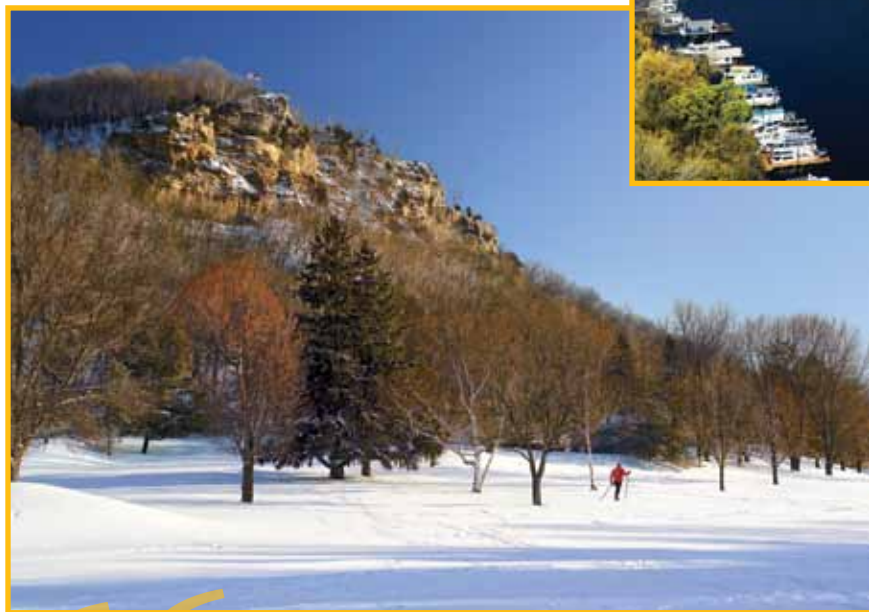
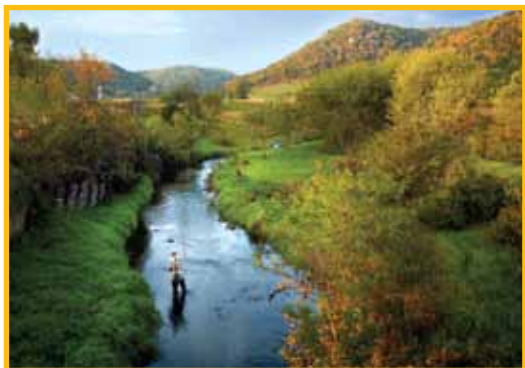


# *La Crosse Area Development Corporation*



*La Crosse named to list of  
**Best Places  
to Live 2009**  
- US News & World Report*

*38th Annual Meeting  
December 8th, 2009  
Radisson Center  
La Crosse, Wisconsin*

# Letter from the President



Dear LADCO Members,

Thank you for taking time out of your busy day to attend this year's annual meeting and especially for your continued support of the La Crosse Area Development Corporation. Your continued financial support and your attendance at this meeting demonstrates your understanding of the importance of the economic vitality of this region.

Last January, at my first meeting as LADCO President, I explained to the executive committee and the board that I felt that there is probably no point in time when our organization has been more important to our region than now. We are all feeling the effects of the slow down in the economy, but I submit to you that it is times like this that caused our organization to be formed and it is times like these that will make us shine. With your help we will pull ourselves up by the bootstraps and help this region continue to be vibrant and successful.

The following are a few of the projects our board and staff have been working on this year in an effort to make our region stronger and better prepared for the future.

- LADCO's 45th Economic Forum<sup>TM</sup> on La Crosse's Leadership featured the mayoral debate, which gave candidates the opportunity to address issues that were important to our business community.
- We continued with our very successful 13th Annual LADCO/Coulee Bank Industry Appreciation Breakfast and Awards ceremony with keynote speaker Dr. Anthony Evers.

- We hosted the 6th Annual La Crosse Area Promotion Day which is experiencing increased attendance and interest each year.
- In conjunction with the UW-L Small Business Development Center, UW-Extension, and La Crosse County we celebrated the first anniversary of the La Crosse Area Inventors and Entrepreneurs Club.
- Along with the La Crosse Area Chamber of Commerce and the La Crosse Convention and Visitors Bureau we sponsored another very successful Oktoberfest in the Capitol.
- This fall we held our 46th Economic Forum<sup>TM</sup> with a debate on the future of electric power costs in our area.
- Just last month LADCO hosted the kickoff of the Empire Builder High Speed Rail Coalition in an effort to help promote our state, but more specifically our area as the most logical and realistic option for future high speed rail service from Chicago to Minneapolis.

