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J&C Trucking Earns Tax Credits With Relocation to Baldwin Baldwin I-94 Business Park Gets First Company

J&C Trucking will relocate to Baldwin, Wisconsin from Forest Lake, Minnesota later this year.

The announcement came on August 25th during a program in Baldwin that included Aaron Olver, the state's Secretary of Commerce. Secretary Olver awarded J&C Trucking state tax credits totaling \$99,000 to assist with its relocation. The award was made on behalf of Governor Jim Doyle during the annual Governor's Northern Tour to west central and northwest Wisconsin.



Secretary of Commerce Aaron Olver presents a ceremonial tax credit check totaling \$99,000 to Cindy and J.R. Haley of J&C Trucking of Baldwin, Inc.

To earn the tax credits, J&C Trucking will construct a 9,100 square foot facility in the Baldwin I-94 Business Park, create 19 new positions, and transfer another 31 to Wisconsin. The total project cost is estimated at nearly \$678,000.

In a press release, Governor Doyle said, "One of my top priorities is to help move companies and communities forward and create good-paying jobs for our citizens. I'm pleased to assist J&C Trucking of Baldwin, Inc. in bringing new jobs to Wisconsin."

J&C Trucking was established in 1986 and Cindy Haley serves as president. She operates the business with her husband J.R. The company specializes in pneumatic tanks and hauling fly ash and cement to cement contractors. It also hauls silica sand for the natural gas drilling industry. The Haleys will incorporate their business in Wisconsin as J&C Trucking of Baldwin, Inc.

The new facility for J&C Trucking will be the first one constructed in the Baldwin I-94 Business Park. The park is owned by the Village of Baldwin and is strategically located along I-94, just east of U.S. Highway 63. The park is included in a Tax Incremental Financing (TIF) district that was created by the village board. To assist J&C Trucking, the village approved the sale of a three acre lot at a discounted price. The village will collect J&C's property tax payments, known as the tax increments, to recover the discounted sale price and the cost of improvements to the site.

Following Secretary Olver's tax credit presentation, numerous community leaders and village officials joined the Haleys in a ceremonial groundbreaking to mark the start of construction. Durand Builders Service (Durand, Wisconsin) is the general contractor. Roger Humphrey, a licensed real estate agent and a principal with Humphrey Engineering, assisted with J&C's site search. Humphrey was the buyer's agent.

Department of Revenue Releases Economic Outlook Job Gains Made Earlier Than Expected; Mfg Sector Leads Job Growth

The Wisconsin Department of Revenue (DOR) released its quarterly Economic Outlook for the state on August 20th. The Outlook indicates that an economic recovery is underway in 2010. Previously, it was anticipated that Wisconsin would add 20,150 new jobs in 2010, but the state has

already added more than 24,500 jobs since January. Manufacturing is leading the recovery by adding 10,900 new jobs. Although more jobs will be added slowly in the coming months, DOR anticipates that job growth will not return to pre-recession levels until 2013.

According to the Outlook, the state's personal income growth is expected to increase 2.5 percent in 2010 and 4.4 percent in 2011, somewhat below the forecasted growth of national personal income at 4.8%. Wisconsin wages and salaries will increase 1.2 percent in 2010 after falling 4.5 percent in 2009 and 1.2 percent in the first quarter of 2010. In addition, Wisconsin's disposable personal income will increase 2.7 percent in 2010. The 2009 decline in personal income was held to just 0.2 percent due to the personal tax provisions under the federal Recovery Act.

"A steady recovery is taking place," said Revenue Secretary Roger Ervin. "We added more jobs sooner than expected, and manufacturing is leading the way. Considering that Wisconsin is the most manufacturing intensive state in the U.S., this is a clear indication of our growth."

The Economic Outlook also includes a Special Report on Wisconsin Exports. It shows that 2009 was a difficult year for exports at both the state and national level, but 2010 has already shown improvements over last year.

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

Interfacial Solutions Makes Inc. 500 List of Fastest Growing Companies

River Falls Company is Ranked #304 by Inc.; and #4 in Inc.'s Industry Category Ranking

On August 26th, Interfacial Solutions, LLC (IFS.), announced it had been ranked on the Inc. 500 list of fastest-growing private companies in the U.S. for 2010. The River Falls-based materials development and technology transfer company is ranked #304 on the Inc. list.

"Interfacial Solutions strong growth rate took a great deal of hard work and focus by many dedicated individuals, said Dr. Jeff Cernohous, president and founder of Interfacial Solutions. "We are honored to be recognized at Inc. 500 magazine and are excited to continue providing new materials technology to our customers."



Dr. Jeffrey Cernohous

The 2010 Inc. 500 list is ranked according to percentage revenue growth when comparing 2006 to 2009. To qualify, companies must have been founded and began generating revenue by June 30, 2006. Additionally, the companies had to be based in the U.S., privately held, for profit, and independent — not subsidiaries or divisions of other companies — as of December 31, 2009.

IFS reported a 3-year growth of 985% to earn the spot at #304. In Inc.'s industry ranking, IFS was ranked #4.

Interfacial Solutions, LLC is a privately held materials development and technology transfer organization. IFS is dedicated to helping organizations in the plastics industry successfully address technological challenges. The companies utilizes its expertise in material science to provide timely and effective solutions.

