

## **Business Development Initiatives**

### **2010**

- ✓ Centergy is often considered the first point of contact when companies and new talent are considering the region. Clients were reached through participation at BioForward, Businesses to Watch Program, WI Tech Early Stage Symposium, Renewable Energy Fair, related trade shows and direct inquiries. Centergy also assisted in matching start-up funds with private providers, angel networks and venture capital firms.

#### **Medical Sciences**

- ✓ Medical facility in region part of WISMEF (Wisconsin Medical Entrepreneurial Foundation) which includes a partnership with three medical research institutions, Wisconsin Department of Commerce, and WiSys Technology Foundation; Outcome - advance medical innovation
- ✓ Developed standardization form for clinical students from MSTC and NTC, entering either Ministry Health Care, Marshfield Clinic, or Aspirus; Outcome- reduce redundancies and costs
- ✓ Centergy's Healthcare Industry Council partnered with the Wisconsin Medical Society to address healthcare professional shortages; Training grant received to assist healthcare workers in the region increase their education and skill levels; Outcome - increase healthcare professional pipeline and training

### **2011**

#### **Bio-Science (Agriculture, Food Processing, Pulp, Paper, Medical Science)**

- ✓ Partnered with New North on the Wisconsin Wind Works – American Wind Energy Association's Wind power 2011 Conference; Outcome - 9 local companies are part of this alliance and involved with Marinette Marine Corp.'s Wisconsin's procurement institute work session
- ✓ Sponsored Atlas for Bio-Energy Resources; Outcome - GIS linked supply chain for alternative energy development
- ✓ Met with owners/investors of Flambeau Paper and Flambeau River Biofuels and toured project underway; Outcome – Domtar bio-mass model
- ✓ Participated in inaugural WIST Advisory meeting at UWSP and Focal Point Summit; Outcome – research and innovation connection to business development
- ✓ Centergy region promoted at Mid-West Renewal Energy Fair and Farm Technology Days; Outcome – increased exposure to agriculture/alternative energy resources
- ✓ Assisted WI Cranberry Growers Association with weight limit issue affecting upcoming harvest; Outcome - Legislation passed
- ✓ Participated in WI Science & Technology Symposium: Outcome - Local business development highlights:
  - VKOR – vitamin K recycling enzyme and ability to inhibit blood coagulation
  - Perceptual - segmenting vibrations-based data for speech recognition and speech synthesis

- Applied-Behavioral Analysis (ABA) Therapy and bio-medical interventions for children with Autism
  - Heterogeneous Acid Catalyst for Biodiesel Production
  - Nanowire electroplating and lift lithography replication
  - Protein interaction networks – on-line system to report protein interactions
  - Resorbable Crosslinked polyesters for biomedical and sustainable environmental applications
- ✓ Co-Sponsored with BioForward a session to encourage financing model for bio-science based new business ventures; Outcome - Special Fall Session AB 21; legislation pending
  - ✓ Marketed talent at UWSP - John Droske, Ph.D, UWSP who received the 2010 WiSys Innovation Scholar Award for his work in Crosslinkable Polymers for Biomedical and Sustainable Environmental Applications; Outcome – marketed talent of UW Research for business development
  - ✓ Provided BioForward scholarships to small medical science based companies to participate in Bio 2011 trade show in Washington D.C.; Outcome 6 small businesses participated
  - ✓ Centergy co-hosting ‘Taste of Central WI’ for Bio-Trade Show reception; Outcome – highlight products of local companies

## **2012**

- ✓ Financially support WI Wind Works/New North, and to technically support regional companies in their involvement in the consortium
- ✓ Coordinate regional presence of agricultural/alternative energy at Midwest Renewal Energy Fair
- ✓ Support local chambers’ efforts at Bio2012 Trade Show in Boston
- ✓ Participate in Bio-Forward , biotech trade shows, and WISMEF to recruit bio-based companies/talent to the region
- ✓ Lead discussions with area healthcare and higher educational providers to standardize the process of accepting healthcare students into workplace learning environments, coordinate healthcare talent recruitment event

## **Advanced Manufacturing**

### **2010**

- ✓ Hosted inaugural Centergy Manufacturing Alliance Event; Outcome – provide networking opportunities across industry types in the manufacturing sector
- ✓ Developed manufacturers’ supply chain directory; Outcome – Providing increased opportunity for sales among regional companies

