

MCDEVCO NEWS

A NOTE FROM THE EXECUTIVE DIRECTOR

MCDEVCO continues to support Marathon County with resources such as municipality connection, entrepreneurial development and GAP financing to enhance the landscape of new and expanding businesses. Here is what MCDEVCO has been up to as it relates to each of these objectives since 2022 kicked off!

Municipality Connection

MCDEVCO continues to work to be the conduit that connects each municipality to one another, ultimately supporting growth and business development along with expansion in Marathon County. Since I last wrote to our readers, MCDEVCO collaborated as a support partner to the Centergy-led Developer Familiarization Tour. The Tour was a two-day effort to showcase available sites in both Portage and Marathon Counties. MCDEVCO thanks the municipalities that showcased sites on the tour as well as those that submitted sites for Centergy to share with the attendees to review. Thank you to the municipality, business and support partners who collaborated to make this tour a success and highlight the beauty of our community.

GAP Financing

MCDEVCO continues to focus on supporting its community through its GAP Financing program. The funds within this program are geared toward businesses that are new or expanding within Marathon County. Loan funds can be used to finance the acquisition of existing businesses, land, building, equipment, working capital or construction. For more information, contact us at info@mcdevco.org.

Entrepreneurial Development

MCDEVCO is passionate about the development and resources it offers to business owners. MCDEVCO partnered with Lina VanNatta of Creative Shock Marketing to offer a two-part series on Marketing Your Business in May of 2022. In June of 2022, Tim McKeough, of Q Up Success!, led a two-part series on Successful Selling. Thank you to our mentors for donating your time and knowledge and to those who joined us for these events! MCDEVCO has also been in the community continuing to engage up and coming students as well as financial institutions regarding the resources available through our organization. Most recently, MCDEVCO partnered with BMO Harris to present to a group of upcoming graduates at the State College of Beauty Culture about starting their own businesses. In September, we will kick off our 16 week GEARS Certificate of Excellence program for entrepreneurs ready to turn their business dream into a reality. Continue to follow our website as we post upcoming events for registration!

MCDEVCO continues to support the management of the Entrepreneurial & Education Center (EEC) through its efforts to lease space. The EEC offers Manufacturing and Office space with 80% of its space occupied. Manufacturing space is full, but offices are available for lease. Interested in an office at the EEC or would you like a tour? Contact MDEVCO at info@mcdevco.org.

COVID Relief Funds

Were you in business prior to Safer at Home? Is your business still feeling the impacts of COVID? If so, visit our website to see if you would be a good fit for one of our COVID relief grants.

Thank you for your continued support of MCDEVCO and have a happy and safe summer!





MENTOR SPOTLIGHT

Max Rea, Owner of RE/MAX Excel
Area of expertise: Real Estate

Meet Max Rea! Max is the Broker and Owner of RE/MAX Excel. Max has been a mentor with MCDEVCO for over a year now. He has a great reputation in the community, supporting those looking for the perfect home for their family or space for their business.

How long have you been a MCDEVCO Mentor?

I have been a mentor now for 1 year.

What is your background and what programs do you teach at MCDEVCO to educate entrepreneurial students?

I am currently a Broker/Owner of RE/MAX Excel, a Real Estate Firm. Previously, I was a general manager for a multi-location auto parts company. I currently help teach a course on real estate with Tim Wimmer from our RE/MAX office.

How does the entrepreneurial development program positively impact students? The community?

The program helps entrepreneurs understand ALL facets of business as a benefit instead of just having to learn as you go. Having entrepreneurs better educated early on will only benefit our community that much faster.

What do you enjoy most about being a Mentor for MCDEVCO?

I love hearing entrepreneurs' business ideas and strategies. It's very fulfilling to be able to help fine tune their business plans.

What message would you give to anyone thinking about taking MCDEVCO's entrepreneurial courses?

I would highly recommend the course to anyone starting a business or if they are already even running one. Learning and sharing ideas with other local businesses is a priceless advantage for your own business.

STUDENT SPOTLIGHT

Dr. David Lange
GEARS Certificate Graduate

Meet Dr. David Lange! Dr. Lange was a recent graduate from the 2021-2022 GEARS Certificate of Excellence program. Read on to hear about how Dr. Lange will be applying his learnings to his future endeavors.

How did you hear about MCDEVCO's Entrepreneurial Development Courses and what made you want to apply?

I don't really remember when I first heard about MCDEVCO but it was at least 5 years ago when I was first thinking of opening a business.

I have wanted to start a private practice for several years and have no business training. The class would allow me to get business basics to help me with this.

What was the most impactful thing you learned while taking the 16 week program?

Business planning was the most impactful. This allowed me to answer important questions for a successful business and anticipate needs.

How will the course positively impact the creation of your business?

I think the biggest impact from the course is to be able to get the resources needed to plan, open and run a successful business in our community.

What is your business?

I am opening a subscription-based, direct-pay primary care office.

Why would you recommend someone to MCDEVCO's courses?

The course is a great way to get business basics. More importantly, it is filled with local resources and support to help you make your dream business succeed.



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MEMBER SPOTLIGHT

IncredibleBank has been a critical supporting member of MCDEVCO through its contributions, partnerships and support. Todd Nagel, President and CEO of Incredible Bank, is wrapping up his term as President of MCDEVCO this August. On behalf of MCDEVCO, thank you for your support!

How long have you been a Business Member of MCDEVCO?

IncredibleBank has been a bank partner since MCDEVCO began and has also been one of four sponsor banks for the revolving loan fund since 2018.

What made you excited to become a Member?

IncredibleBank is dedicated to serving businesses in the Marathon County community, just like MCDEVCO. As a primary lender, it is important to have partnerships with gap lenders like MCDEVCO to provide the best products and services for our customers, so the fit was natural.

How do you see MCDEVCO positively impacting your business and the community?

Not all businesses qualify for traditional bank financing. That doesn't mean those businesses are not worthy of bank investment. MCDEVCO steps in to help banks, like IncredibleBank, provide alternative financing to these businesses who might otherwise not be able to get a loan. This helps strengthen the community and provides tremendous opportunity for these customers.

What is IncredibleBank working on within our community?

IncredibleBank is working every day to strengthen our customers' entire financial relationship. This starts by collecting personal and business deposits, so we can responsibly lend those dollars back into our communities in the form of consumer and business loans. We learn about our customers' needs and connect them with other financial partners who will help them achieve their goals. MCDEVCO is one of those key partners.

What else would you like readers to know?

Incredible Bank continues to be a family-owned, Wausau headquartered bank, with 15 locations (soon to be 17!) Our owners and employees are dedicated to investing in our communities with cutting edge products and services and through generous donations and volunteer hours. If you've never stopped into a branch, come check us out! We're not your average bank.



MCDEVCO WILL BE OFFERING ITS 16 WEEK GEARS CERTIFICATE OF EXCELLENCE PROGRAM BEGINNING IN SEPTEMBER 2022. CHECK OUR WEBSITE FOR UPDATES OR CALL US TO INQUIRE!

THANK YOU TO OUR PLATINUM AND GOLD SPONSORS!



WAUSAU CONTAINER CORPORATION

