

Business E-Zine

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Juneau County Economic Development Corporation

VOLK FIELD SMALL BUSINESS CONFERENCE



Recently in August the Wisconsin Procurement Institute (WPI), supported by the Wisconsin and the Juneau County Economic Development Corporations (WEDC and JCEDC, respectively) as well as a number of other distinguished sponsors, held its 8th Annual Volk Field Small Business Conference, "Growing Your Business".

This two-day conference was packed with valuable information, magnanimous resources, and copious networking opportunities. It included keynote and guest speakers, technical trainings and workshops, mentoring panel and roundtable discussions, Olympic competitions for Capabilities Statements and Elevator Speeches, vendor sales and local artist exhibition areas, and even an on-base reception.



What made this year's conference extra special and incredibly unique was the involvement of the US Department of Veterans Affairs (VA).

Continued - see WPI on page 10...

NEW WELDING PROGRAM BEGINS IN JANUARY

It is well documented that Juneau County's manufacturers are hindered from growth and expansion because of the lack of skilled workers. It was estimated that just between the WM Sprinkman Corp. and Walker Stainless Inc. there was a need for more than two dozen welders. This shortage has caused these and other manufacturers to pass on future work or compound expenses because of excessive overtime for current employees.

SEEKING WELDING INSTRUCTOR

The solution? A newly developed welding training program with the specific goal to train new welders for future employment at any of a number of Juneau County manufacturing businesses. Western Technical College has partnered with the Mauston School District, under the guidance of JCEDC and with support from Wisconsin's Department of Workforce Development (DWD). The new Welding Training Facility is housed with-

Continued - see WELDING on page 10...

TRIVIA TIME

Which town had the county's first Post Office?

Answer can be found in this Newsletter



Presidential Perspective

By Bonnie Peterson

Climate Change (of the Inventor and Entrepreneurial Kind)

JCEDC identifies entrepreneurship as a pathway in the development of a robust local economy. Long-term, an environment that is supportive of entrepreneurs leads to business development among people who are rooted in and loyal to their community. Beyond job creation, entrepreneurship helps provide economic diversity, expand the tax base, and fill the need for products and/or services.

The Inventors and Entrepreneurs Club (I & E) of Juneau County not only creates a welcoming environment, but provides a safe network for inventors and entrepreneurs to explore ideas, learn from peers, gain business knowledge, and make valuable connections. It has been documented that when people see themselves and others like them as entrepreneurs, they are more likely to look for help and encouragement that will increase their chance of success. In all stages of entrepreneurial development, networking is essential.

Wilson Greatbatch, developer of the implantable pacemaker, has been quoted as saying, "I figure an inventor is doing well if he has one project out of ten that becomes a success. That one will pay for the other nine."

This quote points to a couple of traits needed by inventors. One trait is the ability to learn from failure. Another is perseverance and accepting that failure is only part of a learning curve to success. The I & E Club assists in bringing success within reach by promoting a "can-do" attitude — an attitude that can be contagious!

Do you want to see what I & E is all

about? Have a product or business idea you'd like to explore? The I & E Club meets monthly. You'll find more information on our website (www.juneaucounty.com) or by calling or stopping into the JCEDC office in Camp Douglas.

Thinking Creatively for the Future

It's amazing what happens when ideas come together in a supportive environment. iLEAD Charter School within the Mauston School District (for students in grades 7-12) is a school of innovation and technology that focuses on Leadership, Entrepreneurship, and Academic Discovery!

iLEAD Charter School is a student-centered, project-based school. Relationships within the school, community, and region are at the foundation of iLEAD's leadership and entrepreneurial vision.

"The most unique aspect of iLEAD is the fact that they not only teach us, they teach us how to learn. We are also pushed to motivate ourselves, which is something most high schools cannot do. Another fantastic and crucial part of iLEAD is the amazing teachers and the relationship that develops between them and the students." - Anne Houy, Senior



be held back by a fear of failure. The iLEAD curriculum strives to create the "Aha" moments in learning as it prepares the students for the college and career demands of the 21st Century.