### **2011**

- ✓ Work with local communities on paper mill plant closure and adaptive reuse for second large manufacturing site; Outcome – plans for future reuse of sites, jobs being replaced
- ✓ Connected non-woven manufacturing companies with Converting Influence organization to become part of an expanded supply chain; Outcome – expand sales opportunities for local companies
- ✓ Hosted Manufacturing Alliance Event at Mitchell Metal Products and meeting with Dept. of Workforce Development and WI Economic Development Corporation; Outcome - discussed the role of workforce and economic development with 95 manufacturers and service providers; profitability sustaining models presented

- ✓ Coordinated technical and financial resources for manufacturers with WMEP and NWMOC through on-site visits, trade shows and expos; Outcome – expand sales opportunities
- ✓ Supported financial increase of \$500,000 in Workforce Assistance Grants; Outcome - legislation passé

## **2012**

- ✓ Seek new resources and opportunities for manufacturing companies through expanded supply chain strategies
- ✓ Work with area technical colleges and manufacturers in the region to market Gold Collar Careers with the goal of promoting careers in Advanced Manufacturing
- ✓ Expand Manufacturing Alliance with the goal of assessing the needs of our regional manufacturing companies to aid in company growth ; ID areas where local businesses can add value/products/supplies to regional companies – Working with Grow North
- ✓ Recruit manufacturing companies to sizeable vacated paper mill locations
- ✓ Support local chambers’ efforts at metal fabrication trade show in Twin Cities
- ✓ Evaluate Foreign Trade Survey results to establish global trade office in Centergy region with WEDC
- ✓ Expanding “Converting Influence” initiatives in Northeastern WI/New North to Central Wisconsin paper related companies
- ✓ Host annual manufacturing event with Grow North
- ✓ Co-host Manufacturing First event with New North to link local companies to military contracts

## **Alternative Energy, Agriculture and Food Processing**

### **2010**

- ✓ Supported the expansion and utilization of Recovery Zone Facility Bonds and expansion of the volume caps; Outcome - awards totaling approximately \$60 million for two local companies
- ✓ Six alternative energy projects ranging from wind, methane, biomass, biorefinery, solar, and hydrogen fuel cells were marketed in the region; Outcome – leveraging additional resources
- ✓ Training webinars were provided on anaerobic and biogas/methane digesters; Outcome – increased education
- ✓ Hosted WIN Event that focused on Renewal Energy and pre-release of bio-energy software in collaboration with the WI Bioenergy Initiative and Energy Center of Wisconsin; Outcome – Electronic mapping of sources and uses of supply and demand

## **Entrepreneurship – Business Innovation**

### **2010**

- ✓ Business and organizational incorporations increased by 7% from 2009 to 2010; Outcome – increased entrepreneurship in region
- ✓ Business Plan Contest held; Outcome - three entrepreneurs selected to receive funding and technical support through contest, two manufacturing, one one-profit

- ✓ Hosted WBD Financial seminar to explain ARRA benefits to SBA 504/7A programs; Outcome - 59 local companies assisted
- ✓ Chaired 10-state “Best Practices” conference for the Mid-American Economic Development Council (MAEDC); Outcome – regional best practices shared
- ✓ Participated in Economic Summits in Appleton, LaCrosse and Milwaukee to define the WI Competitive Study; Outcome – policy/fiscal plan to make Wisconsin more competitive for business retention, expansion and attraction
- ✓ Finalized revisions to Business Start up Guide; Outcome - significant changes to grants, loans, and tax credits made available to business and industry
- ✓ Hosted inaugural meeting of potential investors in Centergy Investment Partners, Inc., a regional early stage capital investment group; Outcome – increased availability of equity capital for new and expanding businesses

## **Innovation & Entrepreneurship/Global Trade**

### **2011**

- ✓ Assisted in the coordination of a financing seminar with local commercial bankers and Wisconsin Business Development Association; Outcome - linked financial resources through angel and venture capitalists and Community Development Corporations, WHEDA, WBD, SBA, USDA
- ✓ Participated in quarterly “Central WI Business Resources” meeting; Outcome - share information and leverage strength of other programs
- ✓ Participated in Be Bold session in Milwaukee with state based venture capital firms; Outcome - formation of new legislation to support start-up and early stage companies pending
- ✓ Co-sponsored session for business leaders to meet with Global Trade officers from Brazil, Mexico, Canada, and China; Outcome - goal of increasing exports; 8 companies participated
- ✓ Sites and buildings available in Central WI posted on state-supported website/Centergy marketed; Outcome – increased marketing exposure with the goal of turning properties in the area and assisting in the attraction of new companies
- ✓ Met with Ohio based Site Selector; Outcome - describe benefits of placing clients in region
- ✓ Direct Foreign Investment study underway; Outcome - identify barriers to local company exporting

