



## Interim Executive Director—Vicki Resech

June 1, 2019, a new door opened for me at MCDEVCO as the Interim Executive Director. What an exciting three months I have experienced!

**GAP Financing** – Two new loans have been through loan committee and completed for Wausau Animal Hospital, LLC and Twin Auto, LLC (dba Mountain Bay Auto). We are excited to be working with these new business owners. \$120,000.00 GAP financing dollars, \$2,136,900.00 total loan project economic development, and a minimum of three new jobs to be created for Marathon County. Stop by and support these local businesses.

MCDEVCO is maintaining and building new relationships with Marathon County financial institutions by holding loan-training sessions. These sessions build collaborations as we move forward on new loan projects. The goal is a smooth flow of loan documents and information between organizations to complete loan packages in a timely manner. As we move into our 2019-2020 fiscal year, we look to our lending partners for new projects and business investments to fill the GAP for Marathon County.

**GEARS Center/Education** – Normally, MCDEVCO takes the summer off from additional activities and plans for the fall. Not this summer! We offered to entrepreneurs and small business owners a new platform – **Pop-Up Shops!** For new entrepreneurs, online and small businesses, this venue builds brand awareness by getting their name/business in front of new potential customers. By popping up, they can explore/experiment with new revenue streams without the added expense of going all in. Pop-ups are flexible and there are no expectations, as the entrepreneur/business owner makes their own rules. Pop-up shops can make significant profits along with building their client base. The July 25<sup>th</sup> event hosted eight businesses and we were overwhelmed at the response to the August 28<sup>th</sup> with 24!

General fall education classes will begin on September 26<sup>th</sup> with Melissa Klade from Wipfli (HR); October 3<sup>rd</sup> Tim McKeough from Q Up Success (Personality Types); and in November Amy Plier will present a LEAN Business series.

October we will celebrate **Women's Small Business Month** with two programs. October 17<sup>th</sup> Jennifer Tryba from Thrivent Financial will moderate a round table/panel discussion for women; and October 22<sup>nd</sup> MCDEVCO will host an Inspiring Art to Aspire Women.

Check out the details of these great programs in this newsletter.

**Community/Marathon County Involvement** - MCDEVCO continues to play a role in five of Marathon County's strategic goals in their plan for 2018-2022 with our GAP financing, entrepreneur education, one-on-one mentoring, GEARS Center, and community collaborations.

Senator Tammy Baldwin and her team held a closed economic development meeting at MCDEVCO on August 5, 2019. It was exciting to be a part of the conversation with Tammy and the other economic development agencies from Marathon County.

We are moving forward with the Municipalities meetings and better relationships throughout the county.

The U.S. Sports Development Group plan for a sports complex and entertainment venue was announced on August 6th. Watch for the future development of this project between them, Marathon County, the Central WI Visitors Bureau, and MCDEVCO.

We end our 2018-2019 fiscal year on August 31, 2019 and look forward to our annual meeting scheduled for November 12, 2019. As we look to the future of MCDEVCO, the board will be holding a strategic planning session on September 16, 2019.

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MCDEVCO was featured in Business in Focus, August 2019 publication on how we fill the GAP in Marathon County. Please see the attached article for your reference.

If you have not already, check out our website – [www.mcdevco.org](http://www.mcdevco.org) and our new blog on the GEARS Center and Co-Working spaces. Our Facebook page highlights our programming and Back to School Special for the GEARS Center – like us and follow along!



As the seasons change and we move into the next three months at MCDEVCO, we hope that you find where you would like to be involved with the organization. From GAP financing, education (take a class or be an instructor), celebrate Women’s Small Business month, the annual meeting, or just being part of economic development – remember the **Coffee Pot is Always on at MCDEVCO!**



*Jackie*

## MCDEVCO Out and About

### June:

Hosted City of Wausau Public Strategic Planning Session  
Polka Dot Power House Meeting

### July:

Marathon County Municipalities Meeting  
1st Pop-Up Shops at MCDEVCO  
Volunteered at New Life Pet Adoption

### August:

Economic Development Roundtable with U.S. Senator Tammy Baldwin  
U.S. Sports & Entertainment Center Complex and Outdoor Baseball Complex Project Meeting with Victus Advisory Group  
State of WI Student Loan Refinancing Task Force  
Middle Grounds Craft Fundraising Night  
Business PM—Olson Tire  
Heavy Metal Tour Meeting  
2nd Pop-Up Shops at MCDEVCO



New Life Pet Adoption Center



Student Loan Task Force



Pop-Up Market



Outdoor Sports Complex & Event/Sport Center Presentation



Economic Development Roundtable

## Welcome New Members—July 1, 2019 to September 1, 2019

**Associate—** Small Business Development Center at UW– Stevens Point  
Jennifer Tryba—Thrivent Financial

THANK YOU for your partnership with MCDEVCO in Economic Development for Marathon County!

