

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

January, 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.

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.

2nd largest women's web site loves Racine

BellaOnline.com, self described "2nd largest women's website on the internet," posted a story on January 22 which provided a quick rundown of some of Racine's various qualities. Describing Racine, from picturesque Wind Point Lighthouse to Racine's SC Johnson Company, Pam Cartwright, *BellaOnline's* Great Lakes Editor, encourages readers to visit this "beautiful city." Cartwright adds that "the best thing in Racine is not the architecture, not the things it's near... it's my family's favorite Wisconsin treat – Kringles."

BRAVO! Entrepreneur Awards 2008
Celebrating Excellence in Southeastern Wisconsin Business

It's time again to nominate our hard-working entrepreneurs for these distinguished awards through the [Small Business Times](#).

There are three separate awards:

- BRAVO! Entrepreneur Award
- Lifetime Achievement Award; and
- Regional Spirit Award

For the criteria for each award and to nominate someone, or one's self, go to: <http://www.biztimes.com/site/bravo>.

Workforce Development Center
Presents:
**The Regional Professional Career
Expo**

Wednesday, March 19th
Roma Lodge, Racine
12:00 – 6:00 p.m.

For more information, email
Anne.Spieker@goracine.org

**Building a Business Plan around
High Growth Ideas**

Presented By: **Wisconsin Women's
Business Initiative Corporation** & the **UW
Parkside SBDC**

When? Orientation: Thursday, February 21
from 6-8 pm

Where? Kenosha Area Chamber of
Commerce, 600 52nd Street, Kenosha, WI
For more information or to sign up,
call: 262-654-1234

www.wwbic.com

**Minority businesses should look for
innovative growth strategies**

[JSOnline](#) covers this story on specific strategies that minority businesses can employ to keep them competitive during the economic downturn. Some examples of these strategies, according to the Ewing Marion Kauffman Foundation in Kansas City, Mo., are "...employ more innovative growth strategies, such as strategic alliances and partnerships, mergers and acquisitions and increased use of capital markets in order to become and remain competitive."

Buser is new chair of Wisconsin Hospital Association

From the [Biztimes](#): Ken Buser, president and chief executive officer of Wheaton Franciscan Healthcare-All Saints, has been elected chair of 2008 Wisconsin Hospital Association (WHA) board of directors. Buser joined Wheaton Franciscan Healthcare, a 15-hospital health care system in southeastern Wisconsin, Illinois and Iowa, in 1999.

CATI announces new pilot plant for its licensed Technology

[CATI, Inc.](#) announced that [Alliance Enterprises of SE Wisconsin, LLC](#) has begun construction of a production plant to be housed in the Center for Advanced Technology and Innovation's incubator space. The plant will be used for R&D as well as the initial production of [Benelact](#)TM, a new, healthy dairy ingredient based on patented technology licensed from CATI, Inc. The all-natural process extracts cholesterol from milk to create a healthy milk ingredient without altering the taste, texture or properties of the milk. The technology was originally developed by Kraft Foods and donated to CATI, Inc. "Alliance is demonstrating the speed and cost-effectiveness of bringing a commercially viable product to market and contributing to the economic growth of the region by leveraging under-utilized intellectual property from private industry," said Matt Wagner, CATI Executive Director. The project represents an estimated \$1.5 million investment.

HBPA cordially invites you to their 8th Annual Banquet

*The Racine Marriot on Saturday, February 23, 2008
5:30 pm to 7:00 pm for networking, Dinner at 7:00 pm
RSVP: 262-308-3543*

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 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.

Local News:

[Horizon Retail Construction Expanding in Mount Pleasant](#)

[City of Racine receives \\$196,000 grant for Uptown Revitalization Program](#)

[Union Grove moves on Revitalization Plan](#)

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

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

The Roadmap is an e-newsletter of the RCEDC. For more information, please visit www.racinecountyedc.org.
If you wish to be removed from our mailing list, please email chenning@racinecountyedc.org with *Unsubscribe* as the subject.