We are living in an amazing time with technology that is changing and shaping the future of our country and our businesses. As an organization, LADCO continues to focus on the future through our ongoing planning efforts. As we move forward into 2010 LADCO is optimally positioned to help our current members be more successful and potential members to find a great business home in our region.

While the board fully recognizes the current economic challenges, we hope that you will also see the significant efforts of LADCO on your behalf, and that you will continue your financial support that is needed to carry on our very important work.

We are blessed to be the beneficiaries of the talents of both Jim and Jenny, our LADCO staff, and I want to thank them for their hard work and total dedication to our organization.

On behalf of the Board of Directors and LADCO staff, I want to thank you for your support and wish you a joyous holiday season.

Sincerely,

A handwritten signature in black ink that reads "David R. Oelkers". The signature is written in a cursive, flowing style.

David R. Oelkers

President, LADCO



# Board of Directors

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## Officers:

### President

David Oelkers  
Riverland Energy  
Cooperative

### Vice President

Jerry Arndt  
Gundersen  
Lutheran

### Vice President

Bob Burg  
Midwest Security  
Insurance

### Vice President

Bob Brown  
CenturyLink

### Secretary

Brad Sturm  
Coulee Bank

### Treasurer

Noel Jordan  
SkipperLiner  
Industries

### Past President

Mike Herro  
Xcel Energy

## Public Sector:

William Brockmiller  
La Crosse County

Travis Cooke  
Village of Trempealeau

Mayor Mathias Harter  
City of La Crosse

Lynnetta Kopp  
Town of Shelby

Dennis Manthei  
Village of West  
Salem

Travis Parish  
Town of Campbell

Nancy Proctor  
Village of Holmen

Marc Schultz  
Town of Onalaska

Bill Waller  
City of La Crescent

## Private Sector:

Patti Balacek  
Western Technical  
College

Dan Brady  
US Bank

Chris Butler  
Community Credit  
Union

Bill Colclough  
University of  
Wisconsin - La  
Crosse

Terry Crolius  
State Bank Financial

Stanton Jorgens  
Retired

Chuck Olson  
Coldwell Banker –  
River Valley Realtors

Frank Perez-Guerra  
Gundersen Lutheran

Terry Pickett  
TRANE Company

Dan Schaefer  
Franciscan Skemp  
Healthcare

Al Wehrenberg  
Premier Business  
Services

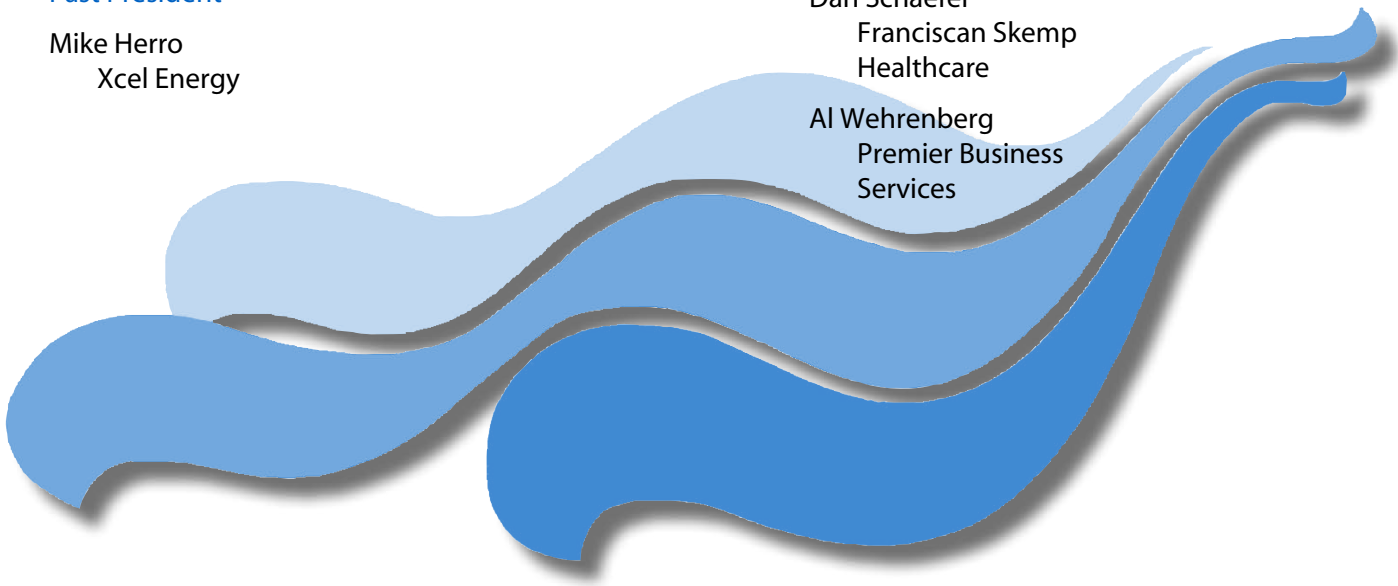
## Ex-Officio:

Dick Granchalek  
La Crosse Area  
Chamber of  
Commerce

## Staff:

James P. Hill  
Executive Director

Jennifer A. Kuderer  
Associate Director



# From the Director

A Report from Executive Director, James P. Hill



## 2009-A Year in Review

A year ago at this meeting a prediction was made that 2009 would be like no other that most of us had ever seen. Well, it's one prediction I hoped would be wrong.

And I was because the scope and depth of the financial and economic crisis was vastly understated!

By late winter the projection of unemployment peaking at 8% in the nation was already appearing as whimsical and an astonishingly big remedy, in the form of massive spending through the American Recovery and Reinvestment Act, was winning approval in the Congress. A deeper understanding had emerged by summer of just how close the entire world financial structure had come to utter collapse in the October, 2008 crash.

The October crash, the dramatic November election and the speed by the speed by which Congress responded with ARRA all seems oddly like ancient history now. Today pundits instead talk about high unemployment as the "new normal". So the focus being paid with the White House conference on jobs kicked off just last week is most welcome. All was not gloom and doom though as some very worthy projects went forward in the La Crosse Area.

Over \$130 million in construction spending has been seen in projects like Grand River Station, the County Building addition, the Stadium at UW-L, the Lunda Center and new dorm at WTC and Centennial Hall at UW-L. Collaborative projects like the Myrick Hixon EcoPark were recognized with LADCO's Triangle of Achievement Award and the community learned of one of the most dramatic new alternatives for education and economic development as leaders unveiled plans for the La Crosse Promise. And LADCO recognized current achievement by acknowledging the amazing volume of business and growth potential at McKesson while at the same time introducing three new small business prospects who won the LADCO/CenturyLink Small Business plan competition.

So a foundation has been laid as we move forward into 2010.

## 2010-Move Forward

Two projects, one brick and mortar, the other a major transportation initiative, will dominate LADCO activities in early 2010. The La Crosse Industrial Park Corporation a LIPCO), is a collaborative effort between LADCO, the City of La Crosse and Xcel Energy. As such LIPCO is undertaking the steps necessary to accomplish a major redevelopment of the property known as Plant 6 on La Crosse's near northside. At the almost 12 acre parcel on George St. we'll first see the demolition of the 212,000 sf building, hopefully beginning in mid-winter, followed by a clean-up of the soils beneath by Trane. Two substances found there, one a hydraulic material and the other an organic material, were both common in the post-World War II manufacturing processes. With that the cleaned-up parcel will be offered to the development community for the highest and best use in the mixed use arena. One development scenario has shown the potential for a \$15-18 million improvement there, up from the \$3.75 million present value.

The transportation initiative involves securing up to six trains per day of higher speed rail service along the Empire Builder route. Higher speed trains and more frequent service had been the goal of a group of visionaries including LADCO's own John Lamb who conceived this plan, in consort with like minded folks from seven other Midwestern states, in what became known as the Midwest High Speed Rail Initiative. A fundamental precept of the higher speed, more frequent service is that it will serve as an additional mode of transportation for business, tourist and recreational travel. The business component is crucial as we wind down toward a final decision on the route alternatives.

We believe that the Empire Builder route will prove to be the most prudent alternative because it already accepts passenger train level of service, while the other route alternative to the east of us only allows freight train level of service, the Empire Builder Route has right-of-way for two lanes of track which is crucial when we are wanting both passenger and freight service to continue uninterrupted and the Empire Builder service is today Amtrak's most successful long distance route in the nation while the other route alternative to the east of us isn't!