## Co-Working Benefits—The *GEARS* Center

In the past decade, a revolution has taken place in how entrepreneurs view work and workspaces. That revolution is the concept of co-working. Indeed, statistics show that increasingly co-working has become the new normal.

Let's start by defining co-working. It is a way of working where people/businesses share a common space for their independent activity. So how can this way of working benefit you, particularly in the *GEARS* Co-working Center at MCDEVCO?

### 1. Professionalism

Having a professional workspace tells the world that you have made a commitment to your business. The *GEARS* Center offers you a real business address, including a place to have your business mail delivered. In addition to a scalable workspace, you have access to conference and meeting rooms and traditional office amenities like a copier, coffee/tea, etc. Having a private, professional place to meet with clients, co-workers or investors is essential.

### 2. Productivity

Working at home, or at the coffee shop, can be distracting. At home, there's always some seemingly essential chore: cleaning, paying bills, interacting with family members. Perhaps, it's that food in the refrigerator or a TV show that you get sucked into watching that sidetracks you. Committing to your work and setting aside the time and place to getting it done is essential for building a business. A professional workspace makes it easier to structure your time and to maintain a professional working routine.

### 3. Flexibility

The beauty of a co-working space like *GEARS* is that you have no long-term financial commitments. Pay for only what you need right now and change it as your needs change. How you use the space is limited by your creativity. Is your business in transition, a period of uncertainty? Do you have a partner or co-worker and together you don't each need a full office? Have an important client meeting and need a professional meeting space for only a day? These changing needs, and many others can be met by a co-working space. At *GEARS*, memberships range from a virtual office to private offices with locking doors.

### 4. Efficiency

Renting a co-working space is cheaper and easier than setting up and supporting your own office. Instead of worrying about furniture, leases, utilities and high-speed internet, you can walk into a ready-made office and spend all your time focusing on your business. Also, a separate co-working space membership can be much cleaner for your business taxes than declaring a home office.

### 5. Community

Being around other motivated entrepreneurs can be that extra boost to keep you on track and motivated. There's also the potential to learn from others in the space, discuss issues you're facing and get different perspectives. Also, at *GEARS* you will have direct access to MCDEVCO - the primary point of business expansion and startup information in Marathon County. That includes free (or reduced cost) educational programs, workshops, seminars, and most importantly, the opportunity to meet successful business volunteer mentors.



**One Month *FREE* when you sign up for a six month or longer membership!**

**Visit us at 1415 Merrill Ave, Ste. 140, Wausau, WI 54401  
715.298.0084 - [info@mcdevco.org](mailto:info@mcdevco.org) or sign up online at [mcdevco.org](http://mcdevco.org).**



## Extension, Education, and Economic Development Committee—Sara Guild

Marathon County strives to be the “Safest, Healthiest, and Most Prosperous” county in Wisconsin. Its Extension, Education and Economic Development (EEED) Committee plays a key role in bringing this vision to life. Education and economic development are closely intertwined. A strong educational system produces employees prepared to build and sustain thriving businesses. In turn, a healthy economy creates more resources to support our educational systems. The EEED Committee makes sure our county’s communities have the resources and environment needed to support both sides of this crucial partnership.

As its name implies, there are three core areas of emphasis:

**EXTENSION:** To support the “Wisconsin Idea” that UW-Madison’s resources should be accessible statewide, every county oversees staff from the UW-Madison Office of Extension (formerly UW-Extension). Marathon County’s Extension team runs popular programs like 4-H and Food Wise and provides expertise in dairy, horticulture, natural resources, community development, and more. These specialists can also provide *FREE* assistance to Marathon County’s residents.

**EDUCATION:** EEED engages with many different educational systems. However, it works most closely with the UW-Stevens Point Wausau campus (formerly UW-Marathon County). Marathon County owns the campus’

buildings and partners with UWSP to strengthen this educational institution. There have been a lot of exciting updates on the campus recently and the EEED Committee is working closely with UWSP leadership to keep the positive momentum growing.

**ECONOMIC DEVELOPMENT:** The Committee’s primary economic development-related effort is broadband expansion. EEED collaborated with the Infrastructure Committee to identify the county’s most critical broadband needs. In late spring, a consulting firm was retained to develop a potential plan for countywide broadband coverage. This plan will be released in October and action steps for implementing countywide broadband will be identified by the end of the year.

