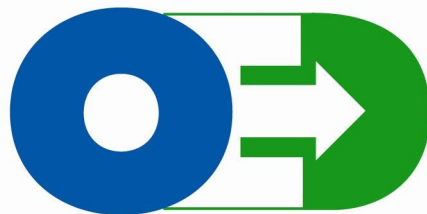




Todd Luft
President



OZAUKEE ECONOMIC DEVELOPMENT

Volume 8 Number 3 November 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.



Port Washington State Bank



TECHTERIORS



The Feed Bag Pet Supply



Dr. David Borst

On September 24th, OED held its Third Annual Business of the Year/Economic Forecast Breakfast at the Ozaukee Pavilion in Cedarburg. Two hundred and forty attendees came to the event honoring The Feed Bag Pet Supply Co. as Small Business of the Year, TECHTERIORS as Mid Size Business of the Year and Port Washington State Bank as Large Business of the Year. The event was co-sponsored this year by Aurora Healthcare, Reinhart Boerner Van Deuren s.c. and KAPCO.

The event was kicked off by Todd Luft, President of OED and Roger Kirgues, Business Development Chair. Dean Rennicke, from KAPCO presented the Large Business of the Year to Steve Schowalter of Port Washington State Bank. Steve spoke of the long history of the Bank and their continued community commitment. James Sheriff from Reinhart Boerner Van Deuren s.c. presented the Mid Size Business of the Year to Alex and John DeToro of TECHTERIORS. They spoke of their strong family support as they started and have grown their business and about how key employees are a vital part of the business. Carla LaFever from Aurora Health Care presented the Small Business of the Year to Mark Haslam from The Feed Bag Pet Supply co. Mark spoke of their growth, moving from Grafton to Mequon and the key components of the business—the pet clients and their owners.

Dr. David Borst, Executive Director of the Family Business Legacy Institute, opened the Economic Forecast by welcoming back Bill Morse of Ziegler Wealth Management and introducing Paul Westphal of R.W. Baird. The economic forecast examined the economy at the world level (looking at the Chinese Stock Market dive and the European Refugee crisis) to bringing it to the local level (talking about where future generations may settle—Milwaukee or Ozaukee). The panel ended with a rapid fire discussion that ranged from Christmas shopping habits to markets to buy and sell in the near future.

Todd Luft brought the program to a close, thanking the OED Board, as well as our sponsors; Aurora Health Care, KAPCO and Reinhart Boerner Van Deuren s.c., and the panelists; Dr. David Borst, FBI, Bill Morse, Ziegler and Paul Westphal, R.W.Baird. We hope you will consider becoming part of this successful event next year by either nominating your business, sponsoring the program or simply attending. For more information, please contact Kathleen Cady Schilling at kschilling@co.ozaukee.wi.us, 262.238.7730



Bill Morse



Paul Westfahl



Laura Catherman



Debbie Seeger



Lori Rauth

Changing Workforce: Generation Gaps & Talent Retention

On November 5th, a group of 60 interested business people throughout Ozaukee County attended a panel discussion about Generations Gaps and Talent Retention in Grafton.

Presenters for the discussion were Laura Catherman, Vice President, WOW Workforce Development, Debbie Seeger, Senior Vice President, Patina Solutions Group, Inc., and Lori Rauth, Director of HR/Retention Services, MRA.

Panelists covered a wide range of issues including:

- ◆ How each generation has different job expectations regarding workplace culture, mobility, and work-life balance
- ◆ Labor shortages and commuting patterns in the local area
- ◆ Developing strategies for talent retention and the importance of new hire and exit interviews
- ◆ Transmitting the values and culture of your organization to employees

The event concluded with a fruitful question and answer session which led to many of the participants connecting with the speakers.

Co-Sponsors of the event were WOW Workforce Development, Ozaukee Economic Development, Cedarburg Chamber of Commerce, Grafton Area Chamber of Commerce, Mequon-Thiensville Chamber of Commerce, Port Washington Chamber of Commerce and Saukville Chamber of Commerce.

For more information on how to contact the speakers, please contact Ozaukee Economic Development at 262- 238-7730.

Looking for a new position? Want something flexible? OED is hiring?