Frankly, this doesn't have to be a fevered competition between those of us in the Mississippi River Valley and our friends in the Chippewa Valley. That same Midwest Rail Initiative, way back in 1995, called for commuter rail service from St. Paul to Eau Claire and then on to Green Bay, after the Mis-

issippi and Fox Valley routes were up and running. So we have supported a plan that gets the crucial, successful Empire Builder route rolling from Chicago through Madison to La Crosse-Winona and Lake City to St. Paul up and running and gets service to the Chippewa Valley. If even more studies are foisted upon the Wisconsin and Minnesota DOT's through additional legislative maneuverings what we risk is that we study our way out of having any chance at the additional stimulus dollars that are giving great impetus to higher speed rail. There are, after all, 29 other corridors in the nation competing for these dollars who think their initiative is just as worthy as ours.

So the Empire Builder Coalition formed up in the past few weeks will continue to push these points in favor of the Empire Builder route and additionally press for a scheduled outcome of the Madison to La Crosse segment. Without a scheduled outcome, not unlike how DOT handles its six year highway repair/improvement program, all we will continue to have is a "great idea". What's more, without a scheduled outcome, supporters of higher speed rail on both sides of the river will always be sent to find out what the fate of its counterpart segment is.

Lest anyone miss the importance of this undertaking consider this: the location of bridges, major roads and rail lines only get laid out about every 75-100 years. Ask local officials of communities who missed the Interstate system roll out whether it had an impact on their community. Remember that two tiny communities on the upper Mississippi had proposals to build the first bridge service over the Mississippi to serve the burgeoning markets to the west in the 1800's. They were the Twin Cities and La Crosse, and the Twin Cities won that round. Finally, consider the economic development impact. Our two US Senators have estimated that the Milwaukee to Madison segment, the one that will be built before ours, will result in over \$625 million in investment and create as many as 10,000 thousand jobs.

So our hands will be full with this and a host of other LADCO projects going forward into 2010. The economy will continue to be the greatest challenge, perhaps even more so than 2009. That is all I will predict. But what I will promise is that we will accept these challenges and attack the opportunities buoyed with the knowledge that all of you will go forward in the same determined way.

Sincerely,

A handwritten signature in black ink that reads "James P. Hill". The signature is written in a cursive, flowing style.

James P. Hill

# Project Highlights



I.C. System's new facility at Center 90 in Onalaska



Onalaska Operations Manager David Spencer (left) leads a tour of I.C. System's new facility during La Crosse Area Promotion Day

## I.C. System

In early July, I.C. System, one of America's largest privately owned accounts receivable management firms headquartered in St. Paul, Minnesota, moved to its new **22,000 square foot** location in the former Skogen's IGA space at **Center 90 in Onalaska** after nearly **\$1 million in renovations** were completed.

I.C. System took up residence in LIPCO's Plant 6 Facility on La Crosse's Near-Northside in July of 2007 with a short-term lease in an effort to assess how the La Crosse Market would meet the company's needs for attracting and retaining talent. Due to its exceptional experience, I.C. System has already reached **employment of over 100** with plans to increase to as many as 250 employees at its new location and has now committed to a much longer stay in the La Crosse Area.



## Plant 6 Redevelopment

LIPCO acquired Plant 6 from TRANE Company in 1997 to accommodate La Crosse Footwear's distribution needs when a deal could not be reached between the two parties alone due to underground contamination. From 1997 until May 2009 **La Crosse Footwear** used the entire 187,000 square feet of warehouse space and the 25,000 square feet of office space has been used by **Logistics Health Inc.** and **I.C. System**. TRANE Company indemnified LIPCO at the time of sale, maintaining all responsibility for environmental monitoring and remediation.

LIPCO recently accepted a **\$200,000 Ready for Reuse Grant from the Wisconsin Department of Natural Resources** to assist with its plans to remove the Plant 6 facility and prepare the almost 12 acre

site on La Crosse's near-northside for private sector redevelopment. Upon building demolition, TRANE Company will move forward with cleanup of all underground contamination which will lead to a "site closure". It has been estimated that mixed use redevelopment on this site could yield as much as \$15 - \$18 million in new tax base compared to the \$3.7 million current assessed value.