Anne Houy continues, *"My plans for the future include teaching abroad and entering the Peace Corp. I have been very successful in academics and crave to share my knowledge. I have found an opportunity to volunteer in India. I will be in a program called Community Teaching and will have the task of helping young children with reading and math."*



Through a grant from the International Trade, Business and Economic Development Council (ITBEC) of Southwest Wisconsin, iLEAD was recently able to acquire a 3-D printer. Students are now using this technology to create product prototypes. It is exciting to see the enthusiasm and high level of achievement in the iLEAD students. These students are well on their way to a bright and creative future.





Director's Dossier

By Terry
Whipple

iLEAD School Program

iLEAD (individualized Leadership Entrepreneurial Academic Discovery) is a model entrepreneurial/ leadership Charter School for grade 7th to 12th. Its mission is to empower students to be agents of innovation by cultivating their entrepreneurial spirit and leadership capacity. iLEAD is preparing students for the challenges of the 21st century by cultivating the character skills necessary to succeed and the confidence to manage their own educational needs.

We live in a world of rapidly changing environments when it comes to careers, jobs and economies. No longer can we only educate our youth to gain and hold employment positions. Even the most knowledgeable are unable to predict what careers will be viable by the time a student graduates. Automation, productivity gains and disruptive technologies are causing jobs and careers to become obsolete at a rate never imagined. It is imperative that students are prepared beyond academic studies. They need to understand methods of seeking and evaluating vast amounts of information, manage their educational needs and embrace the character traits of successful entrepreneurs and leaders. They, in a sense, become lifelong learners capable of grasping and capitalizing on new opportunities.

While many other project based learning environments exist both inside and out-

side of the conventional classroom, we are one of the few learning environments that turns the learning completely over to the student. Schools have traditionally had a difficult time in letting go of control over what is taught and the methods of delivery for content. Our school model instead pushes our students to explore their passions, and links them with real world mentors to help them develop their ideas, explore new academic interests, and develop real world applicable twenty first century skills.

iLEAD students are prepared to explore their ideas and capitalize on them through entrepreneurial and leadership endeavors. Communities benefit by building a base of young innovators and leaders capable of catalyzing local economies.



The South West International Trade Business and Economic Development Council (SWITBEC) made a donation of \$1000 to the iLEAD school towards their recent purchase of a 3-D printer. Not only are the students using the 3-D printer to create three dimensional representations of CAD drawings, but they are working with local inventors to produce prototypes of their inventions.

PHOTO: Jim Ehrsam, SWITBEC Chairman (pictured in the center wearing a plaid shirt), presenting the grant check to Bonnie Peterson, JCEDC President (pictured holding corner of check on right), and to Terry Whipple, JCEDC Executive Director (pictured holding corner of check on left). The others pictured are members of SWITBEC.

Economic Thoughts

We do live in interesting times. Change, in almost every aspect of our lives, is happening faster than most of us can adjust to. Much of this change is good, especially if it makes our lives easier or prolongs

our lifespan but what if these technological advances cause careers and jobs to become obsolete. According to a new paper by Carl Benedikt Frey and Michael A. Osborne, nearly half of American jobs today could be automated in "a decade or two".

We see this playing out in Juneau County. Manufacturers like Freudenberg-NOK, Stoh's, Necedah Screw Products as well as many others are making more product than ever but with fewer workers. Service companies also are more efficient but with fewer people. Think of the meter reader, the receptionist or the travel agent. All these careers are gone. Imagine a future in which students learn without teachers. Trucks deliver freight without a driver. Distribution warehouses fill orders without workers. This is not future stuff. It is happening now.

It does seem ironic that I am writing about JCEDC's concern that there are enough jobs in the future for our citizens when last quarter I wrote about our need for more workers. Maybe, just maybe these two concerns will cancel each other out... but should Frey and Osborne be right, JCEDC is taking the following actions:

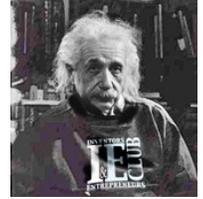
① Co-found and support iLEAD, an Entrepreneurial/Leadership Charter School to equip young people for lifelong learning and instill in them the character traits of successful people. Support the development of a Montessori Charter

School to prepare elementary students for 21st century learning. These students will become Juneau County's future leaders and entrepreneurs.