## **Entrepreneurship Strategies**

### **2011**

- ✓ Expand the sources of risk capital in the region through Centergy Investment Partners
- ✓ Promote the utilization of the region-wide revolving loan fund, goal to add 3 more counties to the established 4 through CWED
- ✓ Improve Central Wisconsin business climate through legislative action to encourage the development of entrepreneurial activity
- ✓ Establish regional approach to seek state, federal, and private economic development funding for new business development
- ✓ Keep current electronic Business Resource Guide on Centergy’s website

- ✓ Maintain access/Data Mine to Executive Pulse throughout the region to assist in identifying business trends based on formal business retention visits established under the chambers
- ✓ Transition to new sites/buildings and prospect submittal software; train chambers/real estate professionals
- ✓ Establish and train local professionals on Salesforce.com as standard, state-supported CRM
- ✓ Launch Competitive Ready Assessment across region to increase business prospects

## **Community Development Initiatives**

### **2010**

- ✓ Hosted Central Wisconsin Days with the following issues of prominence:

**Legislative Issues** (As Centergy is not a lobbying organization, we work to advocate for a pro-business agenda)

- Supported concepts in SB440 Recovery Zone Facility Bonds - signed into law
- Supported concepts in SB409 (CORE) – signed into law
- Supported concepts in SB656 for \$10 million bond for a dental school in the region to increase the number of dentists and to reach underserved patients – signed into law

### **2011**

#### **Legislative**

- ✓ Coordinated roundtable meetings with individual State Cabinet Leaders to include DNR, DOT, WEDC, along with state and federal elected officials; Outcome - several meetings on 2011-2012 State Budget, regulatory reform, civil reform, tax credit modifications to improve business climate
- ✓ Participated in WMC's Business Day to meet newly elected state leaders and Governor Walker's cabinet members, WEDA legislative forums, and Joint Finance budget hearings; Outcome – match state resources with local needs
- ✓ Centergy Board supported the WI Idea Partnership to provide UW Campuses more flexibility, manage budget cuts and yet keep UW System as one; Outcome – legislation passed; Increased funding for manufacturing grants, and refundable tax credits; Outcome – legislation passed; Selection process for the State Student Information Systems software deployment; Outcome – process continuing/support for local company to receive contract
- ✓ Coordinated Executive Roundtable with Governor Walker and his cabinet secretaries at NTC; Outcome – provide direct feedback to State Leadership on what needs to occur to spur regional and state economy
- ✓ Central WI Days Held – Issues discussed with State Leadership:
  - Regional Economic Development - Link the reorganized Department of Commerce (Wisconsin Economic Development Corporation –WEDC) to Wisconsin's Public/Private Regional Economic Development Partnerships and their local partners and to provide state supported resources ; Outcome – regions being funded and part of WEDC delivery system
  - Fiscal Responsibility- Balance the state budget without raids on segregated funds or excessive borrowing; Outcome – legislation passed

- Prevailing Wage Impact to Small Businesses and Municipalities - Reverse changes made in 2009 to the prevailing wage law that affect businesses and municipalities throughout Wisconsin; Outcome – under legislative study
- Medical Sciences - Marshfield Clinic Dental Residency, Post Baccalaureate Training and Dental School Initiative Dental Clinic and Partnering with Community Health Centers to promote economic growth, reduce cost shifting to business and improve access to care; Outcome – bonds released
- Transportation - Complete the Highway 10 added lane capacity project between Junction City and Marshfield by 2012; Outcome – on target; Business 51 project in the Village of Plover, the future reassessment of Highway 13 added lane capacity project between Marshfield and Highway 29, and a future new bridge construction and realignment of Highway 54 in the Village of Port Edwards; Outcome – increased awareness for future funding

## **Sustainable Technologies and Biofuels**

### **2011**

- ✓ Supported increased funding to assist the Rural Alternative Energy Education Center; \$500,000 federal funds received
- ✓ Supported funding for the Value – Supply Chain Assessment and Mapping coordinated through the Wisconsin Bioenergy Initiative and Energy Center of Wisconsin; Funds received

## **Infrastructure**

### **2010**

- ✓ Completion of added lane capacity between Marshfield and Junction City - project on schedule for completion in 2012
- ✓ Business Highway 51 Project: Centergy supports submittal of this project to the TPC for ranking and funding; TPC convened in November; Hwy 51 project will be reconsidered to make the list in 2012.
- ✓ Highway 13 Reconstruction Project: Centergy supports TPC highway study funding for the Highway 13 Reconstruction Project (extension of Highway 13 Corridor Study from Marshfield to Prentice completed in 2009); Project under study
- ✓ Highway 54 Arterial Project: Centergy supports environmental analysis funding for the Highway 54 Arterial Project; project under study
- ✓ Involved in effort to recruit airline to Central Wisconsin Airport; matching federal grant received for marketing
- ✓ Participated in Transportation Development Association Board Meeting to pass advisory referendum to maintain the integrity of the Highway Trust Fund - referendum passed
- ✓ Coordinated LinkWisconsin broadband deployment group for Central Wisconsin – participants nominated by Public Service Commission; Goal - increase broadband in rural areas in Central Wisconsin

