

Business E-Zine

Juneau County Economic Development Corporation

Board Officers

Bonnie Peterson,
President

Bill Bomber,
Vice-President

Gary Robison,
Treasurer

Veronica Meyer,
Secretary

Board Members

Jim Collis

Jim Costello

Herb Dannenberg

Ray Feldman

Nathan Thiel

Staff

Terry Whipple,
Executive Director

Sandra Morris,
Administrator

Tamaya Oldenhoff,
Assistant Director

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Woodside Sports Complex

Terry spoke with the Woodside ALP Grads about the importance of the Woodside Sports Complex to our economy and how it means much more than just jobs. Juneau County has for decades struggled with our demographics. As a county of only 25,000 residents we have not been able to draw or sup-

port many of the amenities (such as restaurants, shopping and entertainment establishments) that people desire as a quality of life attribute. In turn this has made it difficult to attract skilled workers, executives and talented people to the county. Remember that when making a decision on where to live, it has to be attractive to the entire family. The activity created by the Woodside Sports Complex has the potential to change our demographic footprint. Maybe not with full time residents but with

the vast the other will be an County. This dents or dollars to a long time increase in via new and automa-

manufacturing. This is a good thing for nesses and us as consumers but it has left percent of our lower skilled workforce portunities for employment, especially if constraints to acquiring the education for employment. Again, the Woodside plex may be a savior to these people. Hospitality business's need lots of people to operate and they do not usually require such high skills. Even someone working part time as an Umpire can bring in \$400 plus during a long weekend. As you can see, JCEDC has a deep appreciation for what business like Woodside can mean to our communities and to the people that live in them.



number of visitors to the area. Some of benefits attributed to the Sports Complex increase in Sales Tax Revenue to the either lowers the tax burden on our resi-gives Juneau County Government more pay for public projects or services. Lastly, concern of JCEDC has been the dramatic

productivity technologies tion in our busi-a certain without op-they have necessary sports com-

Juneau County Trivia Question — Answer Found Somewhere In This Publication

What percentage of Juneau County is water?

Annual Meeting

On May 14 JCEDC held its Annual Meeting at Burr Oak Winery in New Lisbon.

JCEDC Board President Bonnie Peterson discussed the following points in her keynote address:

- Juneau County is gift wrapped in scenic beauty offering abundant opportunities for recreation and tourism
- JCEDC works with local businesses and industry, identifying needs and appropriate solutions, fostering growth
- The Inventors & Entrepreneurs Club creates an environment where entrepreneurs are not only welcome to explore their ideas, but are supported and provided with the crucial networking needed for them to thrive
- Agriculture is still a significant player and financially impacts Juneau County in a positive way

Following Peterson's address, two more distinguished guests spoke, Representative Ed Brooks and Senator Dale Schultz, as well as iLead Charter School Instructor, Gil Saylor, and JCEDC's Executive Director, Terry Whipple.

Catering Cousins provided delicious hors d'oeuvres, Burr Oak Winery not only hosted the event but also supplied select wines, Kyle Roberts Blues and Mitch Paulson Blues shared their musical abilities for entertainment, and Sandy Morris for did an excellent job coordinating the event, the elections, and the door prize drawings.



Reorganization of Officers

Four JCEDC Board Member positions came up for renewal. Three of these Directors wished to renew their term: Bill Bomber, Gary Robison, and Veronica Meyer. The fourth Director, Joan Koscal, wished not to renew her term as she is moving out of state.

Nominations from the floor to fill this vacant position included Joe Lally from Wonewoc and Nathan Thiel from Mauston. Both accepted their nominations, and it was determined that no conflict of interest exists for Nathan Thiel due to his current position as the Administrator for the City of Mauston.

The four Board Members elected to serve the next term were: Bill Bomber, Gary Robison, Nathan Thiel, and Veronica Meyer.

In closing Peterson shared how she is honored to serve on the JCEDC Board of Directors, and have the opportunity to give guidance and support to the economic growth in the county. She mentioned Marilyn Celeschi and Kris Yager, who both retired in December, saying they contributed so much to JCEDC. She thanked Terry Whipple, JCEDC Executive Director, and Sandra Morris, JCEDC Administrator for their continued efforts and all they do in the office. Peterson announced that Tamaya Oldenhoff would be joining the team at JCEDC and said she brings a lot of skills with her.