Over the past 12 years, LIPCO's Plant 6 project has returned more than \$1.3 million to the City of La Crosse in the form of property taxes and return-on-investment. Additionally, Plant 6 has hosted more than 350 jobs in the City of La Crosse during this time period.



LIPCO Plant 6 is slated for redevelopment

## La Crosse Industrial Park Corporation

The La Crosse Industrial Park Corporation (LIPCO), a partnership between the City of La Crosse, Xcel Energy, and LADCO, becomes involved in economic development projects when real estate is the deciding factor as to whether or not a project will go forward. LIPCO's goal is to create positive economic development outcomes including job growth and community investment and returns properties to the general real estate community when prudent.

# Project Highlights

## Lakeview Business Park

LADCO was instrumental in launching the Lakeview Business Park in 2003 along with the Village of West Salem, La Crosse County, and the Lakeview Partners (Xcel Energy & CenturyTel), nearly 20 years after this portion of the La Crosse County farm was designated as a highly desirable site for rail-served industrial land. Total investment in the park to date exceeds \$11 million. The Lakeview Business Park features a total of 160 acres with access to the Canadian Pacific Railroad, visibility and easy access to Interstate 90.



## Amerhart

Construction of Amerhart's new facility in the Lakeview Business Park was completed in early 2009. This **100,000 square foot facility** hosts almost **40 employees** and has allowed the company to gain a great deal of efficiency with a larger location and on-site rail service.



*New water tower in Lakeview Business Park will provide service to park tenants and the Village of West Salem*

## Bioplastics & Biocomposites Supply Chain Conference / BioWorks Industry Cluster

LADCO proudly served as a sponsor of the 2nd Annual Bioplastics & Biocomposites Supply Chain Conference, organized by the Wisconsin Office of Energy Independence and hosted at the Radisson Hotel in La Crosse. Over 100 industry and education leaders gathered to share their work in biocomposites and to learn how such products could be incorporated into their supply chain.

LADCO continues to work on the formation of the 7 Rivers Bioworks, bioplastics and biocomposites industry cluster, in conjunction with the 7 Rivers Alliance and many other partners. Bioworks received a \$15,000 Sector Strategy Initiative Grant from the Wisconsin Department of Workforce Development in the summer of 2009 to assist with the formation of this industry cluster which is focused around the many successful composites manufacturers in the 7 Rivers Region and the array of related education offerings, most notably the Composites Engineering Program at Winona State University.



## SMALL BUSINESS DEVELOPMENT FOCUS

### La Crosse Area Inventors & Entrepreneurs Club

LADCO, in cooperation with the UW-La Crosse Small Business Development Center, La Crosse County, and La Crosse County UW Extension, sponsors the La Crosse Area Inventors & Entrepreneurs (I&E) Club. The I&E Club provides an opportunity for inventors and entrepreneurs to gain support from and lend support to others. The Club offers educational and motivational speakers as well as a great deal of networking opportunities.

### Coulee Region Business Center

LADCO's "triad of development" includes co-management of the Coulee Region Business Center (CRBC), the small business incubator on La Crosse's near-northside. The current 35,000 square foot facility which features manufacturing and office space, as well as a commercial kitchen, was constructed in 1992 and is currently at 100% occupancy. The Coulee Region Business Center was founded in 1984 as a facility to assist new businesses in their start-up phase with below market rate space, management and business assistance by board and staff, and the synergies that come from co-location with other young entrepreneurs. Since 1992 the CRBC has graduated 38 small business tenants.



### Coulee Region Entrepreneurial Initiative Business Plan Competition

The LADCO/ CenturyLink Entrepreneurial Initiative, now in its 14th year, has proven to be a very successful joint venture between LADCO and CenturyLink, serving as a catalyst for the creation of new business. The program features a business plan competition and business plan development assistance from the UW-L Small Business Development Center. Winners of the

business plan competition receive cash awards and those who implement their plan within six months after the competition may receive additional incentives including lease advantages at the Coulee Region Business Center, small business incubator, and the opportunity to access a pool of zero-interest loan funds. In the past several years, the Entrepreneurial Initiative has generated 35 award winning business plans, the majority of which have been successfully implemented and are in operation today.