Earlier this year, IFS completed a 22,000 square foot addition to existing 15,000 square foot facility in the Whitetail Ridge Corporate Park (River Falls, Wisc.). The expansion added new office, laboratory, and warehouse space as a result of IFS's continued growth. The project represented a \$2.2 million dollar investment, resulting in the projection of 17 new jobs and the retention of 20 existing jobs. IFS earned \$115,000 in corporate tax credits as a result of the capital investment and the new job creation.

On April 13th of this year IFS was honored as one of several Wisconsin Companies to Watch, a recognition program created by the Wisconsin Entrepreneurs' Network (WEN) through the Edward Lowe Foundation. Wisconsin Companies to Watch honors second stage companies that demonstrate high performance in the marketplace, exhibit innovation in products, services, or processes, or otherwise make their company "worth watching."

St. Croix EDC honored Interfacial Solutions as its 2006 Emerging Business of the Year.

For more information on IFS, go to www.interfacialsolutions.com.

Sajan, Inc. Makes 2nd Tier of Inc. Magazine's List of Fastest Growing Companies Company is Ranked #778

Sajan, Inc. (www.sajan.com) has been ranked #778 on the 2010 list of fastest growing companies in the U.S. by Inc. magazine.

This is the third consecutive year Sajan has earned a ranking. For 2010, Sajan was ranked #778 on the Inc. list. It was also ranked #58 in Inc.'s industry ranking. Sajan's 3-year growth of 341% helped it secure the spot on the 2010 Inc. list.

Sajan is the leading provider of global language services and cloud-based translation management software, and is located in the Whitetail Ridge Corporate Park (River Falls, Wisc.). The company has two operating units, Sajan Global Language Services^(TM) and Sajan Software^(TM), and delivers people, process and technology to help enterprises mature their localization programs and global content lifecycle. Industries served by Sajan include life sciences, consumer brands, software, e-commerce, electronic gaming, manufacturing, and legal. Sajan is now a publically traded company following its merger with MathStar, Inc. earlier this year.

Sajan has locations in River Falls, Wisconsin, Dublin Ireland, Haryana, India, and Tucheng City, Taiwan (Republic of China).

The company was founded by Shannon and Angel Zimmerman. Shannon Zimmerman serves as the company's chief executive officer.

Bakke Norman Law Firm Marks 25 Years

The Bakke Norman Law Firm (www.bakkenorman.com), with offices in Baldwin, Menomonie, and New Richmond, Wisconsin, recently marked its 25th anniversary with a celebration at its New Richmond office. The event marked the firm's 25 years of providing legal services to businesses, individuals, organizations and municipalities in northwest Wisconsin.

The firm was founded in 1985 by Gary Bakke, George Norman, and Thomas Schumacher. The first office was in the New Richmond Heritage Center, across the street from its current location at 1200 Heritage Drive. The Baldwin office opened in 1989, followed by the Menomonie office in 1991. In 2003, the Richardson Law Office (Spring Valley, Wisc.) merged with Bakke Norman to further broaden client services. The firm has grown to 32 attorneys and professional staff members.



Thomas Schumacher, co-founder and partner, Bakke Norman Law Firm

"Since 1985 our attorneys and staff have been providing highly skilled legal services in their chosen areas of expertise," said Thomas Schumacher, co-founder and partner. "One of the things we are very proud of is that our attorneys and staff are also very active and well respected in their communities."

Bakke Norman, S.C. provides a full range of legal services, including commercial business and real estate transactions, business, personal injury and intellectual property litigation, employment law, criminal and OWI defense, bankruptcy, elder law, and tax law. Clients include local to global businesses, corporations and organizations as well as individuals and families with needs ranging from personal matters to complex litigation.

GaMra Buys Additional Equipment

Hudson-based Custom Profile Extrusion Company Buys 3 Extruders to Keep Pace

GaMra Composites Inc. (www.gamra.com), a Hudson-based custom profile extrusion company, purchased its third "Super Blue" extruder since February 2009. The most recent purchase came in March 2010, and the second was added last December. Greg Mitsch is the president of GaMra Composites. He said the additional extruders are a result of an increase in production demands and customer orders.

GaMra's primary markets are industrial hose manufacturing and window blinds.

GaMra opened in Baldwin, Wisconsin about 10 years ago, and moved production to Hudson five years ago. In addition to the equipment purchases, GaMra completed a facility expansion, increasing from 28,000 square feet to 40,000 square feet. The company currently has 16 employees. The increase in production has come as GaMra becomes more established in the industry.

Cancer Center of Western Wisconsin Breaks Ground August 3rd

Comprehensive Cancer Care Center was Coordinated by Six Hospitals in the Region

On August 3rd, representatives from eight collaborating organizations helped break ground on the Cancer Center of Western Wisconsin. The new facility will anchor a regional care delivery system in cancer treatment services for patients in western Wisconsin and eastern Minnesota.

The six hospitals — Amery Regional Medical Center, Baldwin Area Medical Center, Hudson Hospitals & Clinics, Osceola Medical Center, St. Croix Regional Medical Center (St. Croix Falls), and Westfields Hospital (New Richmond) — along with specialists from Minneapolis Radiation Oncology P.A. and the HealthPartners Medical Group's medical oncology department — collaborated on the cancer center. When completed next spring, the center will allow patients to receive specialized outpatient cancer treatments including radiation therapy, medical oncology and infusion therapy closer to home. Patients requiring specialized treatments will no longer need to travel into the Twin Cities up to five times a week for their care during a time when rest and comfort is needed.