New JCEDC Staff Member

The Juneau County Economic Development Corporation is pleased to announce the hiring of its newest staff member. Tamaya Oldenhoff, a native of Wisconsin, brings a wealth of leadership and business development experience

back home after 20 years in the Greater Boston Area.

Oldenhoff completed her undergraduate studies at Boston College and was self-employed in the holistic healthcare industry for over a decade. Later she returned to school and completed her Master's Degree in Business Administration, focusing on Leadership Development and Human Resources. She also became certified as a Professional in Human Resource Management (PHR) with the international Society for Human Resource Management (SHRM).



Executive Director, Terry Whipple, and Administrator, Sandra Morris, recently recruited Tamaya Oldenhoff to work along side them in serving Juneau County's overall economic growth. One of her primary initiatives is to strengthen the county's tourism and retail industries and help to prepare them for the influx of people resulting from the activities at the Woodside Sports Complex. By strengthening the retail sector, the county will gain much in the way of increased sales tax revenues. Tamaya will continue to work concurrently managing the New Lisbon Area Chamber of commerce.

"This is an exciting time for Juneau County. There is a lot of opportunity out there for our tourism and retail businesses considering the recent addition of the Woodside Sports Complex. I predict Juneau County will see a lot of further growth in the tourism industry, bringing additional dollars to the county" states Whipple, "this in one of the most important reasons why we felt it necessary to bring on someone with Tamaya's skills."

Morris adds "We're thrilled to have Tamaya on board and we know that her diversity of experience will only fortify JCEDC's mission to serve and enrich Juneau County."

Thank you Waterfest Sponsors

The 15th Annual Touchstone Energy Waterfest Venetian Lights Boat Parade and Waterfest Celebration was great. This event has become one of the best attended festivals in the county. We would like to thank each of the sponsors big & small for making this happen. If you enjoyed the lighted boat parade, the dueling fireworks set off at Splash Water Front Bar & Grill and at the Juneau County Castle Rock Park, and all the other great activities going on throughout the day at Castle Rock Park, be sure to thank the many businesses below because they made it all possible with their generous donations to the event.

Adams-Columbia Elec. Co-op

Advanced Auto

All American Do It Center

Alliant Energy

Buckhorn Café

Buckhorn Store

Burr Oak Winery

Carlson's Rustic Ridge

Castle Rock Hideaway

Castle Rock Marine

City of New Lisbon

Culver's of Mauston

Dairyland Power

Eagle Promotions

Evelyn Hicks & Dick Carl

Festival Foods

Lemonweir Valley TelCom/Lynxx 24

Mauston Room Tax Committee

Mauston True Value Hardware

Necedah True Value Hardware

New Lisbon Chamber of Commerce

Oakdale Credit Union

Oakdale Electric Co-op

Opera House

O'Reilly Car Care

Portofino Bay Restaurant & Marina

Red Geranium

Royal Bank

Shipwreck Bay

Splash Bar & Grill

Subway of Necedah

Summer Hideaway Campground

Super 8 Motel, Mauston

The Dirty Turtle Bar & Grill

The Necedah Bank

Touchstone Energy

Town of Germantown

Town of Strongs' Prairie

Wal-Mart

Wisconsin River Power Co.

WRJC 92.1 Radio Station

Next Year...



Saturday August 1, 2015

Ph: 608-427-2070 or 888-898-2550

www.juneaucounty.com

Multi-faceted Approach is Best Suited to Juneau County



**Presidential
Perspective
by Bonnie
Peterson**

“Don’t put all of your eggs in one basket.” There’s wisdom in that old adage, especially in today’s rapidly changing world.

At JCEDC, we recognize that economic development is a constantly evolving process. Technologies advance, circumstances change, challenges and opportunities ebb and flow.

The business of economic development requires that we seek solutions to challenges, continually identify emerging opportunities, and create innovative partnerships to support an environment in which free enterprise will flourish.

