

E-News for our Community Partners

. . . an update on 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

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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.

The CATI Specialty Center 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.

[Click here](#) for the complete online flyer or here to visit thecati.com

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](#).

WISCONSIN RENEWABLE ENERGY SUMMIT 2008

Green Jobs – Growing Wisconsin's Economy

This year's Summit will focus on the role that renewable energy, such as wind power, solar energy, geothermal, green buildings and bio-energy technologies will play in supporting Wisconsin's economic well being. Growth of renewable energy businesses will create new "green collar" jobs in Wisconsin. Those jobs include: manufacturers, installers, consultants, engineers, and associated professions. Renewable energy in Wisconsin has the potential to produce 35,000 jobs in the next 10 years.

Dates:

March 12 - 1:00 pm to 7:30 pm
March 13 - 8:30 am to 8:30 pm
March 14 - 8:00 am to 3:00 pm

Location:

[Midwest Airlines Center](#)
400 West Wisconsin Ave.
Milwaukee, Wisconsin

For more information, go to www.renewableenergysummit.org.

Spring 2008 Brown Bag Entrepreneurial Lecture Series

Brown Bag Lecture Series

Gateway Technical College is hosting an Entrepreneurial Brown Bag Lecture Series with the theme, "Top 10 Things You Need to Know About . . ." Presentations are held from 12-1 pm monthly. There is no cost for the 2007-08 academic year series.

Location will be at Gateway Technical College's Center for Advanced Technology and Innovation (CATI) from 6-9 pm. CATI is located at Renaissance Business Park, 2320 Renaissance Blvd., Sturtevant, WI.

Upcoming Lectures include ...things you need to know about:

Selecting Business Insurance- [Wednesday, March 26, 12 noon – 1 pm](#)

Choosing a Business Entity- [Wednesday, April 16, 12 noon -1 pm](#)

For more information contact Therese Fellner, Director of Business Development - Gateway Technical College at 262-898-7524 or fellnert@gtc.edu.

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 under the Recent News section; or contact Deneine Powell at the Small Business Development Center at (262) 898-7414, or email dpowell@racinecountyedc.org for more information.

SBT to present "The Next Stage" M&A Forum

[Small Business Times](#) "The Next Stage," M&A Forum will be presented on March 27, from 7:30 to 11 a.m. at The Pfister Hotel, 424 E. Wisconsin Ave.

Thousands of Wisconsin businesses are owned and managed by baby boomers who will soon be reaching the age of retirement. What then? What will be the "Next Stage" for their business?

The event will examine different exit strategies, including recapitalizations, employee stock ownership programs, management buyouts, sale to private equity firms, mergers with strategic partners and more.

The event will include breakout sessions from 9:15 to 10 a.m. and from 10:15 to 11 a.m., presented by Emory & Co., The PrivateBank and Reinhart Boerner Van Deuren S.C., sponsors of the event.

The cost to attend is \$95 per person or \$760 for tables of eight and includes breakfast.

For information or to register, call Sarah Wilson at (414) 336-7129 or email Sarah.Wilson@biztimes.com.

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.

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.

Local Awards Nominations:

Do you, your company, or someone else you know deserve to be recognized? Consider one of the following:

2008 RAMAC *Business Person of the Year*

- Any company based in Racine County employing 750 or less employees
- Deadline – March 1, 2008
- Nomination information available at RAMAC, (262) 634-1931

2008 RAMAC *Family Friendly Workplace Award*

- Any employer in Racine County
- Deadline – March 18, 2008
- Nomination information available through RAMAC, (262) 634-1931

2008 Racine County Workforce Development Board *Apollo Award*

- Any business owner or entrepreneurial team who started a new and innovative business in Racine County in the last three years
 - Deadline – March 5, 2008
 - Nomination information available through the Workforce Development Center, (262) 638-6620 or RAMAC, (262) 634-1931
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Local News:

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

[New SCJ center to ease overflow](#) – The Journal Times

[Horizon to expand in Mt. Pleasant hub](#) – The Journal Times

[Vinyl product maker taps consumer market for growth](#) – Small Business Times

[State grant will help redevelop brownfield site in Sturtevant](#) – Small Business Times

[Modine lands new engine cooling contracts](#) – Small Business Times

The Roadmap is an e-newsletter of the RCEDC. For more information, please visit www.racinecountyedc.org.

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