



2010 Year In Review

A Summary of
Centergy's Involvement
with Stakeholders to
Advance Our Plan of Work.



CENTERGY

Central WI Alliance for
Economic Development

Life. Science. Connecting to Tomorrow.

Centergy Business Development Initiatives

Centergy is often considered the first point of contact when companies and new talent are considering the region. Clients were reached through participation at BioForward, Businesses to Watch Program, WI Tech Early Stage Symposium, Renewable Energy Fair, related trade shows, and direct inquiries. Centergy assisted in matching start-up funds with private providers, angel networks, and venture capital firms.

Medical Sciences

- Medical facility in region part of WISMEF (Wisconsin Medical Entrepreneurial Foundation) which includes a partnership with three medical research institutions, Wisconsin Department of Commerce, and WiSys Technology Foundation. Outcome – advance medical innovation
- Developed standardization form for clinical students from MSTC, NTC, and UWSP entering either Ministry Health Care, Marshfield Clinic, or Aspirus. Outcome – reduce redundancies and costs
- Centergy's Healthcare Industry Council partnered with the Wisconsin Medical Society to address healthcare professional shortages; training grant received to assist healthcare workers in the region to increase their education and skill levels. Outcome – increase healthcare professional pipeline and training

Advanced Manufacturing

- Hosted inaugural Centergy Manufacturing Alliance Event. Outcome – provide networking opportunities across industry types in the manufacturing sector
- Developed manufacturers' supply chain directory. Outcome – provide increased opportunity for sales among regional companies

Alternative Energy, Agriculture, and Food Processing

- Supported the expansion and utilization of Recovery Zone Facility Bonds and expansion of the volume caps. Outcome – awards totaling approximately \$60 million for two local companies
- Six alternative energy projects ranging from wind, methane, biomass, biorefinery, solar, and hydrogen fuel cells were marketed in the region. Outcome – leveraging additional resources
- Training webinars were provided on anaerobic and biogas/methane digesters. Outcome – increased education
- Hosted WIN Event that focused on renewal energy and pre-release of bio-energy software in collaboration with the WI Bioenergy Initiative and Energy Center of Wisconsin. Outcome – electronic mapping of sources and uses of supply and demand

Entrepreneurship – Business Innovation

- Hosted inaugural meeting of potential investors in Centergy Investment Partners, Inc., a regional early stage capital investment group. Outcome – increased availability of equity capital for new and expanding businesses
- Business and organizational incorporations increased by 7% from 2009 to 2010. Outcome – increased entrepreneurship in region
- Business Plan Contest held. Outcome – three entrepreneurs selected to receive funding and technical support through contest, two manufacturing, one one-profit
- Hosted WBD financial seminar to explain ARRA benefits to SBA 504/7A programs. Outcome – 59 local companies assisted
- Chaired 10-state “Best Practices” conference for the Mid-American Economic Development Council (MAEDC). Outcome – regional best practices shared
- Participated in Economic Summits in Appleton, LaCrosse, and Milwaukee to define the WI Competitive Study. Outcome – policy/fiscal plan to make Wisconsin more competitive for business retention, expansion, and attraction
- Finalized revisions to Business Start-up Guide. Outcome – significant changes to grants, loans, and tax credits made available to business and industry



Centergy Community Development Initiatives

Hosted Central Wisconsin Days with the following issues of prominence:

Legislative Issues *(As Centergy is not a lobbying organization, we work to advocate a pro-business agenda)*

- Supported concepts in SB440 Recovery Zone Facility Bonds – signed into law
- Supported concepts in SB409 (CORE) – signed into law
- Supported concepts in SB656 for a \$10 million bond for a dental school in the region to increase the number of dentists and to reach underserved patients – signed into law

Sustainable Technologies and Biofuels

- Supported increased funding to assist the Rural Alternative Energy Education Center. Outcome – \$500,000 federal funds received
- Supported funding for the Value – Supply Chain Assessment and Mapping coordinated through the Wisconsin Bioenergy Initiative and Energy Center of Wisconsin. Outcome – funds received