- ✓ Assisted local communities with planning and marketing needs; Outcome - better use of public resources
- ✓ Matched federal funds available through ARRA funding to local needs; Outcome – increased federal resources into the region

## **2011**

- ✓ Participated in SEATS II initiatives to update CWA marketing, regional proposal to recruit Frontier Airlines, advance FAA reauthorization; Outcome – keep current \$6 MM projects on schedule, prepare for \$25 MM expansion
- ✓ Participate in TDA Board meetings and drive-in; Outcome –legislation end raid on transportation trust fund; transportation budget increased
- ✓ Co-hosted Broadband forum with Wired Wisconsin along with participating in Public Service Commission meeting; Outcome - elevate the importance of expanding broadband into rural portions of Central Wisconsin
- ✓ Appointed by Governor Walker to Transportation Projects Commission; Outcome – 6 projects advanced for environmental study, opens up funding for local rehabilitation projects
- ✓ Spearhead task force, appointed by Public Service Commission; Outcome - identify Broadband Investment Plan for Centergy Region to address gaps in broadband in rural areas of region
- ✓ Participated as Gubernatorial appointed Commissioner for Transportation Finance & Policy; Outcome – monthly meetings with report due to Legislature fall of 2012 on how State may fund transportation

## **2012**

- ✓ Expand efforts to maintain and grow the physical infrastructure
  - Central WI Airport
  - Road systems and bridges (Hwy 13 from Marshfield to Hwy 29, Hwy 34 from Wisconsin Rapids to Hwy 10; Hwy 54 bypass/new bridge construction, completion of Hwy 10 from Marshfield to Junction City)
  - Lead PSC appointed committee to address broadband deployment across region
- ✓ Host annual “Best Practices in Sustainability” conference In conjunction with MREA Energy Fair

## **Quality of Place**

### **2012**

- ✓ Distribute regional quality of place marketing piece for business/talent expansion and recruitment
- ✓ Promote local quality of place campaigns

## **Government Relations Strategies**

### **2012**

- ✓ Coordinate annual Central Wisconsin Days to promote regionally significant projects that need state and/or federal support and advocate for government support that advances both the State’s and Centergy’s Plan of Action
- ✓ Coordinate **Municipal Leaders** meetings with local elected officials to discuss Centergy’s initiatives and to encourage Intergovernmental cooperation

- ✓ Coordinate **Legislative Council** meetings with State and Federal representatives with Centergy Board

## **Workforce Development Initiatives**

### **2010**

- ✓ Collaborated with many partners through the Chambers' of Commerce Partners in Education and Employment Councils, Workforce Development Board, K-12 districts, Junior Achievement and higher education; Outcome - reduce redundancies and increase employment skills
- ✓ Higher Education increased articulation agreements and credit transfer provisions; Outcome - sharing of educational resources
- ✓ New Bachelor of Science in Nursing on UWSP campus; Outcome - better use of public resources, reduced educational costs, talent kept in region
- ✓ Involved in process of hiring the new UWSP Chancellor; Outcome - Board of Regents appointed Chancellor to fit needs of region
- ✓ Involved in the process of hiring the new Executive Director of the UWSP Wisconsin Institute for Sustainable Technology; Outcome - increased collaboration between UWSP and business community on R&D
- ✓ Participating member of the Board of Directors and Workforce Strategies committee with NCWWDB; Outcome - focus on sector grants in five areas (advanced manufacturing, green, healthcare, IT, and logistics) to provide additional training
- ✓ Participated in Governor Doyle's Council on Workforce Investment; Outcome - oversight committee for release of a portion of workforce related stimulus dollars
- ✓ Met with talent recruitment specialists; Outcome - increase community profiles for professional employment opportunities
- ✓ Launched Creative Council; Outcome- working on creating stronger asset awareness, bridging leadership gap in civic and non-profit organizations, assisting in identifying 'jobs of the future', and advocating for amenities that will enable the region to become a magnet for young, educated talent