Representing each of the collaborating organizations are: John Tremble, CFO, St. Croix Regional Medical Center; Doug Olson, MD, Minneapolis Radiation Oncology P.A.; Alison Page, CEO Baldwin Area Medical Center; Marian Furlong, CEO Hudson Hospital & Clinics; Jean Needham, CEO Westfields Hospital; Jeff Meyer, CEO Osceola Medical Center; Mike Karuschak, CEO Amery Regional Medical Center; and Randy Hurley, MD, Oncologist, HealthPartners Medical Group.

The cancer center will contain approximately 12,000 square feet, including: linear accelerator and treatment areas for radiation therapy; patient exam, consult and procedure rooms; private and semi-private infusion therapy rooms with scenic views; and space for cancer care education and support programs.

Construction costs are estimated at \$4.5 million. The collaborating hospitals have formed a nonprofit organization that will solicit and receive charitable support for cancer care services. The fundraising goal is \$1.5 million.

Westfields Hospital Builds New Specialty Center

Specialty Clinics will be Located next to Cancer Center of Western Wisconsin

Westfields Hospital (New Richmond, Wisc.) conducted a ceremonial groundbreaking on August 3rd to mark the start of construction on a 7,000 square foot center for its specialty clinics. The project is part of the construction of the Cancer Center of Western Wisconsin — also located on the campus of Westfields Hospital.

The Specialty Center will include: 11 exam rooms, 2 procedure rooms; 1 consult room; 1 audiology room; 2 ENT rooms; and 1 cardiac stress test room



Ground breaking ceremony for the Westfields Hospital specialty clinic expansion project

“The building of the Cancer Center of Western Wisconsin provided us with the perfect opportunity to make additional campus improvements in a timely, cost-effective manner,” said Jean Needham, President and CEO of Westfields. “It seems like just yesterday when we renovated our facility and added the New Richmond Clinic to our campus. It’s been 10 years, and we have outgrown our present space.”

“This addition complements the primary care capabilities available on campus and expands our ability to meet more of our patients’ needs right here in town,” said Dr. Neal Melby, medical Director for Westfields Hospital Specialty Clinic.

The Specialty Clinic is scheduled for completion next spring, which coincides with the completion of the Cancer Center. Construction costs are estimated at \$3.2 million.

UW-River Falls Announces Hudson Center

Office Building at 2501 Hanley Road Will Open This Fall

On August 19th, UW-River Falls announced the address of a satellite location for its Hudson Center at 2501 Hanley Road in Hudson, WI. It will open this fall and will include three technology enabled classrooms and meeting spaces to serve a wide range of educational and community needs. Co-tenants in the building include Eagle Valley Bank, Midwest Psychological Services and StarTech Computing.

The Hudson Center is located just a short distance from Interstate 94 at exit 2 (Carmichael Road). It provides a convenient location for area residents, including those residing in Wisconsin and Minnesota. An estimated 80,000 to 90,000 vehicle cross the interstate bridge daily at the Wisconsin-Minnesota border.

“The selected location provides the ideal combination of interstate access, adequate parking, proximity to amenities and appropriate learning environments,” said Blake Fry, special assistant to UW-River Falls Chancellor Dean Van Galen. Fry led a team from UW-River Falls charged with identifying locations for the Hudson Center.

The Hudson Center of UW-River Falls will focus on undergraduate courses for non-traditional and working adults seeking to complete a baccalaureate degree, or enroll in select graduate and certificate programs. Educational offerings at the Hudson Center include the business administration bachelor’s degree completion program, the master’s in business administration program and two master’s in secondary education shared inquiry cohorts. Additional undergraduate courses and certification programs will be offered.

Exploration of future educational offerings at the Hudson Center will continue with regional educational partners including the Hudson School District. The Hudson Center will also support the University of Wisconsin System’s ‘More Graduates for Wisconsin’ initiative. The UW System provided initial funding for the project in Hudson.

“We are excited about establishing a facility to serve the St. Croix Valley in new ways, and to further strengthen our partnerships with the community,” said Chancellor Van Galen. “I have received very positive feedback on this concept from Hudson community leaders as well as our own campus community, and we look forward to ‘planting the UWRF flag’ in Hudson.”

“I applaud Chancellor Van Galen and his team for their leadership and forward thinking,” said Kevin Reilly, UW System President. “As part of the UW System’s Growth Agenda for Wisconsin, we’re asking campuses to serve more students in new and creative ways, with a goal of stimulating a more vibrant state economy. The Hudson Center is a great example of how UW-River Falls is embracing this challenge and improving the university’s service to the entire region.”

A grand opening is planned for September. For more information on the UW-River Falls Hudson Center, including a complete list of course offerings, hours of operations and direction, visit <http://www.uwrf.edu/hudsoncenter>.



UW-River Falls Hudson Center

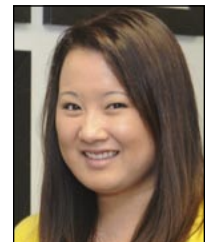
RESCO Adds Two New Account Associates

RESCO, a marketing and sales support services company located at 1450 Heggen Street in Hudson, Wisconsin, announced the addition of two new account associates to its national accounts sales team.

Leah Swanson comes to RESCO with a background in strategic marketing and lead generation. Leah has worked as a Promotional Marketing Specialist for Miller/Coors brands and as a senior level Business Development Representative for Epicor Software.