OED is looking for a **part-time employee** to fill the position of Marketing and Business coordinator. This position is 15-20 hours a week and flexible to meet your schedule. We are looking for someone with skills in marketing, communication and organization. For more information, contact Kathleen Schilling at 262.238.7730 or kschilling@co.ozaukee.wi.us



Ozaukee Economic Development Advisory Council Meets:

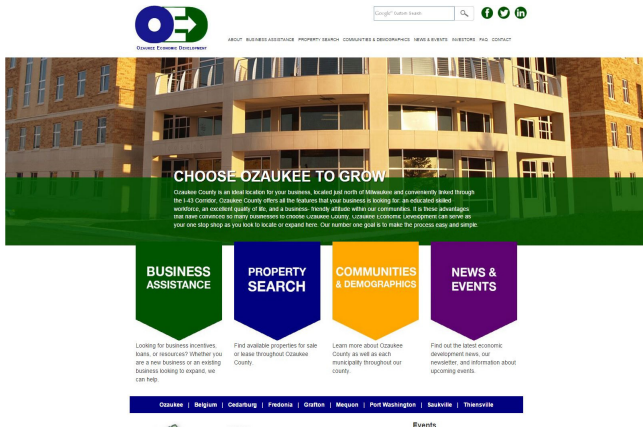
On Tuesday, November 17th, OED held an Advisory Council session at MATC-Mequon. The Advisory Council is made up of local business and government representatives along with chamber of commerce executives. The council works with OED to ensure that we stay on mission. Previous Advisory Council sessions have assisted in the development of a new Strategic Plan, Mission and helped us refine out current goals.



This year's session focused on issues facing the Community and the programs OED offers. At the session, the council members provided input on issues such as transportation and workforce—how their businesses are dealing with labor gaps and how transportation affects their hiring. They also answered questions about OED's current educational & leadership programs. Topics discussed comprised of the timing and length of events and potential future programs. OED also gave a brief overview of OED's new website and social media offerings. This meeting provided an outlet for our investors and partners to help guide our future direction.



For more information or becoming involved in OED's Advisory Council, please contact Kathleen Schilling at kschilling@co.ozaukee.wi.us or 262.238.7730.



OED's Website: New Look, Same Address!

OED is pleased to announce the launch of our new and improved website. It is the same address but a great new look. We were fortunate to have Smart Interactive Media (getsim.com), located in Cedarburg, design our new website. Thanks to this new design, businesses looking to locate or expand in Ozaukee County will be able to find the information they need quickly. It will also give you easy access to our news and events as well as our social media updates.

Please visit our site at www.ozaukeebusiness.org.



Manufacturing and Career Fair

OED is partnering with W-O-W Workforce Development to hold its eighth annual Manufacturing and Career Fair.

The Career Fair brings local manufacturers into area high schools to talk directly with the students about manufacturing as a career option.

Businesses highlight career paths within the industry and their business specifically. They inform the students about training and educational requirements for specific jobs. This year's program will be held at Port Washington High School.

The Fair, which is a half-day event will be held on **March 8th 2016**. For additional information or to register your business to take part in this event, please contact Kathleen Schilling at: kschilling@co.ozaukee.wi.us or 262.268.7730

CO-Sponsored by



First steps comes to Ozaukee County

OED, UW-Milwaukee's Small Business Development and UW-Extension Ozaukee County partnered to offer First Steps to Starting a Small Business. The class, which is part of the Small Business Development Center's educational program is a three hour session going through the details of starting a business. The course examines issues such as business planning, financial records, time management and legal structure. Normally, these classes are only offered at their Milwaukee location. For the first time it was offered at Concordia University's Pharmacy School in Mequon. The classes are offered in a small size format and there were ten attendees at the Ozaukee Class. Look for more information on when the next class will be held.

For more information on the Small Business Development Center or on starting a business, please contact Kathleen Schilling at kschilling@co.ozaukee.wi.us or 262.238.7730

Educational Seminar on Business and Taxes...

On Thursday August 13th, OED partnered with Schenck and the Ozaukee County Chambers of Commerce to host an educational session on Sales and Use Tax—How is Your Business Impacted. Approximately 50 Business people attended the session at Concordia's Environmental Studies Building. The session was presented by three representatives of Schneck's State and Local Tax Team; Cam Brawley, Senior Manager, Sarah Evans, Manager and Crystal Krenke, Supervisor.

The session focused on five main issues: Streamlined Sales Taxes; Multi—State Tax Issues; Recent Sales and Use Tax Legislation, General Wisconsin Sales and Use Taxes and Wisconsin Sales and Use Tax Audits. During the presentation, Schenck highlighted examples of businesses in different scenarios and the potential tax implications. They also spoke of changes in legislation—such as the end of the Brown County Football Stadium Sales Tax and how that would affect local businesses.

After their presentations, Cam Brawley and Sara Evans had the businesses break into small groups and answered specific questions regarding taxes, internet sales, use taxes within other states and other issues related to both taxes and audits.

OED thanks Schenck and its partners, Cedarburg Chamber of Commerce, Grafton Area Chamber of Commerce, Mequon-Thiensville Chamber of Commerce, Port Washington Chamber of Commerce and Saukville Chamber of Commerce.