rural Jobs Act would help stem the tide of job losses and layoffs that have fallen especially hard on rural communities by targeting resources from the successful Enterprise Zone (EZ) program away from larger, urbanized areas and providing those benefits directly to job creators in smaller, rural communities.

Rep. Suder was the lead author of legislation that created the Enterprise Zone program in 2005. The EZ program was originally intended to help attract businesses and retain jobs in rural Wisconsin. Ultimately, the word "rural" was stricken from the bill, and Rep. Suder said most of the EZ developments have gone to large businesses in Milwaukee and other urban areas, leaving rural businesses in the lurch.

"The Enterprise Zone program has proven its ability to create and retain jobs in the state and now is the time to focus it on its original intent, creating jobs in rural Wisconsin," said Rep. Suder. "Rural Wisconsin is hurting, many areas have unemployment rates that are well above the state average and something needs to be done. This bill will help bring back the rural focus of this program for small communities that don't have the resources to compete with the likes of Milwaukee and Madison."

To bring the focus back to smaller communities, Rep. Suder's bill would require the Department of Commerce to designate two Enterprise Zones in communities of less than 5,000 and two in communities of 5,000 to 30,000. Suder said the Rural Jobs Act would ensure that rural communities are at least given consideration for development dollars that have been proven to create jobs and get people back to work.

A version of Suder's bill was introduced earlier this year as an amendment to Assembly Bill 768 which created two new Enterprise Zones. The amendment originally passed, but was eventually defeated.

The Milwaukee Journal Sentinel ran a story in mid-June that outlined the success of the Enterprise Zone Program. Rep. Suder said while the program has generated \$135.6 million in incentives to employers over the last two years and helped create or keep 7,400 jobs, all of those benefits have been realized in large, urban communities and not in rural areas.

Jobless Aid and Tax Credit Bill Fails in Senate

According to a Reuters news article, a plan to provide additional aid to jobless workers, businesses and cash-strapped states and raise taxes on investment fund managers failed in the U.S. Senate on June 24th.

The bill, which also would have provided more aid to cash-strapped states for the Medicaid health program for the poor, fell a few votes short of the 60 needed to advance in the 100-member Senate. One Democrat, Senator Ben Nelson, joined 40 Republicans to block the measure. Democrats argued that the bill would have helped shore up the fragile U.S. economic recovery, a priority for President Barack Obama's administration.

Eckberg Lammers Presents Seminar on Understanding Social Media in the Workplace

Eckberg Lammers Law Firm will present a free seminar at the Hudson Golf Club as part of its Employment Law Luncheon Series. Understanding Social Media in the Workplace: Policies, Monitoring, and Discipline Issues is the topic for the July 21, 2010 session that runs from 11:30 p.m-1:00 p.m.



Jennifer Nodes

During this luncheon series, Jennifer Nodes will discuss policies and practices that should be implemented to reduce business liability, while avoiding violations of the employee’s rights, and how to appropriately respond to concerns arising from the use of these online networking tools.

Jennifer Nodes is an Associate Attorney at the law firm of Eckberg, Lammers, Briggs, Wolff, and Vierling P.L.L.P. Jennifer concentrates her practice in the areas of criminal and employment law, serving both private and public sector employers. Her practice involves drafting pertinent employment documents, counseling business owners on proper employment practices, and litigating contested employment issues throughout the St. Croix Valley. Jennifer is licensed to practice in Minnesota, Wisconsin, and Federal Court.

Space is limited so please register by July 16, 2010 by contacting Nicole at (651) 351-2128 or nfoote@eckberglammers.com. Please note any special dietary concerns during registration, as lunch will be provided.

St. Croix County’s Unemployment Rate Drops in May Rate Declines from 7.8% in April to 6.6% in May

On June 23rd, the Wisconsin Department of Workforce Development (DWD) released the May unemployment rates for Wisconsin’s 72 counties. St. Croix’s rate was estimated at 6.6 % (not seasonally adjusted). It is down from the April rate of 7.8% and the March rate of 9.5%. A year ago, the county’s unemployment rate was estimated at 8.1%.

Seventy-one of Wisconsin’s 72 counties showed decreases in unemployment rates from April to May. Unemployment rates dropped in every metropolitan statistical area (MSA) in the state, with Madison showing the lowest rate at 5.5%, followed by the La Crosse MSA (5.8%) and Eau Claire MSA (6.8%).

Fifteen counties had unemployment rates lower than St. Croix in May.

Dane County recorded the lowest rate in May at 5.2%, followed by La Crosse at 5.7% and Buffalo at 5.8%. Menominee County had the highest rate in May at 13.2.% and Iron County was at 11.0%.

The preliminary unadjusted unemployment rate for Wisconsin in May was estimated at 7.7% which is lower than the April rate of 8.2% and the March rate of 9.8%. The state’s rate was 8.6% one year ago.

The preliminary unadjusted unemployment rate in the U.S. was estimated at 9.3% which is down from the April rate of 9.5% and the March rate of 10.2%. One year ago the U.S. rate was estimated at 9.1%.

County	May 2010 Unemployment Rate	Rank	Rate One Year Ago	County	May 2010 Unemployment Rate	Rank	Rate One Year Ago
Barron	7.3%	49	8.6%	Pepin	5.8%	68	6.7%
Chippewa	7.0%	54	8.2%	Pierce	5.8%	69	7.3%
Clark	8.5%	27	9.0%	Polk	8.4%	30	9.8%
Dunn	6.0%	66	6.9%	Rusk	10.0%	5	13.2%
Eau Claire	6.1%	65	6.8%	St. Croix	6.6%	57	8.1%

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