Leah Swanson



Elizabeth Kmety

Elizabeth Kmety has worked for FOX Sports as a Communications and Administrative Assistant before joining the RESCO team. Beth has additional experience as a Graphic Designer and Public Relations Specialist.

RESCO’s Vice President of Marketing and Sales, Mike Brueske said, “The addition of Leah and Beth will benefit our clients tremendously. Their extensive education and experience will help us expand RESCO services and assist in our corporate growth.”

RESCO is a marketing services provider. RESCO extends the marketing and sales reach of their clients by providing Sales Lead Generation, Branding, Production Services and Warehousing and Fulfillment. For more information on RESCO, visit: www.RESCOcompany.com.

2010 Synergy Conference Will Address Global, Regional Economic Issues

1-Day Conference set for October 5th in Eau Claire

The 2010 Synergy Conference for west central and northwest Wisconsin will occur on Tuesday, October 5th at the Plaza Conference Center in Eau Claire, Wisconsin. The annual conference brings together regional leaders from business and higher education in an effort to build a stronger economic region and workforce, promote entrepreneurship, and connect businesses. It also provides a venue to advance innovative ideas and to share best business and leadership practices.

Two keynote speakers at the conference will offer global and regional economic perspectives.

Richard Longworth, a senior fellow for the Chicago Council on Global Affairs, will start the conference. He will discuss the midwest's uncertain economic, political and social situation and what can be done to survive and prosper. Longworth is a former senior correspondent for the Chicago Tribune and has been nominated twice for a Pulitzer Prize for his reporting on economics. He is the author of *Caught in the Middle: America's Heartland in the Age of Globalism*.



Richard Longworth



John Monson

John Monson will speak at 9:45 a.m. He is a vice president of rural capital markets for AgStar Financial Services and is a former executive director of the federal Farm Service Agency in Minnesota. Monson will discuss ways that public and private sectors can collaborate to foster economic development.

Other speakers include Noel Eggebratten, president of Momentum West, Maliyakal E. John, managing director of the WiSys Technology Foundation, and Joe Kremer, director of the Wisconsin Angel Network (WEN).

The conference will also examine the Research to Jobs initiatives through UW-Stout, including an introduction from UW-Stout Chancellor Charles Sorenson and UW-Eau Claire Chancellor Brian Levin-Stankevich.

Registration information can be obtained from Mindy Means, conference manager, at (715) 232-5270 or meansm@uwstout.edu.

Marketing Grants Projected to Generate \$32 Million for Wisconsin's Economy

In late July, Governor Jim Doyle announced that local economies throughout Wisconsin were projected to receive a boost in traveler spending of \$32 million as a direct result of the Department of Tourism's Joint Effort Marketing (JEM) grant program. Over \$1.1 million in JEM grants were awarded in fiscal year 2010 to 51 nonprofit organizations across the state. The grants helped organizations fund marketing efforts to promote special events, sales promotions and destination marketing campaigns.

"Every dollar awarded through the Tourism Joint Effort Marketing program last year is projected to produce a 23-fold return-on-investment for local economies," said Governor Jim Doyle. "This shows again why tourism continues to be a core strength of the state's economy, supporting jobs and our high quality of life."

Tourism is the main employer in many communities supporting more than an estimated 286,000 jobs and over \$6 billion in income for Wisconsin residents. Tourism also delivers nearly \$2 billion in state and local revenues.

Results of an annual travel spending study commissioned by Tourism were released last May, and the 2009 expenditures in Wisconsin were estimated at \$12.09 billion. Traveler expenditures in St. Croix County were estimated at \$101,747,227, which ranked 33rd highest out of the state's 72 counties. Within the 10 counties of west central and northwest Wisconsin, the 2009 traveler expenditures were estimated at \$710,233,194.

JEM grants are available to nonprofit organizations for the promotion of Wisconsin tourism events and destinations. The state can fund up to 75% of the project's first year advertising and marketing costs and provides support for second and third year projects, but with decreasing amounts for funding each year until projects become self-sustaining. Grant applications are evaluated for creativity, operating and marketing plan, and projected financial return on investment.

A Wisconsin map of JEM grant funded projects in fiscal year 2010 can be viewed at <http://industry.travelwisconsinsin.com/~media/2010-JEM-map.pdf>.

The summary includes an 26.1 mile indoor marathon planned in the greater New Richmond area in 2011.

National Institute Says Manufacturing Grew in July for 12th Straight Month

On August 2nd, several news bureaus, including Reuters, reported that the U.S. manufacturing sector grew in July for the 12th straight month, even though the pace from June to July was the slowest in 2010. The Institute for Supply Management also reported that its manufacturing index slipped to 55.5 in July from 56.2 in June. This marked the third straight month of declines in the index. The Institute noted that a reading above 50 indicates “growth” and its manufacturing index has been above that level for the past year.

Manufacturing is a primary driver of the economic recovery. The pace of growth ebbed since its peak of 60.4 in April, but the July index of 55.5 is well above the 32.5 index in December 2008, which was the lowest point of the recession. As a contrast to the Supply Management’s index, additional data from late July showed manufacturing activity in the midwest improved during the month as orders were reported as “strong”.

Another report on August 2nd showed U.S. construction spending unexpectedly rose 0.1 percent in June. This was due to increased investment in public projects offsetting 15 straight months of decline in private, nonresidential construction in the U.S.

