

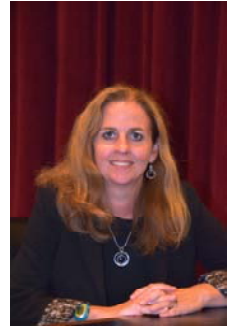


Todd Luft
President



OZAUKEE ECONOMIC DEVELOPMENT

Volume 7 Number 2 September 2015



Kathleen Schilling
Executive Director

OED advances the business prosperity of Ozaukee County collaborating with community, regional and business partners ensuring a growing and diversified economy.

Presenting Sponsors



**You are invited to join us for the Third Annual
Business of the Year Award & Economic Forecast Breakfast
Thursday, September 24, 2015 7:30—9:15 am**

Ozaukee Pavilion—Ozaukee County Fairgrounds
W67 N890 Washington Avenue, Cedarburg

2015 Business of the Year Awards presented to:

		
<p>Steve Schowalter</p>	<p>John & Alex DeToro</p>	<p>Mark Haslam</p>

Economic Forecast—Rapid Fire Panel Discussion

Moderator:

Dr. David Borst, Executive Director and CEO Family Business Legacy Institute, LLC

Panelists

Bill Morse, CFP, Senior Vice President, Financial Advisor, Ziegler Wealth Management

Paul Westphal, CIMA, Director The WE Group, Baird Private Wealth Management

Cost per person \$20.00—\$150.00 Table of Eight—Please see page three for reservation form

2015 Businesses of the Year



Port Washington State Bank headquartered in Port Washington was founded in 1899 and is now a fifth-generation community owned bank. The Bank currently has 107 employees and continues to expect employment growth at a pace of 3—5% for the near future. Port Washington State Bank has made significant improvements to six of its branches; including Saukville, Belgium, Fredonia, Grafton and Port Washington including several interior renovations and expansion of its Port Washington Headquarters.

PWSB has always been an active community partner donating to summer concerts, parades, civic events and is a supporter of the Wisconsin Humane Society, Feith Family YMCA, Area School Districts and has set up community scholarships with Port Washington, Cedarburg, Belgium, Cedar-Grove and Grafton High Schools.

In addition, the Bank established six community loan programs in conjunction with local municipalities. These programs help area businesses and property owners make improvements that enhance the local economy.

Port Washington State Bank continues its history of giving back and being a community steward.



TECHTERIORS was founded in 2001 by John and Alex DeToro. The company is a full-service audio/video, electrical and networking company. They provide easy-to use reliable systems that enhance security, comfort, entertainment, communications and energy efficiency for both residential and commercial clients.

Over the past five years, they have seen significant employment growth from 25 full time employees to 52 current employees. During the recent recession rather than simply react to the drop in home building, TECHTERIORS increased advertising, retooled their business to target home retrofits and commercial lines and added a full service electrical division. The commercial market now provides a significant element of the company and includes work in corporate board and training rooms, as well as extending into the developing niche of education and healthcare sectors.

TECHTERIORS is also a strong community supporter working with the M-T Chamber of Commerce, Port Exploreum and M-T School District and is a supporter/promoter of the Lakeshore Chinooks.



The Feed Bag Pet Supply Company LLC, Mequon, opened in Grafton in 2003 as one of the leading nutrition-oriented pet supply companies in Ozaukee County. In 2010, the company relocated to Mequon. The company has grown from five employees to 21 employees.

The Feed Bag works hard at being an employer of choice-providing schedule accommodations for child care and further education. The company has seen significant sales growth over the past five years by expanding its product offerings and customer base-including current customers who come from as far as Sheboygan and Chicago.

The company is also a strong community partner. In 2012, the company started the Feed Bag Fairy Dog-Mother Project. The project was formed to help keep families and their pets together by providing healthy nourishments to pets of families who are struggling with financial crisis.

They are also a sponsor to the Pine View Wildlife Rehabilitation Center in Fredonia. The Feed Bag Pet Supply Company is a great example of a company that truly cares about its customers.

Economic Forecast Speakers



Dr. David Borst, is the Executive Director and Chief Operating Officer of the Family Business Legacy Institute. Prior to joining FB LI as the founding director and board member, Dr. Borst served the last 18 years at Concordia University, the last six as Dean of the School of Legal and Business Studies. Dr. Borst left CUW in December to run multiple businesses under his label of borstbrand.com. A serial entrepreneur, he has taken numerous businesses to the heights of success and national recognition. Dr. Borst serves as the liaison between the strategic partners, the board and member families at FB LI. He can be heard every Saturday morning at 6:20 on WTMJ, Radio 620 for his show “It’s Academic”. Dr. Borst served on the Ozaukee Economic Development Board of Directors for eight years and President for two years.