The EEED Committee works hard to make sure Marathon County’s educational and economic systems are strong so its residents can all be the “safest, healthiest, and most prosperous” in the state.



## Loan Client Highlight: Whitewater Music Hall - Kelly Ballard

After spending our early lives pursuing various careers and interests, Leslie, Brad, and I collectively decided that we would like to try a different path. We feel that hard work is important and that focusing on day-to-day work that we actually enjoy and find rewarding would not only lead to a more meaningful existence for ourselves but would have the greatest chance of success, sustainability, and authentic experiences for guests who visit us.

We chose Wausau, a community that is on the precipice of a great leap in its evolution, as the home for our nascent business because of the beautiful setting, friendly community, moderate size, affordability, and its steady hum of potential. So, we combined our passions and skills to develop a plan to fill a perceived need in Wausau. We set out to find an urban space in need of a new life to serve that purpose. The Masonic Lodge fit the bill perfectly. We envisioned converting the space so it could serve as a diverse venue...as a casual, beautiful gathering space, a performance venue for live music or theatrical performances, and a gallery for local artists to display their work.

We designed a brewpub to sell our house-brewed beer. We dreamed of a taproom to allow a showcase of the region’s other excellent craft beer. We wanted to offer all day Ruby Coffee, an excellent local roaster who won Wisconsin’s Best Roaster of the Year award. Since we opened in May, so many other creative individuals have approached us with a range of interesting ideas for uses for the hall...now, in addition to the concerts, we offer yoga, host meetings, parties, and fundraisers, are developing a poetry reading series, and are working on mural projects with Riseup, just to name a few. The potential uses for our space are growing daily and the community seems as excited as we are by the possibilities. We hope to incorporate as many of those visions as we can and to continue to inspire other creative individuals to come forward to begin realizing their visions alongside us. We look forward to the unimagined dreams yet to come!



## Volunteer of the Quarter Highlight—Gary Beastrom

MCDEVCO would like to thank Gary Beastrom as this quarter's outstanding volunteer.

In July, Gary arrived early to help entrepreneurs and small business owners set up for MCDEVCO's first Pop-up Shop! Gary assisted in setting up tents and unloading items for the vendors.

Gary is a Marathon County Board Supervisor who also serves on MCDEVCO's board of directors. He has represented the Village of Athens on the county board since 2010.

As a county board member, Gary is interested in the problems affecting health and economic development in Marathon County. He thinks the best part of the county is the dairy industry and all of the recreational opportunities.

Gary has three children, two boys and one girl.



## October Celebrate Women's Small Business Month with MCDEVCO



As of 2018 it is estimated that there are 12.3 million women-owned businesses in the United States.

Women-owned businesses employ nearly \$9.2 million people.

They generate over \$1.8 trillion in revenue.

Over the past nine years, the number of women-owned firms continues to grow at a rate fully 4.8 times faster than the national average.

Women are currently the majority owners of 40% of the country's businesses, up from 38% in 2016.

**October 17, 2019 from 6pm-7:30pm at MCDEVCO**

**Celebrate Women's Small Business Month by Joining Us for a Round Table/Panel Discussion on**

***Women's Small Business Owners - the Pros & the Cons.***

Moderator - Jennifer Tryba (Thrivent Financial)

Panelists - Sue Larson ( Lil' Ole Winemaker Shoppe), Megan Korpela (Downtown Grocery),

Rachelle Cota (WI Coating Specialists, LLC)

Jen Nieuwenhuis Hardel (REI Engineering, Inc.)

Amy Plier (Wausau Container Corp.)

Register Today for this No Charge Program!

**MCDEVCO, Inc.**  
1415 Merrill Ave, Ste. 140  
Wausau, WI 54401  
715.298.0084  
info@mcdevco.org

## *Inspiring Art to Aspire Women*

**October 22, 2019 from 6pm-7:30pm**

**Timekeeper Distillery**

**720 Grant Street, Wausau, WI 54403**

**Cost for 1 cocktail, appetizers, and all painting supplies \$25.00.**

***What keeps you motivated and inspires you to aim for the stars?***

You will be painting a 10x10 personal motivation to take home. As you paint we will discuss other ways to maintain your energy and be productive throughout your day!

Register Today! COST for program is \$25.00.

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# Human Resources - How to Recruit, Hire, Train, & Retain Employees

September 26, 2019 at MCDEVCO from 6:00pm to 7:30pm

Join us as **Melissa Klade** (Director of Total Rewards & HR Systems at Wipfli) discusses talent acquisition, training, and retention along with benefits for employees.



