

Calumet County Business Trends

A Report from the Calumet County Economic Development Office



Summer 2009

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Local Company Making Sustainability a Priority



Brillion – Calumet County is home to a company who is committed to protecting the environment we live in today and demonstrates that with their green product they created.

SDF Strapping, Inc. which stands for “Salto De Fe”, meaning “leap of faith” in Spanish, produces eco-friendly paper straps made from sustainable natural resources that can be used in a variety of industries and can be produced in different sizes and colors.

The paper strap offers an eco-friendly and cost effective alternative to plastic and metal straps.

SDF Strapping has been working on their biodegradable paper straps for over six years. Edward Dever, owner of SDF Strapping came to Brillion in 2003 and opened their corporate office there because of its proximity to the Fox River Valley which is known as the “Heart of the Paper Industry”.

Dever has a background in the paper industry and knew the market existed for the product they produce today.

Since then, SDF Strapping has been awarded a patent for their improved paper strap and has also

introduced an industrial paper strap that opens the doors for the packaging industry.

SDF’s Industrial Paper Strap has been engineered to work with many types of existing strapping equipment and has a high strength of 450 pounds.

SDF’s straps are designed to replace the traditional wire used in various industries. The new strap helps offset employee injuries from handling the wire, machine downtime from jams, and gives companies an environmentally-friendly option.

The paper strap that SDF Strapping produces does not increase the cost for strapping and can easily be integrated into existing equipment that previously used metal or plastic strapping.

SDF Strapping plans to stay in Brillion as their company grows and starts to ship their products worldwide.

SDF Strapping, Inc. is located at 720 North Main Street in Brillion and can be reached at (920) 756-3021 or at info@sdfstrapping.com.

Visit their website www.SDFstrapping.com for more information about their products.

Entrepreneur Course Offered at Fox Valley Technical College Regional Center in Chilton

Fox Valley Technical College is offering their successful E-Seed: Innovative Entrepreneurship Training course at their regional center in Chilton this fall. If enough participants sign up, the class is on Tuesday nights from 6pm-9pm and runs September 15, 2009 through December 15, 2009.

E-Seed is a very beneficial course if you’re looking to go into your own business. In the class, you’ll learn about keys to business success, how to research and analyze your industry, how to conduct market research and analysis, how to market your product or service and to whom and at what price, how to expand your customer base while also increasing sales and profits and other financial tips, tools and strategies.

E-Seed instructors are entrepreneur and small business specialists who are experts in their fields and have knowledge that comes from personal experiences. You will also learn about marketing, business financing, accounting, law, and industry research from professionals in those fields.

For more information on this opportunity in Chilton, please contact the Fox Valley Technical College in Chilton at (920) 849-4416 or visit www.venturecenterwi.biz for more information on the E-Seed course.

An informational session, "Explore Starting Your Own Business", will be held for FREE Tuesday, August 18th at the Chilton FVTC Regional Center.



Calumet Economic Development Update

A Letter From Kelly Nieforth Calumet County Economic Development Specialist



Kelly Nieforth, Calumet County
Economic Development Specialist

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Summertime in Calumet County is a busy time for events, community projects and tourism. Take time to attend one of Calumet County's many events and support local communities and organizations. Take a stroll through some of the Main Streets in Calumet County and you'll find progressive community leaders and store owners who are looking to enhance the quality of life in their respected community.

Along with that, the 2010 Census is coming up quickly and plays a very important role in making many decisions in the federal, state and local government. Please plan on participating in the survey. The following are a few examples of what it determines:

- it helps states draw their legislation districts, determines how over \$300 billion in federal funds will be distributed to local, state and tribal governments each year;
- and provides businesses with marketing data, provides demographic data used for school aid, helps community planners to create future development plans, and helps communities understand the needs of their residents.

If you'd like more information, visit 2010census.gov.

Calumet County Economic Development is dedicated to improving and maintaining the thriving economic environment that we reside in today. Please contact us with any questions, concerns or suggestions you may have. Your input is valuable to the county and its economic livelihood.

- the number of seats each state will have in the House of Representatives;

Calumet County Revolving Loan Fund Money Available

The Calumet County Revolving Loan Fund has money available for businesses looking to expand or start up. The money can be used for working capital or equipment towards the business with different loan terms depending on what the money will be used for.

An application, a \$200 non-refundable application fee and all the necessary supporting documents must be turned in to the county's Economic Development Specialist and will be forwarded to the county's Revolving Loan Fund Committee who looks at the loan and makes the final decision.