At the end of July, additional data showed the U.S. economic growth had slowed in the second quarter, and July’s consumer sentiment was at its lowest since November 2009.

St. Croix County Home Sales & Median Sales Price Increase in Second Quarter

On August 11th, the Wisconsin REALTORS® Association (WRA) released its second quarter data for the state’s housing market. WRA says for the second straight quarter, Wisconsin has seen a robust growth in existing home sales, combined with stable median prices. Sales of existing homes rose 19.4% during the second quarter of 2010 compared to the same quarter last year. This increase out-performs the nation, which increased 17.3% during the second quarter, and was slightly lower than the Midwest Region, which grew by 20.9%. Statewide, the median sales prices were essentially unchanged, falling just 0.1% in the second quarter of 2010 versus 2009.

In St. Croix County, existing home sales from Q2 of 2009 to Q2 of 2010 increased 1.8%. An estimated 342 home sales were reported in St. Croix County in the second quarter of 2010 compared to 336 sales over the same period in 2009. The median price of homes sold in St. Croix also increased from \$159,000 in Q2 of 2009 to \$161,250 in Q2 of 2010. This reflects a 1.4% increase.

From a statewide perspective, John Flor, chairman of WRA’s board of directors said, “These sales figures are very encouraging since they represent the fourth straight quarter of growth in Wisconsin home sales.” According to WRA, a positive influence is the state’s labor market, which is improving, but at a modest rate. WRA says the state has added 32,000 jobs since the beginning of the year, including 7,800 jobs in the manufacturing sector. “This helps with consumer confidence,” said Flor.

Across the 10-county region of west central and northwest Wisconsin, WRA’s Q2 housing statistics looked like this:

	<i>Median Price Change Q2 2009 - Q2 2010</i>	<i>Median Price Q2 2010</i>	<i>Existing Home Sales Q2 2009 - Q2 2010</i>
Barron	-7.5%	\$105,500	+29.7%
Chippewa	+2.1%	\$123,000	+36.1%
Clark	-6.3%	\$74,950	+9.8%
Dunn	+8.0%	\$135,000	-15.7%
Eau Claire	+2.0%	\$128,500	+10.6%
Pepin	+18.3%	\$102,000	0.0%
Pierce	+5.7%	\$155,350	+19.5%
Polk	+3.7%	\$118,250	+7.4%
Rusk	-19.7%	\$78,250	+33.3%
St. Croix	+1.4%	\$161,250	+1.8%

Source: Wisconsin REALTORS® Association and 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.

Equalized Values Decline Again in the St. Croix Valley

St. Croix, Pierce, and Polk Counties Rank Near State's Bottom

On August 13th, the Wisconsin Department of Revenue (DOR) released its 2010 Equalized Values Reports.

Equalized values in St. Croix County declined 7.45% from 2009 to 2010. The total change represents a decline in property values (residential, commercial, manufacturing, agricultural, and forest, etc.) of \$613.938 million. Personal property in the county also declined 2% (-\$2.099 million) for a net loss in equalized values of \$616.038 million. The decline ranked St. Croix 71st out of Wisconsin's 72 counties.

Equalized values in Pierce County declined by 5.59% (net -\$174.141 million) to rank of 69th of 72 counties. Polk County's values fell by a net \$307.573 million (-6.34%) to rank 70th.

Sixty-three counties reported declines. The state's top gainer of values from 2009-2010 was Florence County with an increase of 1.04% (an increase of +\$6.1 million).

Values in St. Croix declined 5.37% from 2008-2009 (a net loss of \$468.954 million). Last year, St. Croix ranked 71st. Polk was ranked 70th with a 4.14% decline and Pierce was ranked last (72nd) with a 5.91% drop in values.

Residential properties (land and improvements) in St. Croix declined by \$473.8 million (-7%). New residential construction added \$45.33 million in St. Croix from 2009-2010 (+1% increase). Commercial values (land and improvements) declined 11% (-11%) for a net loss of \$112.102 million. Manufacturing values (land and improvements) showed a very modest increase of +\$2.288 million (+1%).

DOR's report indicates Wisconsin's total equalized values declined 3.1% from 2009-2010 and dropped \$16 billion. Values from 2008-2009 fell by 0.5%. DOR also said that the state's residential property values fell by 3.5% from 2009 to 2010 (a decline of \$12.9 billion). The national average decline in home values according to DOR is 5.6%. Commercial values across the state declined \$2.2 billion (net -2.4%).

Equalized values are calculated annually to ensure statewide fairness and equity in property tax distribution. An equalized value represents an estimate of a taxation district's total taxable value, and provides the fair apportionment of taxation district levies (including school districts and counties) to each municipality. Changes in equalized values do not necessarily translate into a change in property taxes.

Across the 10-county region of west central and northwest Wisconsin, the DOR reported changes in equalized values as follows:

	Percent Change 2009 - 2010	State Rank		Percent Change 2009 - 2010	State Rank
Barron	-5.59%	68 of 72	Pepin	-0.54%	16 of 72
Chippewa	+0.25%	6 of 72	Pierce	-5.59%	69 of 72
Clark	-2.36%	36 of 72	Polk	-6.34%	70 of 72
Dunn	-2.54%	42 of 72	Rusk	-3.80%	58 of 72
Eau Claire	-0.65%	17 of 72	St. Croix	-7.45%	71 of 72

Source: Wisconsin Department of Revenue and 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.

