

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

March, 2008

In this issue:

[Focus on Business Parks, Racine County, Wisconsin USA](#)
[Wisconsin investment climate may be warming](#)
[Immelt advises American companies to grow green now](#)
[Wisconsin's international exports are soaring](#)
[\\$120M in venture deals tracked by Angel Network](#)
[The Green Marketplace](#)
[Milwaukee, one of U.S.'s "Top 10 Up-And-Coming Tech Cities"](#)
[Local News](#)



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.

Focus on Business Parks, Racine County, Wisconsin USA

Burlington Manufacturing and Office Park

Location: State Trunk Highway 83, south of Burlington
31 miles southwest of Milwaukee / 15 miles north of the Wisconsin/Illinois line
35 minutes to Milwaukee's General Mitchell International Airport
65 minutes to Chicago's O'Hare International Airport

Available Acres: 12 Acres
Price/Acre: \$27,500 - \$31,000 per acre
Zoning: M-3 manufacturing and office park
Residents: Burlington Business Center, Circle Inc., Hi-Liter Graphics, RexCon LLC, Scherrer Construction, Veteran's Transport, Wheel Specialties Inc.

Contact: RCEDC
Telephone: (262) 898-7424
Email: itrick@racinecountyedc.org
Website: www.racinecountyedc.org

Wisconsin investment climate may be warming

The [Wisconsin Technology Network](#) outlines the current situation with venture capital and angel investors in the State. Wisconsin currently has 18 formal angel networks, 17 of which are members of the [Wisconsin Angel Network](#), an umbrella group organized three years ago through the [Wisconsin Technology Council](#) and state government. This

Upcoming Events

April 8th
Creating a Life of Passion, Purpose and Prosperity

5:30 – 7:00 p.m.
Golden Rondelle Theater

Michael Simmons will share the ups and downs of his entrepreneurial story of launching an award-winning web design company at the age of 16 to founding Extreme Entrepreneurship Education, LLC in 2003.

Sponsored by SC Johnson and Racine County Economic Development Corporation

To RSVP, call (262) 260-2154, or email Rondelle@scj.com

group provides an automated “deal-flow pipeline” and related services. The rise in angel investing across Wisconsin has been accompanied by more activity by other private equity investors, as well.

Local success story, [Comic Wonder](#), which attracted angel investors through the Wisconsin Early Stage Symposium in November is cited as saying, “There has been a sea change in terms of receptivity among [Wisconsin] angels. We’ve done a really good job as a state of cultivating that community, and helping to put good deals in front of them.”

Immelt advises American companies to go green now

American companies such as manufacturers, distributors and builders that do not embrace and invest in green Technologies now will soon be at a competitive disadvantage, according to Jeffrey Immelt, chief executive officer and chairman of General Electric Co. [Biztimes.com](#) writes about how Immelt joined several other top corporate executives and venture capitalists at The Wall Street Journal's [Eco:nomics Conference](#) in Santa Barbara, California.

Wisconsin’s international exports are soaring

Wisconsin’s exports increased by 11.8 percent to a record \$19.2 billion in 2007 and Wisconsin now ranks as the 19th-largest exporting state in the nation, an improvement from its 21st ranking in 2006 according to [biztimes.com](#). Exports to Canada, Wisconsin’s largest international market, grew by 7.3 percent to \$5.8 billion. Mexico continued as Wisconsin’s second-largest export market, as exports grew 2 percent to \$1.9 billion. China took third place with a 35.4 percent increase to \$1.2 billion, topping \$1 billion for the first time ever. The United Kingdom took fourth place with a 6 percent increase to \$722.8 million. Germany ranked fifth with a 13.4 percent increase to \$660.8 billion.

\$120M in venture deals tracked by Angel Network

The Wisconsin Angel Network (WAN) has reportedly tracked \$120M in venture deals in 2007 according to an article from the [Wisconsin Technology Network](#). [WAN](#) maintains that many deals go unreported and that this number, \$120M, does not reflect the total deals that happened within the state.

The Green Marketplace

“One doesn’t have to look far to see that American business is turning green. Evidence of the green wave is everywhere” – This article from [Clifton Gunderson LLP](#) publication, Relationships Magazine covers much of what is going on in the markets for green these days. From the “six sins of greenwashing” to watch out for as consumers – to rules for successful marketing of green products – this article is a wealth of information.

Upcoming Events

April 9th

How to Market and Sell to the Federal Government

Anyone interested in having a customer (U.S. Government) that purchases more than \$340 billion in products and services each year.

Presented by the U.S. Small Business Administration (SBA) and the Small Business Development Center

To register, contact the SBDC at (262) 898-7442 or email mwagner@thecati.com

To view the brochure, [click here](#).

April 16th

Brown Bag Series: Top 10 Things You Need to Know About...Choosing a Business Entity

12 noon – 1:00 pm
CATI Center, Sturtevant

Presenter: Joseph W. Boucher, Neider & Boucher, S.C.

RSVP: 898-7514 or email: petersoni@gtc.edu

Presented by Gateway Technical College

April 19th

Hispanic Business Alliance: An Evening of Networking at Monforts Fine Art Gallery

6:00 – 9:00 p.m.
Monforts Fine Art Gallery

Grab a handful of your business cards and come mingle with our members and guests...featuring flamenco dancers and a Spanish guitarist.

For details, call (262) 308-3543.

April 28th – May 3rd

IS Security Seminar: Hacker Techniques, Exploits, and Incident Handling

Tools and methods used to break into computer systems, and how to prevent and react to computer attacks.

Sheraton Hotel, Madison

Sponsored by the SANS Institute and Johnson Financial Group

Instructor: Kevin Bong, Johnson Financial Group

Contact: kbong@johnsonbank.com for more information and a discount on registration.

For more information on SANS or the class, visit <https://www.sans.org>

May 13th

I & E Club (Inventors & Entrepreneurs)

6:30 pm
Lakeside Curative Services

Meeting, speakers and networking opportunities for anyone with an entrepreneurial spirit!

Contact: Jo Ann Rodriguez (262) 598-0098 or email rodriguezj@lakesidecurative.com

Forbes names Milwaukee one of U.S.'s "Top 10 Up-And-Coming Tech Cities"

From biztimes.com - Forbes magazine has named Milwaukee to its list of [Top 10 Up-And Coming Tech Cities](#). The magazine reports that, "globalization and poor training may have gutted America's manufacturing base, but stalwart metal-bender Milwaukee is not backing down. 'Some places believe that manufacturing is dead or dying. We don't,' says Jim Paetsch, director of corporate relocation, expansion and attraction at [Milwaukee 7](#), an economic development organization. 'Manufacturing is certainly different today than it was even 10 years ago.

Local News:

[Modine to ramp up production in China](#)

[Johnson Bank exceeds \\$3 billion in mortgage loans serviced](#)

[Congratulations, Al Ruud, Ruud Lighting—Racine County winner of the 2007 Bravo! Entrepreneur Award](#)

[Congratulations, Analogix, Burlington—Racine County winner of the 2008 IQ Award for innovation](#)

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.