Eligible businesses who would like to apply for a loan will need to create one (1) full-time position for every \$20,000 that is requested from the business. The jobs created must be created within two (2) years after approval and maintained for two (2) full years after they are created.

The loan program is open to any business that is in Calumet County.

Businesses are encouraged to contact Kelly Nieforth, Calumet County Economic Development Specialist and inquire about eligible activities to receive a loan, the loan fund balance and other requirements for the program.

Call (920) 849-1442 for more information or email at kelly@calumetbusiness.com.

Information is also listed on the Calumet Business website at www.calumetbusiness.com under Revolving Loan Fund.

Business Toolbox: Preparing for Change

- Keep talking about change so that employees think in terms of change and help make it happen.
- Make expectations clear. Key employees should know that embracing change is part of their responsibility.
- Monitor company procedures and systems to be sure they support change.
- Examine your corporate culture to discover any impediments to change. Some traditions and practices may need to be revamped to meet new needs.
- Plan far ahead for the biggest change of all: your retirement or exit from the company. Develop new leadership.

Tips courtesy of SCORE

Calumet Business Corner

Announcements from and for Local Businesses

Scoops Ice Cream Parlor Awarded

Chilton: Scoops Ice Cream Parlor in Chilton was recently awarded a second place certificate for its vanilla and chocolate ice cream from the National Ice Cream Retailers Association.

Ice cream shops of all sizes in the United States competed in the competition. Judges of the contest were impressed that Scoops Ice Cream Parlor, a smaller ice cream shop could make the quality of ice cream that it did.

Scoops Ice Cream Parlor produces over 90 homemade flavors and also offers other ice cream treats and coffee.

Scoops is located at 131 E. Chestnut Street in Chilton and is open from Sunday thru Thursdays 10:30am to 10:00pm and Friday thru Sunday 10:30am to 10:30pm.

Visit www.scoopsicecreamparlor.com for more information.

Attention Downtown Business Owners!

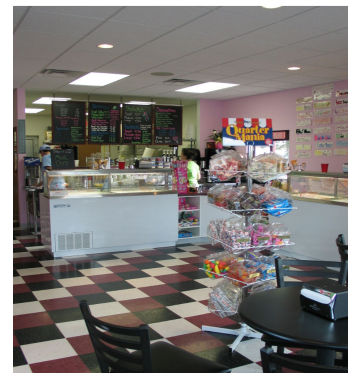
Appleton and New Holstein: Looking for ways to improve your downtown business or work together with the other businesses in the downtowns? Come to the FREE "Revitalizing Wisconsin's Downtowns" webinars coordinated by UW-Extension, Wisconsin Main Street program and the Wisconsin Downtown Action Council. These webinars will study various topics surrounding downtowns and have experienced downtown professionals that lead discussions and answer any questions you may have.

The monthly sessions begin at 12:00pm to 1:30pm on the 3rd Thursday of each month. Calumet County has two host locations. There is one in New Holstein at the Premier Financial Credit Union and one in Appleton at Time Warner Cable. The sessions will start in September 2009 after a 2 month summer break.

If you're interested in attending these webinars, please contact Mary Kohrell at UW-Extension at (920) 849-1450 or kohrell.mary@co.calumet.wi.us.

Website for Downtown Webinars:

<http://lgc.uwex.edu/downtowns/>



Inside Scoops Ice Cream Parlor, Chilton

Tourism Spending Up in Calumet County



Visitors in Calumet County spent more money in 2008 compared to 2007. Spending was up 1.1% with over \$39 million spent by tourists traveling in the county.

Despite the poor economy, poor weather and high gas prices, overall state spending was up with \$13 billion being spent by travelers across the state.

Tourism spending in Calumet County supported over 897 jobs dealing with the tourism industry.

Visit www.travelcalumet.com to see what's going on over on the quiet side of the lake!

FREE Small Business Counseling

If you own a small business or are looking to start one, Calumet County offers business counseling with a Small Business Development Center counselor.

If assistance is needed with business plan writing, marketing, or any other type of business related activity please set up an appointment today!

The UW Extension office in Calumet County coordinates the meeting dates and times. Please contact Mary Kohrell, Community Development Educator to set up a meeting time. Call (920) 849-1450 or email at kohrell.mary@co.calumet.wi.us.

Do you have a business announcement like a new business opening, expansions or moving to the area?

If you have a business announcement that you would like to share, please call Kelly Nieforth at (920) 849-1493 ext 790 or email at kelly@calumetbusiness.com.

We're On the Web!

www.calumetbusiness.com

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