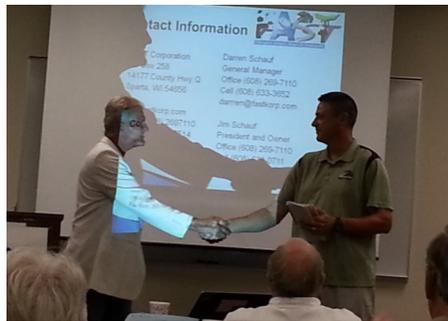
*Continued - see **ECONOMIC** on page 6...*



Turning Ideas into Businesses



This quarter has seen several exciting events! **Darren Schauf, CEO of FAST Corporation**, shared his entrepreneurial story at the Annual I&E Club BBQ Blast. The FAST Corporation name is an acro-



nym for Fiberglass Animals, Shapes & Trademarks, as the Sparta-based company has been the "premier manufacturer of fiberglass statues and water park attractions both nationally and internationally since 1983". The artisans at FAST Corporation handcraft and mold fiberglass into enormous shapes and sculptures.



They serve thousands of customers worldwide, and their statues weather the elements beautifully for decades. Check out the FAST Corporation's website at www.fastkorp.com, and a featured article with lots of statue photos at www.roadsideamerica.com/story/2253.

The Wisconsin Department of Administration has recently (2012) formed a task force to "remove red tape and reduce unnecessary regulatory burdens". **Nancy Mistele, Executive Director of the Office of Business Development**, gave a very informative presentation on the resources and advocacy services now available to businesses throughout the state. She recalled several scenarios where her office was able to assist business owners in resolving problems simply by making a few well-placed phone



calls and following up. Visit www.doa.state.wi.us/Divisions/Office-of-Business-Development for frequent updates or to recommend a regulatory change.

Paul Easterday, Management Engineer and Faculty Member at UW-Stout's Northwest Wisconsin Manufacturing Outreach Center, gave a fascinating talk on how to get your product or prototype manufactured and what resources are available to the inventor. Connect with Paul Easterday or learn more about manufacturing and quality control methodologies such as Six Sigma, Demand Flow, Lean, and Just In Time at www.uwstout.edu/faculty/easterday p1991.



Last month's I&E Club Meeting was a real

Join The I & E Club

Annual Membership Options:
(Dues are tax deductible)

INDIVIDUAL
\$15 for JCEDC Members
\$35 for Non-JCEDC Members

CORPORATE
\$100 for 1 - 10 Employees
\$200 for more than 10 Employees

Benefits of Membership:
Free T-Shirt
Monthly educational presentations
Access to resources
Business consultation
Discounts on I&E events and shows
Discounts on statewide seminars
Peer support and camaraderie

Please remit this form with your payment to:

Inventors and Entrepreneurs Club
PO Box 322
Camp Douglas, WI 54618

Name _____

Business Name _____

Address _____

City _____

State, Zip _____

Phone _____

E-mail _____

Website _____

treat. **Bobby “Sugar” Hinds, Founder of the Lifeline USA brand** and a Wisconsin native, delivered a truly inspirational presentation about how he built a multi-million dollar empire one jump rope at a time.



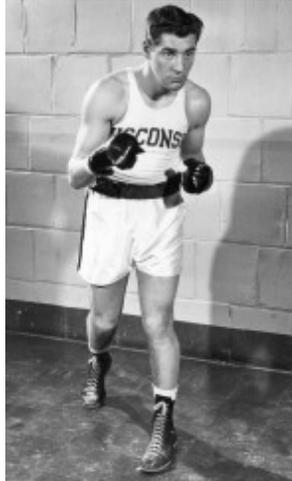
After devising a beaded weighted jump rope in the early 1970s Bobby made hundreds of them in his garage. He packed them up

and traveled to New York to meet with JC Penny Executives about carrying his product. They were not impressed. Not having enough money for a return flight home, Bobby took his jump ropes to Central Park and began to jump rope. A crowd gathered and some people bought his ropes. He challenged people to jump roping duels, and the enthusiasm grew. Soon this demonstration attracted the attention of a television producer who interviewed Bobby about his jump ropes. When asked where people could buy his ropes, he blurted out JC Penny before he even realized what he'd said. After the broadcast aired a few weeks later, the JC Penny corporate office received calls from dozens of store managers across the country asking where the jump ropes were. “We did an opening order for 85,000 jump ropes” Hinds said. And Lifeline USA was born.