As the Director of Total Rewards and HR Systems, Melissa oversees Wipfli's compensation and benefit and HR systems. She leads the organization's key talent initiative, which includes priorities around Talent Acquisition, Career Pathing, the Associate Experience, Workforce Planning, and Alumni Network. She started with Wipfli in 1998, when the firm was just over 300 associates in WI and 2 people were dedicated to HR. Today there are approximately 2000 associates, spanning 50 locations across the U.S. and India, and the HR department is close to 40 individuals.



Register Today for this No Charge Program!



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# Personality Types - How do We all Work Together?

October 3, 2019 at MCDEVCO from 6:00pm to 8:00pm

Tim McKeough, MBA - President/Owner Q Up Success, LLC



Tim McKeough graduated from the UW Madison and received his MBA from the University of St. Thomas. He is a Certified Trainer for the Myers-Briggs Personality Type Indicator and a Certified Coach for the Canfield Success Principles. He has presented nationally, a keynote speaker, coaching and consulting, and has many publications under his belt.

Tim has spent over 20 years in health care and has held a multitude of executive positions in both operations and sales including: CEO, COO, and VP. Using his experience and passion to inspire and lead, Tim started Q Up Success.



Register Today for this No Charge Program!



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# Lean Business - The 9 Building Blocks

Workshop Series -  
November 4th, 11th, 18th, AND 25th  
from 6:00pm-8:00 at MCDEVCO



Attend Amy's workshop series and learn the 9 building blocks to be able to create an innovative and effective business model for your company. You will create a visual representation of your business model and know how to adjust or pivot with the changing economy. Understand how to make potential tweaks in your plan and their overall impact, plus more!

Sign Up Today for This No Cost Workshop Series



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## Upcoming Events for MCDEVCO, Inc.

\*All Programs and Meetings will be held at MCDEVCO's *GEARS* Center unless noted\*

### September 2019:

**Marathon County Municipality Meeting**  
September 10, 2019 from 7:30am to 9:00am

**MCDEVCO Board Meeting & Strategic Planning Session**  
September 16, 2019 from 3:00pm to 6:30pm

**MCDEVCO's Programming:**  
**Human Resources—How to Recruit, Hire, Train and Retain Employees**  
Melissa Klade from Wipfli  
September 26, 2019 6:00pm –7:30pm

**Polka Dot Power House Social**  
September 26, 2019 6:30pm-8:00pm

### October 2019:

**MCDEVCO's Programming:**  
**Personality Types—How do We all Work Together?**  
Tim McKeough from Q Up Success, LLC.  
October 3, 2019 from 6:00pm –8:00pm

**MCDEVCO Executive Committee Meeting**  
October 28, 2019 from 11:30am to 12:30pm

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
M T W T F	M T W T F	M T W T F	M T W T F
1 2 3 4 5 6 7	1 2 3 4 5	1 2	1 2 3 4 5 6 7
8 9 10 11 12 13 14	6 7 8 9 10 11 12	3 4 5 6 7 8 9	8 9 10 11 12 13 14
15 16 17 18 19 20 21	13 14 15 16 17 18 19	10 11 12 13 14 15 16	15 16 17 18 19 20 21
22 23 24 25 26 27 28	20 21 22 23 24 25 26	17 18 19 20 21 22 23	22 23 24 25 26 27 28
29 30	27 28 29 30 31	24 25 26 27 28 29 30	29 30 31

### MCDEVCO's Women Programming—Celebrating Women's Small Business Month:

#### Round Table and Panel Discussion

Topic: Women's Small Business Owners—the Pros & the Cons  
Moderator—Jennifer Tryba  
Panelists—Sue Larson, Megan Korpela, Amy Plier, Rachele Cota, and Jen Nieuwenhuis Hardel  
October 17, 2019 6:00pm—7:30pm

#### Inspiring Art to Aspire Women COST for Program \$25.00

Location: Timekeepers Distillery:  
720 Grant St Wausau, WI 54403  
October 22, 2019 6:00pm—8:00pm

### November 2019:

#### MCDEVCO's WORKSHOP SERIES Programming:

**Lean Business: The 9 Building Blocks**  
Amy Plier from Wausau Container Corp.  
November 4, 11, 18, & 25 6:00pm—8:00pm

**MCDEVCO Annual Meeting**  
November 12, 2019 from 5:30pm to 7:30pm

### December 2019:

**MCDEVCO Executive Committee Meeting**  
December 16, 2019 from 11:30am to 12:30pm