*Summer Thorson, Thorson Graphics accepts the 2009 1st place award from Bob Brown, CenturyLink*

# Events

## 13th Annual LADCO/ Coulee Bank Industry Appreciation Breakfast

The 13th Annual LADCO/Coulee Bank Industry Appreciation Breakfast, 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, featured Wisconsin Superintendent of Public Instruction, Dr. Tony Evers as keynote speaker. Dr. Evers drove home the message that educational success in Wisconsin equals business success. Guests also had the opportunity to hear from newly elected Wisconsin Assembly Speaker Mike Sheridan regarding his visions for Wisconsin's future.

The 2009 **Diamond Recognition Award**, recognizing leadership, quality, innovation, expansion and job creation, was presented to McKesson Corporation. Supporting the spirit of partnership, the **Triangle of Achievement Award** was conferred upon the parties that collaborated to bring the Myrick Hixon EcoPark to fruition - the City of La Crosse, the La Crosse Area Rotary Clubs and the Myrick Hixon EcoPark Board of Directors.

Winners of the LADCO/CenturyLink Coulee Region Entrepreneurial Initiative Business Plan Competition include: Thorson Graphics (La Crescent), Little Lights Childcare (La Crosse) and Millennium Memories Photography (Holmen).



*WI Assembly Speaker Mike Sheridan addresses the crowd of over 200*



*LADCO President David Oelkers presents the Diamond Recognition Award to McKesson Corporation*



*Representatives of the 8 La Crosse Area Rotary Clubs, the Myrick Hixon EcoPark and the City of La Crosse accept the Triangle of Achievement Award*

## Oktoberfest in the Capitol

LADCO, the La Crosse Area Chamber of Commerce and the La Crosse Area Convention & Visitors Bureau teamed up for the 20th anniversary of Oktoberfest in the Capitol.

Approximately 70 La Crosse Area volunteers traveled to Madison on Wednesday, October 21st to bring forward the issues of most concern to the La Crosse Area with our legislators in Madison and to say "thank you" for all of the efforts that have gone forward on our behalf. At the Gala Reception volunteers, legislators and guests heard from Governor Jim Doyle as well as Oktoberfest song and cheer!



*LADCO Executive Director James Hill visits with Governor Jim Doyle during Oktoberfest in the Capitol*

## Issues brought forward by La Crosse Area volunteers included:

- Focus on adopting the existing "Empire Builder" route as the designated route for High Speed Rail and articulating a timeline for completion of the segment for Madison to La Crosse as an economic development catalyst.
- A request to provide the La Crosse Area, and communities throughout Wisconsin, the ability to create Regional Transit Authorities in the same manner granted to particular communities in the 2009-2011 biennial budget.
- Focus on the importance of Wisconsin's tourism promotion budget as an integral element of healthy communities and economic development.



*Oktoberfest Royalty and La Crosse Area Legislators lead the crowd in Oktoberfest song at the Gala Reception*

## The Economic Forum<sup>TM</sup>

The 45th sitting of LADCO's Economic Forum<sup>TM</sup>, entitled "**La Crosse's Leadership - Moving our Community Forward**" featured a debate between the two candidates for Mayor of La Crosse, Mathias Harter and Dorothy Lenard. Area business, education, labor and community leaders had the opportunity to ask questions of most importance to them and their businesses. Each candidate gave opening remarks and then took turns answering questions prepared by the audience and delivered by Catherine Kolkmeier, League of Women Voters, who served as moderator for the debate.



*Peter Taglia, Clean Wisconsin*



*Brian Rude, Dairyland Power Cooperative*

The 46th sitting of LADCO's Economic Forum<sup>TM</sup>, "**Cap & Trade: An Examination of Economics & the Environment**" provided guests in attendance the opportunity to hear both the benefits and concerns surrounding the Cap & Trade Provisions in The American Clean Energy & Security Act that recently passed the U.S. House of Representatives and is pending in the U.S. Senate. Peter Taglia of Clean Wisconsin presented the benefits that Cap & Trade Legislation will have in limiting greenhouse gas emissions and improving environmental quality. He argued that the relative costs will be well worth the benefits of such legislation. Brian Rude, Vice President of External and Member Relations with Dairyland Power Cooperative, echoed the need for climate change legislation but stressed the importance of a system that will not disadvantage businesses and citizens in Wisconsin based on our heavy reliance on coal-fired power. UW-La Crosse Political Science Professor Joe Heim served as the event moderator, providing background on energy policy and The American Clean Energy & Security Act.