Earlier this year at the age of 82,



Bobby Hinds, the Jump Rope King, was inducted into the National Fitness Hall of Fame in the Chicago area. Read more of this fascinating and inspiring story at www.lifelineusa.com/about-lifeline.php.



I&E Club Mission:
Educating ourselves (inventors and entrepreneurs) to develop successful businesses while giving back to new members, creating a culture of innovation where communities can thrive in any economy.



HOUSING UPDATE
 By Sandra Morris

Housing... its an important component in JCEDC’s Strategic Planning.

Shortly after Juneau County Economic Development was formally organized as a non-profit organization back in 1991, a sub-committee was formed to address housing issues in Juneau County; the committee, coined as the JCEDC Housing Committee Taskforce, has taken on projects that range from submitting Com-

munity Development Block Grants in partnership with the Juneau County Housing Authority for housing rehab, to tracking the housing stock and housing needs in Juneau County in partnership with Juneau County UW Extension. JCEDC along with its partners have tried to encourage a variety of housing within Juneau County to accommodate individuals and families at all social economic levels. Promoting efforts to clean up the housing corridors into our cities and villages as to attract people and jobs to the area, this has included brownfield programs in efforts to encourage investment in and transformation of our neighborhoods.

Over the years the committee has meet on an “as needed-project based” schedule. In recent months, the JCEDC Housing Taskforce Committee has partnered with Rural Housing Inc., and the Juneau County Aging & Disability Resource Center in efforts to implement a program targeted towards our senior population. This program, Older Adults’ Home Improvement Program, or (OAHIP), would create a pool of funds to be part of a full range of financing possibilities for seniors to make the needed home maintenance, repairs and improvements and also create a way to sustain the future of volunteers and contractors doing the work. Fixing a railing, putting up grab bars, to installing a ramp for easier access, are just a few examples of small repair projects that can make a big impact on a person’s safety and them remaining in their own home.

If you would like to learn more about OAHIP, please call Char Thompson at 608-238-3448, or about the JCEDC Housing Taskforce Committee, please call Terry Whipple at 608-427-2070.



LIST YOUR EVENTS ON THE JCEDC PUBLIC WEB CALENDAR!

JCEDC can assist in promoting your events. There is no charge for this listing and it can be easily edited at any time. Drive people to your events, your website, and your front door! Please contact Sandy or Tamaya at (608) 427-2070 for step-by-step instructions.

ECONOMIC, continued...

- 2 Partner with WTC and our businesses to train and retrain Juneau County citizens to fill increasingly higher skilled positions.
- 3 Support and develop the tourism and hospitality industry to provide jobs to those that won't be acquiring the higher skills required by many businesses.
- 4 Teach and encourage entrepreneurship as a career choice via the Inventors & Entrepreneurs Club.
- 5 Help our schools adopt STEM (Science Technology Engineering Math) Programs or Project Lead the Way to encourage higher skills training.



**Leadership
Minute
By Tamaya
Oldenhoff**

Whether you are leading a team or taking the leadership role of your own life, setting S.M.A.R.T. goals is key.

The acronym represents the 5 criteria necessary to set an effective goal... which is the first step toward successfully accomplishing it.

SPECIFIC

The goal needs to be specific enough that the team knows what to do. For example, "reduce expenses" is too vague for a goal, although it may be the direction you want to move in.

MEASURABLE

Decide how you will quantify progress toward the goal and ultimately if it is attained. Share this with your team too.

ATTAINABLE

While having a "shoot for the stars" vision can be beneficial for the team to keep in their sights, it can be incredibly demotivating unless you break it down into steps as short term goals. This also gives you more opportunities to celebrate incremental successes and motivate your team's spirit.

RELEVANT

Be sure the goal you are setting forth clearly supports the larger vision and mission. If it does not (or even if it appears not too) your team will feel undervalued doing busy-work.

TIMEBOUND

Finally, the goal needs a deadline, so everyone knows if its been accomplished or not.