There was a point in time when economic development was equated, almost exclusively, with chasing smokestacks – enticing that one big employer that would provide economic stability to a community. Land that one big industry and it’s “mission accomplished.” Unfortunately, we know what can happen when this is the only strategy used. In the sea of competition for jobs and dollars, large employers can easily be wooed away to another state or country. How often has this sad story been repeated, each time making newspaper headlines? This approach to economic development is highly competitive and very costly. It doesn’t build security for the long term, either. Probably even more detrimental is the “woe is me” attitude that is often spawned in the void when a key employer closes shop or moves off-shore.

For Juneau County, the big industry as economic savior approach is not a good fit. Instead, a combination of approaches that hits on various fronts is far more appropriate. That’s not to say that we’d avoid working with any solid lead for a large employer interested in

coming into the county. Of course, we would. However, a better use of our resources is to build on those business entities that are already established in Juneau County and the surrounding region. That’s why JCEDC has been instrumental in providing education on government contracting opportunities and building business-to-business relationships that explore new ways to jointly meet needs and creates innovative economic collaboration. Our goal is to facilitate the development of a resilient local economy.

In Juneau County, entrepreneurship is encouraged. JCEDC works with entrepreneurs to help them develop their ideas, create business plans and develop the supportive networks they will need to be successful. This strategy grows our county’s economic base from within and assists people who already have strong ties to the region. The Inventors and Entrepreneurs Club of Juneau County (I & E Club) provides an atmosphere of mutual support and contagious enthusiasm. Magic happens when a diverse array of people are brought together. This diversity propagates the development of ideas. In fact, it is only when you have inventors, businesspeople, artists, investors, manufacturers and entrepreneurial resources that you attain an entrepreneurial culture.

The I & E Club model has been replicated across the state, nation and also internationally. A recent delegation from the central Asian country of Kazakhstan explored the I & E Club concept while visiting Juneau County. Upon returning to their country, a new entrepreneurial club was born!

Agriculture is an important part of Juneau County’s history. Today, it continues to be a major economic driver. JCEDC is working with the agriculture

sector to explore ways to bolster regional markets and enhance the delivery of products.

As we like to think of it, Juneau County is ripe with business opportunities gift wrapped in scenic beauty. In fact, we’ve built a large part of JCEDC’s strategic plan around this idea. We have a wealth of all-season tourism draws in the county – wildlife viewing, lakes and rivers, sports tournaments, campgrounds and lodging, and a wonderful network of trails and routes for bikes, ATVs and snowmobiles. These are just a portion of the many tourism related activities available. Since Juneau County is located mid-way between the metropolitan hubs the Twin Cities and Chicago, there is little surprise that so many people come to enjoy our area.

Did you know that according to the Wisconsin Department of Tourism, visitor spending in Juneau County was \$59.48 million in 2013? That’s an increase of 7.26% from 2012. Seven hundred nineteen jobs with a total personal income of \$12.99 million were supported by visitors to Juneau County last year. Remember, these are jobs that can’t be exported or outsourced! Certainly, tourism must remain an essential part of our economic development strategies. As we work to make our communities inviting to others, tourism also helps bring in amenities that we can all enjoy.

With our multi-faceted approach, there is a role for you to play in the economic success of Juneau County. We welcome your involvement in JCEDC, your ideas and your creative thinking. JCEDC periodically holds meetings in various communities across the county, so check out our website calendar and join in! Together, we can shape our future!

FREE PROMOTIONAL OPPORTUNITY FOR TOURISM INDUSTRY!

JCEDC can assist your retail business in the tourism industry to get listed on www.TravelWisconsin.com, Wisconsin's State Tourism Website. There is no charge for this listing and it can be easily edited at any time. Increasing your web presence can drive more business to your door. Please contact Tamaya at (608) 427-2070 or toldenhoff@juneaucounty.com

Kazakhstan



JCEDC aids Kazakhstan delegates internationally...

Terry Whipple spoke briefly to the Kazakhstan Delegates on why Entrepreneurial Programming is such an important part of JCEDC's strategic plan. He also shared why new and innovative businesses are the backbone of the economy and how this is even more essential for rural communities.

ALP

Recently Terry Whipple addressed the graduating class of ALP students as he lead a site visit of the new Woodside Sports Complex in Mauston. He spoke about the current economic trends of



Juneau County and the evolution of its industry.

