

# US Pride Products — Small Company With Big Dreams

## *Rural St. Croix County Business Attracts Angel Investors*

Earlier this month, Governor Jim Doyle announced that US Pride Products, LLC (rural St. Croix County, Wisconsin) had received the Qualified New Business Venture (“QNBV”) certification from the Wisconsin Department of Commerce for the development of the company’s Hands-Free Log Splitter.

Early-stage Wisconsin companies that are engaged in developing innovative products or services related to proprietary technology may be designated as Qualified New Business Ventures. This designation assists businesses like US Pride in their efforts to attract equity investors by making state tax credits available to individuals and groups investing in these companies.

For US Pride Products, the QNBV certification makes equity investors eligible for a 25 percent tax credit on the amount they invest in the company.



*Charlie and Joni VanDusartz display their Hands-Free Log Splitter that is attached to a skid steer.*

US Pride Products was formed in 2007 by Charlie and Joni VanDusartz. Charlie designed, patented, and created a hands-free log splitter that does not require a manual feed for wood to be split. The hands-free splitter is mounted to skid steer or excavating equipment which allows the operator to control the splitter from the cab. Several other skid steer attachments, like an auger, PTO shaft, cement mixer, and a stump grinder have been designed by VanDusartz. In addition to US Pride, Charlie and Joni operate VanDusartz Quality Woodworking, a custom cabinetry shop on their rural residence between Hammond, Roberts, and New Richmond in St. Croix County.

“I am very excited to support a new company that will grow and thrive in Wisconsin,” said Governor Doyle in his press release. “US Pride Products, LLC is built on the foundation of innovative technology and strong leadership.”

As a result of the QNBV designation, US Pride is attracting local “angel” investments into the company. The infusion of capital will be used for inventory and to help drive sales.

“The entrepreneurial spirit is alive and well in St. Croix County,” said William Rubin, executive director of St. Croix Economic Development Corporation (EDC). “Charlie and Joni VanDusartz have the enduring qualities shared by many business small owners. They took an idea, created working prototypes, established a network of dealers, and now are attracting angel investors. America was built on the principles that the VanDusartz’s possess. Log splitting may never be the same.”

For additional information on the Qualified New Business Venture program, please visit [www.commerce.state.wi.us/bd/BD-Act255-QNBV.html](http://www.commerce.state.wi.us/bd/BD-Act255-QNBV.html).

For additional information on US Pride Products, including a video on the hands-free log splitter, visit [www.usprideproducts.com](http://www.usprideproducts.com). The company gets its name from the fact its products are ‘Made in the USA’.