Here's a S.M.A.R.T. Goal sample:
Reduce next month's fixed operational expenses by 5% .

As long as 5% is reasonable to do and cutting these expenses is relative you your overall net profitability initiative, you've outlined a S.M.A.R.T Goal. Now your job is to support the team in achieving it.

**The first Post Office in
Juneau County was
established in
Seven Mile Creek...**



**At a private residence
circa 1850.**

JCEDC 2015 Membership

Partnering for our Economic Future

JCEDC is a non-profit 501(c)6 organization, supported and funded in large part by the county. Other funding sources include membership dues, grants, and donations.

Membership runs on a calendar year basis. Throughout the year membership meetings are held in various communities within the county, creating ease of access for citizen input. Each membership holds one vote for business conducted at the annual meeting. Voting members are eligible to run for director positions.

Activities of the organization are governed by a nine-member, non-paid board of directors.

Benefits of Membership

- Opportunities to be involved in local and regional economic development, quality of life, and tourism projects
- Free business listing on the official Juneau County website
- Discounted advertising rates on www.juneaucounty.com
- Ability to vote for business conducted at the annual meeting
- Eligibility to serve on the JCEDC Board of Directors
- Receive JCEDC Board Meeting Minutes and stay informed on issues, opportunities and trends affecting Juneau County

Annual Memberships and Dues

Individual	\$ 35
<i>Private individual, non-business member</i>	
Couple/ Family	\$ 50
<i>Private individual, non-business member</i>	
Non-Profit Groups/ Chambers	\$100
Small Business	\$100
<i>10 or fewer employees</i>	
Mid-Size Business	\$200
<i>11—49 employees</i>	
Large Business	\$500
<i>50 or more employees</i>	

JCEDC reserves the right to terminate memberships. Membership in JCEDC does not grant or imply endorsement of any product, service, brand, or company.

JCEDC 2015 Membership Application & Opportunities to be Involved

Please print legibly

Contact Name _____

Business Name _____

Mailing Address _____

City State Zip _____

Phone _____ Cell _____

Email _____

Web _____

Name of Designated Voter (one per membership)

Please indicate all your interests

- Serve on Board of Directors
_____ Yes, I am interested

- Assist with major events, contributing your talents, time, and/or financial sponsorship
 - _____ Waterfest (August)
 - _____ Fly-In/ Drive-In (September)
 - _____ Annual Meeting
 - _____ Special Tourism Projects

- Volunteer on a Subcommittee
 - _____ JCEDC Membership Drive
 - _____ Fundraising
 - _____ Buildings & Prosperity
 - _____ Housing

- Volunteer in other areas such as
 - _____ The Inventors & Entrepreneurs Club
 - _____ Seminars & Conferences



**Please enclose this application along with your check for dues payable to 'JCEDC' and mail to:
JCEDC, PO Box 322, 122 Main Street, Camp Douglas, WI 54618**

Mark Your 2015 Calendar Now!

• JANUARY •

- 1 NEW YEARS DAY
- 1 Turtle Dunk for Cancer Funding
- 8 NLC Business After Five
- 15 GMA Business After Five
- 17 NNWR Nature Photography
- 26 Lyndon Station Chamber Meeting
- 27 NL/Necedah Community Supper
- 28 Dine & Discover Class
- 29 Inventors & Entrepreneurs Meeting
- 29 Mauston/LS Sharing Supper

• FEBRUARY •

- 7 NLC Hooterbowl Bowling Tourney
- 12 NLC Business After Five
- 19 GMA Business After Five
- 23 Lyndon station Chamber Meeting
- 24 NL/Necedah Community Supper
- 25 Dine & Discover Class
- 25 JCEDC Community Meeting
- 26 Inventors & Entrepreneurs Meeting
- 26 Mauston/LS Sharing Supper

• MARCH •

- 8 DAYLIGHT SAVINGS BEGINS
- 12 NLC Business After Five
- 19 GMA Business After Five
- 25 Dine & Discover Class
- 26 Inventors & Entrepreneurs Meeting
- 26 Mauston/LS Sharing Supper
- 30 Lyndon Station Chamber Meeting
- 31 NL/Necedah Community Supper