Public Health Offers Free Immunization for County Business

Starting in October, St. Croix County Department of Health and Human Services (DHHS)-Public Health will offer vaccines, at no cost, at county business sites to individuals 19 years of age and older. The vaccines offered include: Tetanus, Hepatitis A and B, Chickenpox (Varicella), Measles-Mumps-Rubella (MMR) and Human Papillomavirus (HPV). This service will be provided to businesses with 25 or more employees.

The vaccination program is funded by federal American Recovery and Reinvestment Act (ARRA) and channeled to local health departments through the WI Immunization Program. This one time funding is for immunizations for an expanded age groups and covers the cost of vaccine and staff time, allowing St. Croix County DHHS to reach out to local businesses and provide this service.

To schedule a site visit now, contact Geryl Karl, St. Croix County Health Educator, at 715-246-8393.

Wisconsin Manufacturing Extension Partnership Lists Results

Sister Center Based at UW-Stout (NWMOC) also has Successes

Over the past year, the Wisconsin Manufacturing Extension Partnership (WMEP) has been working hard to help Wisconsin manufacturers by providing services that helped reduce costs, create new products, and find new markets. From June 2009 through June 30, 2010, WMEP-assisted companies reported \$102 million in increased/retained sales, \$30 million in cost savings, and \$32 million in investment impact, including new plant and equipment expenditures. In addition, an analysis of the data projects a \$10 million tax revenue benefit to the State of Wisconsin as a result of sales and jobs impact. The annual economic impact data is compiled by an independent firm and based on results provided by 206 WMEP-assisted manufacturers.

WMEP services generated an economic impact of \$164 million with 973 jobs created and retained during the past fiscal year. Increased and retained sales account for nearly two-thirds of the total impact. During the past five years, WMEP-assisted manufacturers have reported nearly \$1 billion in economic impact with 6,557 jobs created and retained.

This year, WMEP redoubled its efforts to help manufacturers achieve world-class performance in the six attributes of Next Generation Manufacturing, announcing partnerships with public and private organizations to promote exports, sustainability and new product innovation. The six attributes of Next Generation Manufacturing are: Customer-Focused Innovation; Systematic Continuous Improvement; Advanced Talent Management; Global Engagement; Extended Enterprise Management; and Sustainable Products and Process Development

WMEP works closely with many public and private organization to help bring resources to Wisconsin manufacturers. Those partners include: Economic Development Organizations; Labor Organizations; National Institute of Standards and Technology (NIST) Manufacturing Extension Partnership; Northwest Wisconsin Manufacturing Outreach Center; Private Manufacturing Service Providers; University of Wisconsin; Wisconsin Technical College System; and Wisconsin Department of Commerce

Near St. Croix County, Wisconsin is the Northwest Wisconsin Manufacturing Outreach Center (NWMOC). It is considered WMEP's sister center and is based at UW-Stout in Menomonie. This center allows WMEP services to be available throughout the state.

Mike Klonsinski serves as WMEP's executive director. He wrote in WMEP's 2009 Annual Report, "Manufacturing (the science and art of turning raw material into value-added products) has and will continue to be the best source of net wealth creation in the economy. At WMEP, we believe that an innovative, successful, successful manufacturing base is the key to higher paying jobs and a higher quality of life in the state. We remain firmly committed to our mission; to elevate the Wisconsin manufacturing economy to be the best in the world."

Additional information on WMEP is available at www.wmep.org and information on NWMOC is available at <http://nwmoc.uwstout.edu>.

UW-Stout's Discovery Center Receives Grant for Economic Development

The University of Wisconsin-Stout has received a \$160,000 grant from the federal Economic Development Administration (EDA) to fund the third year of its EDA University Center program. The program provides technical assistance and research and development tools to increase productivity, promote innovation, and encourage entrepreneurship to help increase long-term regional competitiveness and economic development.

U.S. Representative Ron Kind made the grant announcement on August 10th. "I am pleased that UW-Stout has received this grant," said Rep. Kind. "Their EDA program is a great way to help rural businesses while preparing students for the challenges they face after college. Programs like these are vital to economic development in rural communities and provide valuable educational experiences for our students."

The funding allows UW-Stout to collaborate with regional organizations through technical assistance and applied research. UW-Stout's faculty and students work with companies to improve quality and bolster economic growth through assistance with technical development, increasing quality, efficiency, and improving product development.

"UW-Stout is thrilled about this award," said Dr. Renee Surdick, Project Manager with UW-Stout's Discovery Center. "UW-Stout is very committed to enhancing regional economic development and this funding allows us to bring polytechnic expertise to distressed rural communities."

Additional information on the Discovery Center is available at www.uwstout.edu/discoverycenter/.

Baldwin Telecom Receives \$9.067 Million for Broadband Project

Federal Recovery Act Funds Will Help Deploy Broadband in the Town of Troy

On August 4th, U.S. Agriculture Secretary Tom Vilsack announced the funding of 126 new Recovery Act broadband infrastructure projects across the nation including just over \$9 million to Baldwin Telecom, Inc. (BTI), based in Baldwin, Wisconsin. The USDA award to BTI is structured as both a loan and a grant (50/50). BTI will use the funds plus outside private funds for the deployment of broadband in the Town of Troy (between Hudson and River Falls in St. Croix County, Wisconsin).