Infrastructure

- Completion of added lane capacity between Marshfield and Junction City – project on schedule for completion in 2012
- Business Highway 51 Project: Centergy supports submittal of this project to the TPC for ranking and funding; TPC convened in November; Hwy 51 project will be reconsidered to make the list in 2012
- Highway 13 Reconstruction Project: Centergy supports TPC highway study funding for the Highway 13 Reconstruction Project (extension of Highway 13 Corridor Study from Marshfield to Prentice completed in 2009); Portions of project under study
- Highway 54 Arterial Project: Centergy supports environmental analysis funding for the Highway 54 Arterial Project; project to be studied
- Involved in effort to recruit airline to Central Wisconsin Airport; matching federal grant received for marketing
- Participated in Transportation Development Association Board meeting to pass advisory referendum to maintain the integrity of the Highway Trust Fund – referendum passed
- Coordinated LinkWisconsin broadband deployment group for Central Wisconsin – participants nominated by Public Service Commission. Goal – increase broadband in rural areas in Central Wisconsin
- Assisted local communities with planning and marketing needs. Outcome – better use of public resources
- Matched federal funds available through ARRA funding to local needs. Outcome – increased federal resources into the region

Centergy Workforce Development Initiatives

- Collaborated with many partners through the Chambers' of Commerce Partners in Education and Employment Councils, Workforce Development Board, K-12 districts, Junior Achievement, and higher education. Outcome – reduce redundancies and increase employment skills
- Higher Education increased articulation agreements and credit transfer provisions. Outcome – sharing of educational resources
- New Bachelor of Science in Nursing at UWSP. Outcome – better use of public resources and reduced educational costs, with talent kept in region
- Involved in the process of hiring the new Executive Director for the UWSP Wisconsin Institute for Sustainable Technology. Outcome – increased collaboration on research and development
- Involved in process of hiring the new UWSP Chancellor. Outcome – Board of Regents appointed Chancellor to fit needs of region
- Participating member of the Board of Directors and Workforce Strategies committee with NCWWDB. Outcome – focus on sector grants in five areas (advanced manufacturing, green, healthcare, IT, and logistics) to provide additional training, \$100,000 training grant received
- Participated in Governor Doyle's Council on Workforce Investment. Outcome – oversight committee for release of a portion of workforce related stimulus dollars
- Met with talent recruitment specialists. Outcome – increase community profiles for professional employment opportunities
- Launched Creative Council. Outcome – working on creating stronger asset awareness, bridging leadership gap in civic and non-profit organizations, assisting in identifying jobs of the future, and advocating for amenities that will enable the region to become a magnet for young, educated talent

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Centergy Organizational Initiatives

Board & Financial Management

- First audit conducted by outside professional firm. Outcome – Centergy in good standing
- Coordinated region to region meetings. Outcome – address statewide funding model and marketing programs

Marketing & Research

- Central Wisconsin region promoted through Centergy Board member articles, monthly newsletter, industry special reports, and trade publications. Outcome – increased marketing exposure
- Centergy's branding strategy – “Life.Science. Connecting to Tomorrow” was developed. Outcome – umbrella strategy for local communities in Central Wisconsin, financial marketing support received by the Wisconsin Department of Commerce
- Two Executive Council sessions held with special reports from the WI School of Business, Wisconsin Taxpayers Alliance, and Competitive Wisconsin. Outcome – benchmark Centergy's business plan execution strategy
- Economic Summit held. Outcome – unveiled updated Economic Opportunity Study report and receipt of Wisconsin Department of Commerce marketing grant

In store for 2011:

- Expanded analysis of Foreign Direct Investment into the region to enhance capital investment in local companies
- Launch of new sites/buildings database to increase the exposure and marketing of available properties in Central Wisconsin
- Central Wisconsin businesses showcased at Agricultural Technology Days to be hosted in Marathon County
- Expanded region-to-region collaboration through joint presentations at trade shows
- Quarterly economic reports released with the assistance of the Central WI Economic Research Bureau of UWSP

On behalf of our Board of Directors, we wish to thank our many stakeholders who played significant roles in the execution of our 2010 aggressive plan of work. Please contact me at 715.843.9563 or 715.321.2911 (cell) or email bflaisner@centergy.net with any questions you have on these initiatives or if you would like to become more involved in our regional movement to grow Central Wisconsin. As always, thank you for your support.

Respectfully submitted,



Executive Director



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