Bill Morse, is a Certified Financial Planner (CFP) with Ziegler Wealth Management and holds Series 7, Series 65 and life/health insurance licenses. Mr. Morse is consistently among Ziegler’s top investment consultants. He has spoken to groups from Vermont to Oregon, California to Florida and has been published in national publications including USA Today. He has also been a guest on TV and radio stations. Bill earned his Bachelor of Arts degree in Political Sciences from the University of Wisconsin—Milwaukee. Bill is past president of the Board of Directors for the Wisconsin AIDS Fund and is involved with Habitat for Humanity and The Gathering.



Paul Westphal, CIMA, Director Private Wealth Management with Baird. He holds Series 7, 8 and 65 securities licenses along with the Certified Investment Management Analyst designation. Paul graduated with a B.B.A. in finance and real estate from the University of Wisconsin—Milwaukee. Mr. Westphal has over 25 years of experience in financial services. Paul leads the Northshore Market for Robert W. Baird and provides comprehensive wealth management strategies designed to assist clients in the pursuit of their needs and goals. Paul is active in community service through his support of the Milwaukee Community Service Corporation, the Boys and Girls Club and Big Brothers and Sisters organizations.

Business of the Year & Economic Forecast Breakfast Registration Form

Cost per person \$20.00—\$150.00 Table of Eight

For reservations, please fill out and return with check on—**or before September 17, 2015**

Ozaukee Economic Development, PO Box 994, Port Washington, WI 53074

Name _____ Phone _____

Business _____ E-Mail _____

For table of eight, please send names of all attendees

For more information, please contact kschilling@co.ozaukee.wi.us

Using Social Media to Market Your Business



Dr. Wilma Bonaparte



Larry Domine



Tim Vertz



Kate Iggens



Ruth Lawson

On Tuesday, May 19, 2015, OED sponsored a Social Media Panel in conjunction with local Chambers of Commerce and MATC-Mequon. Attendees had a chance to learn more about different forms of social media and how to make the most of them for their business. The panel included:

Larry Domine, IT Instructor at MATC
Tim Vertz, President of Vertz marketing
Kate Iggens, Owner of Stone Manor Bridal
Nicole Fischer, Assistant Store Manager of Stone Manor Bridal
Ruth Lawson, The Bartolotta Restaurants

Over 60 attendees participated at the MATC-Mequon campus. Participants enjoyed a continental breakfast as Dr. Wilma Bonaparte, Vice-President of Milwaukee Area Technical College's Mequon Campus, welcomed guests to the seminar. Larry Domine provided an overview of the history and different types of social media and encouraged participants to engage in social media. He compared social media to the telephone, suggesting that social media has become the main way to connect and share just like the telephone used to be when it first became popular in homes. Tim Vertz taught the audience how social media can be used as a marketing tool by explaining "what works and what doesn't" and which platforms businesses should use and why.

Kate Iggens and Nicole Fischer walked participants through the social media accounts and campaigns that they use at Stone Manor Bridal. They showed how they use consistent messages through daily themes and use Instagram and Pinterest to show off their inventory to potential clients. Then Ruth Lawson explained how reviving their social media accounts has helped The Bartolotta Restaurants engage with their customers. She stressed the importance of interacting with customers online as a means of making them feel special. After the event, several participants stayed to chat with panelists and each other to share ideas. The event generated many new connections and conversations about possible future events and ways to engage in social media across county businesses.

First Steps to Starting a Business

Date: September 16th 6-9pm Location: Concordia University Cost: \$29

Did you know that the Wisconsin Small Business Development Center (WSBDC) provides a course for anyone interested in learning how to start their own business? On September 16th, WSBDC will be offering "First Steps to Starting a Business" in Ozaukee County. The course will include information on:

- *Assessing the feasibility of your business idea
- *Identifying the risks and rewards of starting your business
- *Tools to calculate start up costs
- *Important marketing strategies
- *Legal considerations
- * Understanding the value and content of a business plan
- *Financial resources

Sign up today and bring your questions, discuss concerns, and network with other entrepreneurs. Start working on your business plan in class and leave with a wealth of information and resources.

To register go to <http://uwm.edu/sce/courses/first-steps-to-starting-a-business>
or call Jason Mueller at 414.227.3129

Changing Workforce: Generation Gaps and Talent Retention

Co-Sponsored by: Waukesha-Ozaukee-Washington Workforce Development & OED

Date: November 5th 7:30-9:00am Location : TBA

According to an article by Rawn Shah on Forbes.com, by 2020 there will be *five* different generations in the workplace. What makes these generations tick? How can multiple generations work together in your company? How can *you* work more productively with co-workers from other generations? What motivates each generation to accept a job opportunity and stay at a company long-term? These questions and more will be answered at our event on November 5th. Our panel of speakers will address the big picture of workforce trends in our county and nationwide, how each generation operates in the workplace and how to attract talent of any age and keep them. Regardless of your industry, the size of your company or your position, you won't want to miss this event. Continental breakfast served.

Please RSVP to Katie Culotta at kculotta@co.ozaukee.wi.us before October 29th.