*Mathias Harter and Dorothy Lenard participate in the Mayoral Debate moderated by Catherine Kolkmeier at LADCO's 45th Economic Forum*

# HIGH SPEED PASSENGER RAIL ROLLS FORWARD



President Obama recently announced that \$8 billion have been identified in the American Recovery and Reinvestment Act (ARRA) and \$1 billion a year for five years has been requested in the federal budget for the implementation of High Speed Passenger Rail. The Chicago Hub Network which includes the route between Chicago and the Twin Cities via La Crosse is included among the 30 corridors up for potential high-speed rail funding.

LADCO has played a key role in the dialogue regarding High Speed Rail since the mid to late 90's when then Associate Director Jon Lamb served on the Midwest Regional Rail Initiative Board, working with others to forge the consensus, vision and going-forward plans for High Speed rail along the Western Route in Wisconsin.

In a continuing role of High Speed Rail advocacy, LADCO Executive Director James Hill spoke during the Wisconsin Association of Railroad Passengers (WisARP) meeting in La Crosse on March 28th, articulating the importance of frequency in making High Speed Rail a successful alternative for both business and leisure travelers. The following are excerpts of his comments to this group:

The La Crosse-La Crescent-Winona Area has been a cross roads, a place to meet, a place of important commerce in the upper Midwest for centuries. So it is fitting that the discussion regarding this huge transportation initiative—the bringing about of higher speed rail in the Midwest—is a focus of today's meeting.

Further definition has been given to High Speed Rail in the Wisconsin DOT's State Rail Plan 2020. In it, in-state alternative ways and routes were examined and the **Western route, with six trains per day, was identified as the route with the greatest chance for operational success in terms of ridership and cost**

**effectiveness.** What has been less clear than the obvious routing choice in the last decade has been **when** the billions of dollars needed to actually launch this initiative would come...until now.

Today we hear that the stimulus bill is just the vehicle to greatly advance the monies that the route and railbed-crossings improvements need and of an important effort to jumpshift the **frequency** of train service even ahead of the complete line improvement schedule. We applaud the progress and scheduling that has moved the route improvement issues along from Chicago to Milwaukee to date, and are even more encouraged to hear of the focus on the "Milwaukee to Madison" segment in the next few years.

We in the La Crosse Area ask that the appropriate state and federal officials articulate a plan to attack and complete the "Madison to La Crosse" segment in the most practical and understandable terms: with a planned-for schedule of work, a budget of monies and of course, a **commitment** and zeal that is needed for major undertakings like this. It should become a matter of expectation, not wonderment or debate, as to when the "Madison to La Crosse" segment is scheduled and budgeted, even if the trade-off is that such a schedule and budget allocation is a few years off. We liken what is needed in the higher speed rail initiative to that of the planning, scheduling and budgeting done in the "six year road and rehab" plans put together by DOT. Such is how the planning and execution of this higher speed rail initiative needs to go forward in Wisconsin, especially on the crucial final link, the "Madison to La Crosse" segment.

It is important for all the "High Speed Rail" constituencies in Wisconsin, especially for the business community, that this plan for rail to be a viable alter-

native way to conduct business between the Twin Cities and Chicago moves from a “great idea” to a “scheduled outcome”. It is just as important to all of our friends across the river that the “Madison to La Crosse” segment be a scheduled outcome as well.

Otherwise, how will high speed rail enthusiasts and local elected officials across the river in Minnesota be able to convince their state leaders and federal representatives of nailing down a schedule for the “La Crescent to the Twin Cities” segment if no one can say what the schedule is for “La Crosse to Madison” segment”? How likely will that important segment in Minnesota be scheduled if all there is a question mark about the fate of the “La Crosse to Madison” segment? Advocates of the segments on **either side** of the river will always be sent to find out the fate of the other.

So, in conclusion, I think of the monumental and nation-changing undertaking to unite our nation with rail service from the east coast to the west coast in the second half of the 19th Century. That vision and plans were made years before that final spike was driven on May 10, 1869 at Promontory Summit. What was common throughout that years-long venture was a vision to get the job done but even more important was a practical and determined manner to get the job done.

We will need both the vision, and now hopefully with meetings like today, the **practical commitments** needed to accomplish this years-long vision known as Midwest High Speed Rail.