• APRIL •

- 3 Mauston Easter Egg Hunt
- 4 New Lisbon Easter Egg Hunt
- 5 EASTER SUNDAY
- 9 NLC Business After Five
- 16 GMA Business After Five
- 17 New Lisbon Annual Awards Banquet
- 17 NLC Annual Meeting
- 18 Mauston Spring Fling Craft Show
- 22 Dine & Discover Class
- 22 JCEDC Community Meeting
- 27 Lyndon Station Chamber Meeting
- 28 NL/Necedah Community Supper
- 30 Inventors & Entrepreneurs Meeting
- 30 Mauston/LS Sharing Supper

• MAY •

- *Migration Madness NNWR Bird Watch All Month*
- 2 Mauston Farmers Market begins wkly Sa/Tu
- 13 JCEDC Annual Meeting
- 14 NLC Business After Five
- 15-17 Camp Douglas Armed Forces Day Event
- 21 GMA Business After Five
- 25 MEMORIAL DAY
- 25 Lyndon Station Chamber Meeting
- 26 NL/Necedah Community Supper
- 27 Dine & Discover Class
- 28 Inventors & Entrepreneurs Meeting
- 28 Mauston/LS Sharing Supper

• JUNE •

- 6 Medication Take Back Day, GMACC
- 11 NLC Business After Five
- 12-13 New Lisbon City Wide Garage Sale
- 13 NNWR Wetland Critters Presentation
- 18 GMA Business After Five
- 18 NLC Farmers Appreciation Dinner
- 20 NNWR Nature Photography & Wetland Critters Presentation
- 24 Dine & Discover Class
- 24 JCEDC Community Meeting
- 25-28 Elroy Fair
- 25 Inventors & Entrepreneurs Meeting
- 25 Mauston/LS Sharing Supper
- 29 Lyndon Station Chamber Meeting
- 30 NL/Necedah Community Supper

• JULY •

- 4 FOURTH OF JULY
- 4 Mauston Fire Dept Annual Chicken Dinner
- 4 Fireworks Display in Mauston
- 10-12 Wa Du Shuda Days Festival in NL
- 11 NNWR Blooms & Butterflies Talk
- 11 American Legion Car Show at New Lisbon Community Center
- 11 Fireworks Display in New Lisbon
- 12 Parade in New Lisbon at Noon
- 16 NLC Business After Five
- 18 NNWR Blooms & Butterflies Talk
- 22 Dine & Discover Class
- 23 GMA Business After Five
- 24 Lyndon Station ParkFest
- 25 Parade & Fireworks, Lyndon Station
- 27 Lyndon Station Chamber Meeting
- 28 NL/Necedah Community Supper
- 30 Inventors & Entrepreneurs Meeting
- 30 Mauston/LS Sharing Supper
- 31 Mauston City Wide Garage Sale

• AUGUST •

- 1 Mauston City Wide Garage Sales
- 1 Touched Twice Health Clinic
- 1-2 Waterfest & Venetian Lights Boat Parade by Touchstone Energy
- 6-16 Wisconsin State Fair
- 6 New Lisbon Farmers Market begins wkly Thur
- 8 NNWR Raptors Presentation
- 15 NNWR Raptors Presentation
- 16-23 Juneau County Fair
- 20 Quad-County Chamber BA5 at JC Fair
- 21-23 Hustler Fest
- 23 Juneau County Summer Fair Parade
- 25 NL/Necedah Community Supper
- 26 Dine & Discover Class
- 26 JCEDC Community Meeting
- 27 Inventors & Entrepreneurs Meeting
- 27 Mauston/LS Sharing Supper
- 28-29 Prime Time Jimmy Kline Cancer Ride
- 31 Lyndon Station Chamber Meeting

• SEPTEMBER •

- *Migration Madness NNWR Bird Watch All Month*
- 5 JC EAA Chapter 1365 Fly-In/ Drive-In
- 5 Lyndon Station Cancer Fdn Event
- 7 LABOR DAY
- 10 NLC Business After Five
- 12 Apple Dumpling Days Festival, Elroy
- 17 GMA Business After Five
- 23 Dine & Discover Class
- 23 JCEDC Community Meeting
- 24 Inventors & Entrepreneurs Meeting
- 24 Mauston/LS Sharing Supper
- 28 Lyndon Station Chamber Meeting
- 29 NL/Necedah Community Supper