The August 4th announcement was part of the second round of funding through the United States Department of Agriculture (USDA) by way of the Recovery Act. In all, \$1.2 billion will be invested in the 126 broadband projects nationwide. An additional \$117 million in private investment will be leveraged, bringing the total investment to \$1.31 billion. All funding is subject to recipients like BTI meeting the terms of a respective loan, grant, or loan/grant agreement.

BTI's award will be combined with an estimated \$120,000 in outside capital. BTI will construct a 109-mile fiber-to-the-home network throughout the Town of Troy. Details from USDA indicate that more than 1,500 households, 3,600 residents, 30 local businesses, and two community institutions stand to benefit from the improved broadband service.

"The broadband projects announced today will give rural Americans access to the tools they need to attract new businesses, jobs, health care and educational opportunities," said Secretary Vilsack.

BTI is led by general manager Larry Knegendorf, who said, "These stimulus funds for broadband will help play an important part in bringing 21st Century infrastructure to all residents of the Town of Troy." BTI also acknowledged the important roles played by Warren Vollmar, chair of the Troy's broadband committee, and Town Chair Ray Knapp.

In addition to Troy, thirteen other telecommunication companies in Wisconsin received \$65.214 million in funding for projects in Wisconsin. "Wisconsin received a big jump today in expanding broadband services into rural parts of Wisconsin," said U.S. Senator Herb Kohl. "This substantial investment will expand the broadband network to places that are currently underserved, linking people to resources that have been out of reach." On July 23, Senator Kohl called Secretary Vilsack to push for broadband funding in Wisconsin.

In 2002, BTI was recognized as the first independent telephone company in Wisconsin to deploy fiber-to-the-home technology in select greenfield subdivisions. Fiber-optic technology carries data, voice and video signals over longer distances and at higher speeds than other forms of communication. "By using this technology, BTI is able to provide faster Internet speed and offer more services," said Knegendorf. "In addition, we are building a highly reliable network for the future."

Currently, BTI provides data, voice, and video service in Baldwin, Woodville, and the Town of Hudson (Wisconsin). It provides data and video service in the villages of Hammond, Roberts, and Knapp (Wisconsin).

St. Croix EDC honored Baldwin Telecom, Inc. as its 2009 Small Business of the Year in St. Croix County.

Public Service Commission Releases Interactive Broadband Map

Residents & Businesses Encouraged to Provide Feedback

On August 16th, the Public Service Commission of Wisconsin (PSC) released the initial version of Wisconsin's high-speed Internet (broadband) map as a product of the statewide broadband mapping and planning effort known as LinkWISCONSIN.

Last year, Governor Jim Doyle designated the PSC as the sole Wisconsin entity eligible to apply for and receive federal Recovery Act funding to develop regional broadband investment plans and to map broadband availability in the state. The PSC was awarded an initial grant of \$1.7 million from the National Telecommunications and Information Administration (NTIA) last November for the project.

PSC's map is being released in beta version to give citizens an opportunity to view the map and provide feedback about its usefulness and accuracy. The interactive map and information about Wisconsin's broadband project is available at www.link.wisconsin.gov. The map offers a number of navigation options. A street address or the name of a public facility can be entered and the map will zoom to that location. A viewer can click anywhere on the map to go directly to a geographic location. A pop-up window lists the available broadband providers at that address along with a link to their websites.

High-speed Internet access, or broadband, provides opportunities to improve energy efficiency, education, public safety, healthcare, agriculture, and economic and community development.

UW-River Falls Seeks Career Fair Exhibitors

The University of Wisconsin-River Falls is seeking employer participation for its 19th Annual Career Fair set for 10 a.m.-3 p.m. on Wednesday, October 13th from 10 a.m. to 3 p.m. in the University Center on campus. The fair attracted some 800 students and 83 recruiting organizations in 2009.

This year's theme, "Go Beyond the Classifieds," focuses on the face-to-face interaction between employers and students that takes place at the fair.

"I always enjoy coming (to the UWRF Career Fair)," says Philip Baumgarn from ACR Homes, Inc. "It's put on wonderfully and the students come well prepared."

Career Fair registrations are on a first come, first serve basis with a maximum capacity of 100 booths. UWRF Career Services encourages interested parties to register as early as possible. The registration cost is \$175 through Sept. 3, after which the fee is increased to \$200. Deadline to register is Oct. 1. For more information, visit www.uwrf.edu/career/fair.htm or contact Kirsten Blake, Career Fair coordinator, at (715) 425-3572 or email her at cfcoordinator@uwrf.edu.

Coalition Releases Wisconsin Competitive Study

Study Branded as 'Be Bold Wisconsin' & Calls for Bold Action in Competitive Arenas Gubernatorial Candidates Weigh-In on Restructuring State Department of Commerce

On August 1st, a coalition comprised of the Wisconsin Economic Development Association (WEDA), Competitive Wisconsin, Inc., Wisconsin Association of Counties, and numerous statewide stakeholders, released an economic development study that focused on policies, programs, and organizations to better position Wisconsin in the global marketplace.

The study is entitled, 'Be Bold Wisconsin' and includes comprehensive research and benchmarking, along with executable recommendations to improve upon Wisconsin's overall business and investment landscape.

