

## ***E-News for Next Generation Manufacturing***

. . . an update on the manufacturing community and economic development in Racine County, WI and the Chicago–Milwaukee corridor.



### **The Roadmap**

Racine County Economic Development Corporation  
2320 Renaissance Blvd., Sturtevant, Racine County, Wisconsin USA  
[www.racinecountyedc.org](http://www.racinecountyedc.org)

February, 2008

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*The RCEDC periodically provides information on economic development in Racine County and the Chicago-Milwaukee corridor. We hope you find this short publication helpful and informative.*

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#### **Manufacturing Renewal and Minority Matching Grants available**

The **Manufacturing Renewal Grant program** provides a 50% matching grant of up to \$2,500 for small- and medium-sized Racine County-based manufacturing companies with fewer than 200 employees. Grants can be used to help underwrite investments in employee skills training, technology implementation projects or production efficiency consulting services.

The **Minority Matching Grant program** provides businesses a 50% matching grant up to \$2,500 to offset a portion of the costs associated with securing training, consulting services, marketing plans, or other designated services to help minority-owned businesses stay viable and to continue to provide jobs for minority entrepreneurs and their employees.

For more information, links to the press release for both of these programs can be viewed at [www.racinecountyedc.org](http://www.racinecountyedc.org) under the Recent News section; or contact Deneine Powell at the Small Business Development Center at (262) 898-7414, or email [dpowell@racinecountyedc.org](mailto:dpowell@racinecountyedc.org) for more information.

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#### **Watch out for Business Scams**

According to a recent [Wisconsin Department of Commerce](#) newsletter, various Wisconsin companies have received email messages from an unregistered Chinese company in Xi'an. The messages from this company called, Xi'an Tonya Import Export, may be part of an attempt to scam money out of the recipients.

The report goes on to state that business opportunities in China are growing and that sales by Wisconsin companies in China are also growing. However, a little background research can go a long way.

To subscribe to the department of commerce newsletter, [click here](#).

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**SC Johnson in partnership with the Downtown Racine Corporation present:**

**Delivering Game Changing Innovation**

Wednesday, February 20, 2008  
5:30 – 7:00 PM, Doors open at 5:00 PM

Program Location: **The Golden Rondelle Theatre**

**RSVP: (262) 260-2154**

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### **New SCJ center to ease overflow**

[Journal Times](#) – [SC Johnson](#) will move some of its warehousing operations into a new, \$20 million distribution center to be built this year. The 432,000-square-foot facility will go into construction this spring along the southern edge of Renaissance Business Park, (On Highway 20, near Highway H in Sturtevant) officials said.

The center will replace the overflow warehouse in Pleasant Prairie, which is used to store inventory that the Pleasant Prairie Regional Distribution Center can't accommodate. The existing warehouse there has only about four jobs, but the new, larger distribution center will create about 20 new jobs on two shifts.

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### **National Entrepreneurship Week 2008 Plans Underway**

Plans for the second annual National Entrepreneurship Week (February 23 through March 1, 2008) are underway. To submit ideas for National Entrepreneurship Week 2008 activities to the Department of Commerce's visit their e-ship week website. The department's website, [www.commerce.wi.gov/eweek](http://www.commerce.wi.gov/eweek) will act as a clearinghouse for all statewide activities and events.

"I encourage everyone interested in teaching or learning more about the role entrepreneurs will play in the future economy of Wisconsin - and the world - to participate in Entrepreneurship Week 2008," said Department of Commerce Secretary Jack L. Fischer, A.I.A.

For more information about National Entrepreneurship Week 2008, contact Carol Dunn, Small Business Ombudsman, at 608-267-0297 or [carol.dunn@wisconsin.gov](mailto:carol.dunn@wisconsin.gov).

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### **The CATI and SBDC Present: Top Line Growth Through Business Development**

#### **Concepts Presented to Include:**

- Building Your Product Development Team
- Establishing Product Development Goals
- Identifying New Product Opportunities
- Valuing External/Internal Product Ideas
- Funding New Product Development
- Creating Product Development Partnerships

**Date: March 6, 2008**  
**Time: 7:30 am – 11:00 am**  
**Location: CATI Center,**  
**2320 Renaissance Blvd.**  
**Sturtevant, WI 53177**

*Light Breakfast will be Served*

For more information or to register for the workshop series, please call 262-898-7442, or email [mwagner@thecati.com](mailto:mwagner@thecati.com).

[Click here](#) for the complete online flyer or here to visit [CATI.com](http://CATI.com)

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## How Wisconsin can step up to the challenge of creating jobs

This [Wisconsin Technology Network](#) article outlines some of the economic development hurdles along with plans to leap those hurdles the current state administration has identified. Some of the proposed solutions include tax credit changes and a new focus on R&D in the state. Wisconsin falls short of the national average on percentage of GDP spent on R&D. And, proposed changes to tax credits would remove some barriers to entry for qualified start-ups, according to the article.

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## Food technology firm joins forces with CATI

[The Journal Times](#) reports on how [International Specialty Products](#) announced that it has formed an alliance with the Center for Advanced Technology & Innovation, or [CATI](#), to license the company's alginate patents for application in restructured foods.

"We believe this alliance will expand the use of ISP's technology into multiple food applications, utilizing the creativity and technical knowledge of both parties," said Sally Romano, ISP's director for food and beverage, North America.

ISP's alginate technology can be used to form thin strips of material — such as pimiento strips, films and coatings — or to provide a thin gelled coating on the surface of food products such as onion rings. Alginate technology will also allow the formation of various shapes.

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## 2008 Young Professional of the year

Young Professionals of Racine ([YPR](#)) will be taking [nominations](#) for this year's Young Professional of the Year award. To qualify, nominees should work or live in the Greater Racine area, and be employed in a professional capacity on at least a 30 hours per week basis. YPR members and non-members will be equally considered. Finalists will be notified February 26, 2008 and selection of the YPR Person of the Year will take place by March 18, 2008. The Selection Committee will review all nominations and may request personal interviews, appearances or additional information as a part of the process. The winner will be presented at the RAMAC Business Awards Ceremony scheduled for April 8, 2008. The submission Deadline is 4:00 pm, February 15, 2008.

For more information contact YPR's Executive Director Dana Grueter ([dana@ypracine.org](mailto:dana@ypracine.org)) or Vision Chairperson Kelli Stein ([visionchair@ypracine.org](mailto:visionchair@ypracine.org)) or call 262-687-8973.

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## Midwest Venture Summit 2008

**When:** March 17 & 18, 2008

**Where:** University of Chicago Gleacher Center and The Sheraton, Chicago

**Who:** 20-30 Early stage companies, 30-40 Series A+ companies and 100s of VC's

"[Midwest Venture Summit](#) has become the Midwest's premier gathering of VC's, entrepreneurs, business leaders and angel investors. The 2008 Midwest Venture Summit provides more networking and deal opportunities than ever before with attendees from all over the 13- state Greater Midwest area...– don't miss this chance to network with the best contacts - customers, VCs and professional service providers and entrepreneurs."

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## Local News:

[Two Racine Johnson companies make top 50 in Fortunes best workplaces list](#)

**CONGRATULATIONS!**

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*The Roadmap* is an e-newsletter of the RCEDC. For more information, please visit [www.racinecountyedc.org](http://www.racinecountyedc.org).

If you wish to be removed from our mailing list, please email [chenning@racinecountyedc.org](mailto:chenning@racinecountyedc.org) with *Unsubscribe* as the subject.