• OCTOBER •

- *Migration Madness NNWR Bird Watch All Month*
- 3-12 Fermentation Fest Farm Art D'Tour
- 8 NLC Business After Five
- 10 Mauston's Original Pumpkin Bash
- 15 GMA Business After Five
- 17 NNWR Nature Photography
- 17 Lyndon Station Fire & Rescue Dance
- 26 Lyndon Station Chamber Meeting
- 27 NL/Necedah Community Supper
- 28 Dine & Discover Class
- 29 New Lisbon Farmers Market Last Day
- 29 Inventors & Entrepreneurs Meeting
- 29 Mauston/LS Sharing Supper
- 31 Mauston Farmers Market Last Day
- 31 Spooktacular Trick-or-Treating at Crest View

• NOVEMBER •

- 1 DAYLIGHT SAVINGS ENDS
- 12 NLC Business After Five
- 14 Mauston Holiday Craft Show
- 17 NL/Necedah Community Supper
- 18 Dine & Discover Class
- 19 Inventors & Entrepreneurs Meeting
- 26 THANKSGIVING DAY
- 26 Harmony Bistro's Thanksgiving Meal
- 26 JC Moose Lodge's Thanksgiving Meal
- 30 Lyndon Station Chamber Meeting

• DECEMBER •

- 3 Historic Boorman House Event
- 5 NL Lioness Xmas Craft Fair with Santa
- 5 Mauston Holiday Parade
- 9 JCEDC Christmas Party
- 10 NLC Business After Five
- 10 Mauston/LS Sharing Supper
- 12 Santa's House in Mauston
- 15 NL/Necedah Community Supper
- 16 Dine & Discover Class
- 17 GMA Business After Five
- 17 Inventors & Entrepreneurs Meeting
- 25 CHRISTMAS DAY
- 28 Lyndon Station Chamber Meeting



JOEDC Christmas Party

Happy Holidays

Please join us
Wednesday, December 10th,
at 5:30 pm
To celebrate the season
with friends and colleagues.



At the lovely

Fountain Chateau

202 East Main Street
Hustler, WI



JOEDC Christmas Party



JOEDC Christmas Party

Saturday, August 1, 2015



Touchstone Energy®



Venetian Lights Boat Parade

Start planning now and buy those Christmas lights when they go on sale after the holidays to be ready this summer. You could earn some extra money while you're having a great time. Decorate your boat with Christmas lights, crank up the music, "costume up" and enter the 16th Annual Touchstone Energy Waterfest Venetian Lights Boat Parade!

There will be a \$500 "Best of Fleet" prize, plus six other cash prizes! Participants are also entered into a drawing for additional prizes. Registration is free. Print off a registration form at:

www.juneaucounty.com/waterfest.



WELDING, *continued...*

in the Mauston High School, and can accommodate as many as three concurrent training programs with 15 participants in each. Each program lasts 12 weeks, and qualified students will earn a welding certificate and college credit.



The first Skills Institute will begin in January 2015, and commence after the 12 week term resulting in an industry-recognized welding certificate. This program will fully prepare individuals for employment directly following completion, or can act as a ladder into other credit-bearing programs at WTC.

The DWD's Blueprint for Prosperity Grant is intended to increase college capacity to meet the needs of employers. In concert with economic development, our school district, and other community-based organizations in Juneau County, Western Technical College had already begun to develop this locally-based welding training program model. Despite this planning however, there were not sufficient funds in the initial budget request to fully outfit the training location and to prepare the school for a new lab.

This partnership is modeled after a similar rural, community-based program which has been successfully conducted in Black River Falls. There, wait-listed students and other adults seeking to improve their competitiveness in the job market, are able to train quickly without having to delay their enrollment due to unavailability of open class seats in some of Western Tech's courses. With the focus on expanding and upgrading the welding lab training stations at

Mauston High School, current facilities are utilized and improved rather than significant capital investments undertaken to create redundant labs on WTC properties. In addition, these satellite communities can be targeted based on greatest employment needs and also deliver significant savings via shorter commutes for program students.

- By Terry Whipple

WPI, *continued...*

It was truly an honor to include these Washington DC representatives!