The study set two goals — move Wisconsin to the Top 10 in new business start-ups and move Wisconsin to the Top 10 for business expansions. Both goals are to be accomplished by 2016. The study calls for a new, \$500 million investment fund, which is designed to focus on efforts to advance high wage and high growth opportunities in the state. Authors of the study say the investment, when created, would place Wisconsin in a national leadership position.

Over 30 stakeholders represented various public and private sector interests in creating the competitiveness study. Thomas Hefty, a retired executive, served on the study's executive committee, and said, "As a state, Wisconsin has lagged behind its neighbors when it comes to key economic conditions. We need to be frank about where we are and aggressive in changing things for the better."

Major recommendations from the Be Bold Wisconsin study include: Restructure economic development organizations to align processes and financial resources; Create and expand financial programs to bolster innovation and attraction of capital intense projects; Align economic development, educational, business and public leadership around key target industry sectors that are tied to statewide and regional clusters; Utilize available technology to manage, build and expand the effectiveness of business interactions and visibility across multiple economic development stakeholders; and Separate regulatory activities from business development functions.

The study called for a bold remaking of the Wisconsin Department of Commerce. It would be restructured into Accelerate Wisconsin, a new quasi-public entity charged with crafting, delivering and overseeing the state's economic development strategy. Accelerate Wisconsin would focus its efforts on business retention and attraction, incentive packaging, infrastructure capacity issues, and target industry research.

After the study's release, all three major gubernatorial candidates supported the recommendations. Scott Walker, Mark Neumann, and Tom Barrett all said they would restructure the Wisconsin Department of Commerce. Increasing the availability of venture capital funds in Wisconsin was also supported by the candidates.

The competitiveness study was commissioned in November 2009 and received financial and in-kind support from over 40 organizations. Deloitte and Newmark Knight Frank provided consulting services for the study. It can be viewed at www.weda.org.

St. Croix County's Unemployment Rate Declines From June to July

On August 25th, the Wisconsin Department of Workforce Development (DWD) released the July unemployment rates for Wisconsin's 72 counties. St. Croix's rate was estimated at 6.1% (not seasonally adjusted). It is the lowest than the May and June rate of 6.6% and well below the April rate of 7.8%. A year ago, the county's unemployment rate was estimated at 7.9%.

Sixty-three of Wisconsin's 72 counties showed decreases in unemployment rates from June to July. The rates in four counties remained the same and five increased. Every metropolitan statistical area (MSA) posted a lower unemployment rate from June to July and all rates are lower than one year earlier.

Only five counties had unemployment rates lower than St. Croix in July. Dane County recorded the lowest rate at 5.5%, followed by Buffalo at 5.7% and Pierce at 5.9%. Menominee County had the highest rate in July at 18.7% and Florence County was at 10.6%.

The preliminary unadjusted unemployment rate for Wisconsin in July was estimated at 7.8% which is lower than the June rate of 8.1%, but higher than the May rate of 7.7%. The state's rate was 8.8% one year ago (not seasonally adjusted).

The preliminary unadjusted unemployment rate in the U.S. in July was estimated at 9.5% which is lower than the June rate of 9.6%, but higher than the May rate of 9.3%. One year ago the U.S. rate was estimated at 9.4% (not seasonally adjusted).

County	July 2010 Unemployment Rate	Rank	Rate One Year Ago	County	July 2010 Unemployment Rate	Rank	Rate One Year Ago
Barron	7.4%	45	8.3%	Pepin	6.2%	65	6.5%
Chippewa	6.8%	56	7.8%	Pierce	5.9%	70	7.7%
Clark	8.7%	21	9.0%	Polk	8.1%	31	9.2%
Dunn	6.4%	64	7.1%	Rusk	9.9%	6	11.7%
Eau Claire	6.4%	60	7.0%	St. Croix	6.1%	67	7.9%

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 Flood Information

St. Croix County Emergency Management has set up a hot line at 888-305-3555 for citizens and businesses to phone in damages to their residence/business. A recorded message will prompt you to leave your name, address, phone number, and what type of damage has occurred to your residence or business, such as sewer backup, flooded homes, or washout driveways.

For information on water testing, mold cleaning guidelines, heating, and cooling systems info, safety checklists and other flood resources visit the flood resource center at www.co.saint-croix.wi.us/floodinfo.

Additionally, anyone needing flood assistance should contact the Salvation Army at 715-247-2944.

St. Croix County Fall Recycling Events

September 11, 9AM to noon ~ Electronics Collection: WITC Campus, 1019 S. Knowles Ave, New Richmond

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.

September 18, 9AM to 1 PM ~ CLEAN SWEEP Hazardous Waste Collection: New Richmond Street Department Shop, 1006 N Dakota Avenue

Households and farms with up to 500 pounds of waste are fee exempt. Small businesses (defined as those generating no more than 200 pounds of waste per month) may participate but will be charged. Farms and businesses must pre-register by September 15th by calling 715-386-4675. Clean Sweep events are only open to St Croix County residents. A photo ID will be required to participate. [Click here for a Business and Farm Pre-Registration Form](#)

September 18 ~ Appliance Collection, two sites: Glenwood City (Recycling Center adjacent to fairgrounds) 8AM to 1PM & Town of Richmond (Town Hall/Recycling Center, north edge of Boardman) 9AM to 2PM

Prices: \$11 for most appliances; \$16 for air conditioners & water softeners. Commercial units call 715-386-4675 for a quote.

For more information on these events and other recycling programs contact the St Croix County Recycling Specialist at 715-386-4675.