

12th Annual LADCO/Coulee Bank Industry Appreciation Breakfast Wednesday, July 16, 2008

The 12th Annual LADCO/Coulee Bank Industry Appreciation Breakfast was held on Wednesday, July 16th in the Radisson Hotel Ballroom with over 210 business and community leaders in attendance. This important event is designed to say "thank you" to the important businesses and industries that make the La Crosse Area a great place to live, work, and play. In addition to recognizing a growing local company with the Diamond Recognition - Manufacturer of the Year Award, the architects of new business ideas are recognized for their winning efforts in the LADCO/CenturyTel Entrepreneurial Initiative Business Plan Competition. The Triangle of Achievement Award, the area's first collaboration award, is annually conferred upon organizations and/or companies which have teamed up to bring an important economic development project to fruition or collaborated to resolve an issue central to the area's economic development.



LEFT: *Keynote Speaker: Paul Bonavia, President of Xcel Energy's Utilities Group*
RIGHT: *Distinguished Service Award Winners: PACAL Industries, LLC*

The Diamond Recognition Award recognizes leadership, quality, innovation, expansion, and job creation. The 2008 recipient of the Diamond Recognition Award was PACAL Industries LLC. The company began operations in 1989 as a stand-alone division of its parent company, Paper Calmenson, to provide steel weldments to manufacturing companies in the Midwest. Nine years later Erv Kamm became the Chairman, President, CEO and largest shareholder of Paper Calmenson. With Erv's guidance, PACAL Industries continued to grow and soon became a national leader in the manufacturing of fabricated steel products for the construction equipment industry. In 2004, the La Crosse Industrial Park Corporation (LIPCO) purchased the facilities of PACAL Industries to assist in the expansion and creation of a stand-alone Wisconsin corporation. Over the last four years PACAL has been very successful in growing the business. In July 2008 Kamm will purchase the facilities back from LIPCO, a full 9 months earlier than called for. The company has 150 employees, compared to the 59 employees the company had in 2004. These are quality manufacturing jobs for people right here in the La Crosse area. Today, PACAL has 105,000 sq ft of manufacturing space and revenue approaching \$40 million.



Triangle of Achievement Award Winners: UW-La Crosse Veterans Memorial Sports Complex

The Triangle of Achievement Award was presented to those parties involved in bringing the new Veterans Memorial Sports Complex to fruition on the UW-La Crosse Campus. These parties include the UW-La Crosse Foundation, the La Crosse Area Veterans, and the Community Banking Coalition (Associated Bank, Coulee Bank, Merchants Bank, M&I Bank, State Bank Financial, U.S. Bank, Wells

Fargo). The determination and support of the parties involved in this project, with a price tag of nearly \$18 million, will lead to a beautiful new facility, allowing La Crosse to continue hosting the WIAA State Track Tournament as well as numerous other important events.



Business Plan Competition Award Winners

Four winners of the LADCO/CenturyTel Coulee Region Entrepreneurial Initiative Business Plan Competition were also recognized. These winners include: Simply Entree (1st Place - Holmen), eContractorBids.com (2nd Place - Onalaska), Absolutely Edible (3rd Place - La Crosse), and Firefly Baking Company (4th Place - La Crosse).