The headliner was Lorenzo Hobbs, Direct Connect Program Manager with the US VA Office for Small and Disadvantaged Business Utilization (OSDBU), and he presented his "State Opportunity Showcase" for all Wisconsin business leaders in attendance, and with further specific information for small, disadvantaged, minority, woman, HUB Zone, veteran and service disabled veteran owned firms. Mr. Hobbs was quite impressed with the quality of information available at this conference and also with WPI in general for its demonstrated initiative.



Other presentations included:

- ◆ Financing Options for Small Business—presented by Frank Demarest, US SBA, and Cynthia Erdman, First Bank of Tomah
- ◆ Key Legal Considerations in Setting Up Your Business to Grow and Succeed—presented by Anne Hlavacka, Director of WI SBDC La Crosse
- ◆ Marketing & How Others See You—presented by Jeremy Oler, Director of Trust Ladder Marketing
- ◆ Google Apps & Social Media, How To Make It Work—presented by

Dane Deutsch, President of DCS Netlink

- ◆ Landing Government Contracts—presented by WPI and NW MI Procurement Technical Assistance Center (PTAC)
- ◆ Doing Business with the Department of Veterans Affairs
- ◆ Veterans Business Certification and State Certification Process

And the list of guest speakers was impressive also: John Scocos, Secretary for the Department of Veterans Affairs, Nancy Mistele, Director of the Department of Administration for the Office of Business Development, Eric Ness, Wisconsin District Director for the US Small Business Administration, Tony Steinhoff, Deputy Director & Chief of Fort McCoy's Customer Support Division. Our very



own JCEDC Executive Director, Terry Whipple, was the Master of Ceremonies. Accolades to Dave Olson, WPI Government Contract Specialist housed in the JCEDC Offices, and Aina Vilumsons, Executive Director of WPI, for their tireless efforts in coordinating this event and for its tremendous success!



Nationally Registered Historic Places in Juneau County



**BENJAMIN
BOORMAN
HOUSE**

Victorian house begun in 1875 by Boorman, owner of Mauston's early grist mill, lumber mill and carding mill. Now the home of the Juneau County Historical Society. 211 N Union St, Mauston.



**LEMONWEIR
PETROGLYPHS**

Etchings of thunderbirds on a sandstone wall. These glyphs date back to a time that is prior to the Ho-Chunk people. Visitation is restricted to protect the glyphs from erosion and vandalism. Also known as Twin Bluffs Petroglyphs. Located in Kildare.



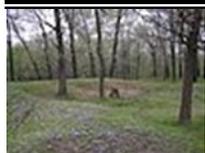
**CRANBERRY
CREEK
ARCHEOLOGICAL
DISTRICT**

Mound complex constructed by Woodland people around 100-800 CE. Includes hundreds of low conical mounds, mostly in lines. Also a bird effigy and a bear or panther. West of intersection G/F, Armenia.



**WILLIAM &
MARY
SHELTON
FARMSTEAD**

Farmhouse started in 1863. In the 1920s the farm was site of the art, based on advice from university and farming magazines. N2397 County Highway K, Seven Mile Creek.



**GEE'S SLOUGH
MOUND
GROUP**

Linear mounds, round mounds, and a running panther effigy mound constructed by Native Americans of the Woodland period. Mounds View Rd, New Lisbon.



**SPRAGUE
BRIDGE**

Constructed in 1913, Sprague Bridge is an example of the bridge type: Pratt Half-Hip Pony Truss. Located in Finley Township SE of Finley, spanning across the Yellow River.



**JUNEAU
COUNTY
COURTHOUSE**

Modern-styled courthouse built in 1938 with help of the WPA. 220 E State St, Mauston.



*This information excerpted from the **National Register of Historic Places** (www.nationalregisterofhistoricplaces.com/wi/juneau/state.html) and **Wikipedia** (www.en.wikipedia.org/wiki/National_Register_of_Historic_Places_listings_in_Wisconsin#Juneau_County).*



**WESTON—
BABCOCK
HOUSE**

Neoclassical home built in 1860 by Thomas Weston, an early settler. Charles Babcock founded the Necedah Bank. 407 Main St, Necedah.