The Advanced Leadership Program (ALP) of Juneau County is a product of UW-Extension under the direction of Gary Kirking, Community Resource Development Educator. Enrollment for the next program offering beginning in

September 2014 is now underway. Contact Gary for details (608) 847-9329 or gary.kirking@ces.uwex.edu.

I & E Club News

JCEDC founded the "Inventors & Entrepreneurs Club" to foster a culture of entrepreneurship and to build a base of people that were educated in the proper steps to explore an idea, networked with like minded people and helpful resources, and motivated to do something with their idea.

Pictured here is Terry Whipple and Randy Hulke, Director for the UW Stout, Fab Lab Discovery Center <http://www.uwstout.edu/discoverycenter/fablab.cfm>.

Randy discussed with the I&E Club how the Fab Lab operates and how it benefits clients and students that utilize it. JCEDC has been coordinating a Fab Lab of sorts in Juneau County by inventorying equipment owned by iLead (our Entrepreneurial/ Leadership Charter School) and private businesses and partnering with them to offer services or access to the equipment.



To name a few participants, Necedah Screw Machine Products has a state of the art CNC Machine, Petenwell Industries has a new CNC Router, Tomah Steel & Welding has many welding machines and iLead has a Maker Bot 3D Printer.

If you are an inventor and need to develop a prototype to move forward please talk with Terry and possibly we can get you set up!

The presenter for our July 31st I&E Club meeting is Bud Gayhart, Director for the Wisconsin Innovation Service Center (WISC). <http://www.uw.edu/wisc>

You can mention that the I&E Club Board is looking for new members. To help foster diversity on our board we encourage women and minorities to apply.



Wisconsin Procurement Institute

The Wisconsin Procurement Institute (WPI) is a non-profit organization established in 1987. WPI's mission is to assist Wisconsin businesses in creating, developing and growing their Federal, State and Local Government sales, revenues, profits and jobs.

Some of the **free** services that WPI offers include:

- Bid Matching
- Individual Counseling
- Locating local, state, and federal opportunities
- Government marketing strategy development
- Registration Assistance into local, state, and federal databases
- Capabilities statement development
- Assistance with GSA Schedule preparation and administration



WPI works throughout the State of Wisconsin assisting large and small businesses. They work closely with government agencies putting on small business events and providing workshops on pertinent topics.

The local WPI contact is Mr. Dave Olson whose office is located at 122 Main St., Camp Douglas (in the JCEDC offices). He can be contacted at 608-338-8018, or Email davido@wispro.org.



Community Meeting

Wednesday September 24

6:00pm

Lyndon Station Village Hall

121 Lemonweir Street

Lyndon Station

Community Meeting & Christmas Party



Wednesday December 10

5:30pm

Portofino Bay Restaurant

N6895 Ridgewater Drive

Mauston

JC Trivia Answer

4.6%, or 37 square miles of Juneau County is water, and 95.4%, or 767 square miles is land.

JCEDC Mission Statement

Juneau County Economic Development Corporation's mission is to foster positive economic change for Juneau County communities and to promote the success of agricultural, industrial, commercial and entrepreneurial enterprises. We do this through leadership and collaboration with public and private organizations/individuals on a national, state, regional, county and local level.

JCEDC Five Fold Objective

- J** Journeying – Expand tourism industry and leverage business developments to increase the number of start-ups
- C** Cultivate Culture & Quality of Life – Improve health & wellness, housing, education, and cultural/family events in Juneau County
- E** Education – Promote opportunities to prepare people for workforce needs of today and tomorrow



D Develop, Expand & Retain Business – Support improvement and bottom line of existing businesses

C Create New Business Opportunities – Seek and attract sustainable businesses to the region

Leadership Minute...

What's the difference between leadership and management? Stephen Covey describes it best with this analogy:

Imagine a team tasked with forging a pathway through a thick forest. The team members are working hard cutting down trees and chopping brush to clear that pathway as best they can.

The manager's role is to manage the accomplishment of this goal in the most efficient and effective manner... training the workers, sharpening their tools, benchmarking progress, improving production, and ensuring safety. In other words, PROGRESS.

Throughout this project, the leader's job is to keep his/her eye on the ball... periodically climbing to the top of the highest tree where s/he can see for miles... and with this expanded vantage point, deciding which course the team will proceed. In other words, DIRECTION.