### **2011**

- ✓ Promoted the benefits of higher education through marketing the collaboration among institutions of higher learning in the Centergy region, captured CEO testimonials, participated in Higher Educational forums with state elected officials and strategic planning sessions; Outcome - increased awareness to access and resource allocation
- ✓ Supported incumbent worker training through legislative initiatives and partnering with the NCWWDB in industry partnership training grants, coordinated CEO forums with educators to address skill gaps, marketed Gold Collar Careers to promote manufacturing employment; Outcome - increased worker performance, address skill gaps, increased job awareness
- ✓ Mentor students attending UWSP, Northcentral Tech and Mid-State Technical College and volunteer in Junior Achievement initiatives in K-12 system; Outcome - enhanced training and program development



## Pre K-12-

### 2012

- ✓ Work through existing Partners in Education and Employment Councils within local chambers and Junior Achievement to encourage careers in key industry sectors and address employment skill gaps
- ✓ Launch 'soft skills' training curriculum

## Higher Education

### 2012

- ✓ Be the clearing house for development of new curriculum for region
- ✓ Coordinate higher education initiative discussions to reduce redundancy

## Incumbent Worker

### 2012

- ✓ Expand Creative Council's social networking to (leadership/policy advocacy/community enrichment) to attract and retain young talent
- ✓ Work with NCWWDB to have a sampling of businesses certify their existing workforce on Work Keys through sector grants
- ✓ Monitor results of Healthcare Workforce Sector training grant, part of grant convener team for advanced manufacturing, IT, logistics, and green grants
- ✓ Partner with NCWWDB in Department of Labor On the Job Training Grant for Healthcare Workers

## Organizational Initiative

### Board & Financial Management

#### 2012

- ✓ First audit conducted by outside professional firm – Outcome - Centergy in good standing
- ✓ Coordinated region to region meetings; Outcome - address statewide funding model and marketing programs

### Marketing & Research

#### 2010

- ✓ Central Wisconsin region promoted through Centergy Board member articles, monthly newsletter, industry special reports, and trade publications; Outcome – increased marketing exposure
- ✓ Centergy's branding strategy – *Life.Science. Connecting to Tomorrow* was developed; Outcome – overarching strategy for local communities in Central Wisconsin
- ✓ Two Executive Council sessions held with special reports from the WI School of Business, WI Taxpayer Alliance, and Competitive Wisconsin; Outcome - benchmark Centergy's business plan execution strategy
- ✓ Economic Summit held; Outcome - unveiled updated Economic Opportunity Study report and receipt of Wisconsin Department of Commerce marketing grant

## 2011

- ✓ Strategic meetings with new WI Economic Development Corporation (replaced Dept. of Commerce); Outcome - align regional plan of work with new WEDC board approved plan
- ✓ Research completed to identify economic modeling for frac sand developments in Centergy region and meetings with County Board to discourage impact fees that would discourage investments; Outcome - four developments/900 jobs proposed/underway that need support to reduce impact fees
- ✓ Co-hosted 'Compressed Natural Gas' information sessions; Outcome - exploring fueling stations in the region as alternative source to petroleum based products and cost saving measures for local companies
- ✓ Co-sponsored second quarter economic indicator forum and special report on "Medicare: A Policy in Transition"; Outcome - increased knowledge on regional economy
- ✓ Entrepreneurship and Regional RLF brochures developed & DVD produced to reflect quality of place and energetic business environment in the region; Outcome - increased awareness of financial resources and marketing efforts in talent and business recruitment
- ✓ Centergy Economic Summit hosted at Sentry Theater; Outcome - panel discussions on proposed state budget, changes to UW System, update from WI Department of Commerce, Centergy executive summary reports, keynote address by Tim Sullivan, Barry-Wehmiller Companies, and concluded with international entertainment by Global Rhythms, UWSP
- ✓ Hosted monthly Economic Development Council meetings with local chamber and economic development directors; Outcome - discuss local and regional planning efforts; major issue - implementation of sites/buildings software underway
- ✓ Participated in 10-midwestern State economic development planning session; Outcome- closer connection to site selectors with encouragement of business development occurring in the Centergy region
- ✓ Hosted Executive Council meetings at the Laird Research Facility, Marshfield Clinic and Travel Guard with CEO of Wisconsin Economic Development Corporation; Outcome - CEO networking; benchmarking Centergy activities

## 2012

- ✓ Align regional strategies with Wisconsin Economic Development Corporation and execute WEDC's base level and tool deployment strategies
- ✓ Increase private sector investment by 20% over 2011 actual
- ✓ Host regional leadership events to include a spring summit, bi-annual Executive Council sessions, quarterly economic indicator forums, quarterly board meetings, monthly Economic Development Council meetings, and committee meetings as needed
- ✓ Align local economic development and workforce strategies into regional vision
- ✓ Connect with State, National, and International organizations for prospect leads