## **EMPIRE BUILDER HIGH SPEED RAIL COALITION**

LADCO hosted the inaugural meeting of the Empire Builder High Speed Rail Coalition on November 12th. The Coalition will work to move forward with even greater advocacy in support of selection of the Empire Builder Route (Chicago, Milwaukee, Madison, La Crosse/La Crescent, Winona, Lake City, Red Wing, St. Paul) as the designated route for high speed rail. The Coalition will call on local business leaders to write letters of support and petition the Governors of Wisconsin & Minnesota, the Wisconsin & Minnesota State Legislatures, the Wisconsin & Minnesota Departments of Transportation, United States Congress and the United States Department of Transportation to select the Empire Builder Route and to articulate scheduled outcomes for the segments from Madison to La Crosse and La Crosse to St. Paul respectively. The Coalition is also working to organize communities along the Empire Builder Route and encourage them to adopt resolutions in support of this route.



# Growth Continues Throughout the Community... Strengthening the Area Economy.

## Education



*UW-L Veterans Memorial Sports Complex was completed in early June, in time to host the 2009 WIAA State Track Meet. The stadium was dedicated on September 12th prior to the first home game of the UW-L Eagles Football Team. James Hill, UW-L Foundation Vice-Chair, served as Master of Ceremonies*



*Photo courtesy of Flo Aliesch, University Relations*



*Construction of a new \$10 million, 200 bed Residence Hall on Western's campus continues*



*The Onalaska campus of Globe University opened in October with enrollment of 187 students*



*Western Technical College's new \$5 million Lunda Center – Community & Corporate Training Center will provide expanded customized training opportunities with state-of-the-art technology*



*UW-La Crosse broke ground this summer on its \$44million Centennial Hall academic building which will provide 44 new classrooms and lectured halls.*

## Healthcare



*Gundersen Lutheran CEO Dr. Jeff Thompson speaks at the ribbon cutting of the new biogas digester at City Brewery that now produces 10% of the electricity used at Gundersen Lutheran's La Crosse and Onalaska campuses.*



*Franciscan Skemp recently opened its new 20,000 square foot facility on Holmen Drive in Holmen*



*Construction continues on the new facility for Allergy Associates of La Crosse on Midwest Drive in Onalaska*

# Awards

## Distinguished Service Award

The La Crosse Area Development Corporation's most prestigious award, the **"Distinguished Service Award,"** is presented to an individual "for his or her long term devotion and wide ranging contributions to the development of the area economy." Recipients in recent times include:

1980	Patrick Zielke	1990	Tom Johnson	1998	Jean Gitz-Bassett
1981	Gordon Feinberg	1991	Dave Skogen	1999	Ed Quillin
1982	D.B. Reinhart	1992	Quinn Johnson-posthumous	2000	William Torrance
1983	Charles Raymond	1993	Lodge 21, District 66, IAMAW TRANE Management	2001	Charles & Marjorie Collins
1984	Patrick Zielke		Governor Tommy Thompson	2002	John Poellinger
1985	Terry Gillette	1994	Lindy Saline	2003	Mathy Family – Mathy Construction
1986	D.B. Reinhart	1995	Stanton Jorgens	2004	Marjorie Reinhart & Family
1987	Arthur Holmes	1996	Patrick Zielke	2005	Dirk Gasterland
1988	John Bosshard	1997	Russ Cleary-posthumous	2006	Don Zietlow
1989	Frank Uhler			2007	Karl Brickl 2008
				2008	Ron Wessels

## President's Award

Conferred at the prerogative of the chief elected officer of the La Crosse Area Development Corporation's Board of Directors, the "President's Award" is dedicated to the individual responsible for "a current, major contribution or accomplishment." Past recipients include:

1989	Al Poser	1996	Duane Ring, Sr.	2003	Don Weber
1990	Russ Cleary	1997	Vince Cacciapaglio	2004	Brett Smith
1991	Mike Myers	1998	Mikel Poellinger	2005	Mike Keil
1992	Jeff Towner, Chris Weiss	1999	Jerry Hanoski/PIC	2006	Steve O'Malley
1993	Ron Houser	2000	Randy Smith	2007	Dave Clark
1994	Les Eversole	2001	Jan Gallagher	2008	Barb Erickson
1995	Jack Schwem	2002	Mike Sexauer		



Construction of the **Grand River Station** transit center continues. Upon completion of the transit center, construction of housing units focused on expanding the arts community in Downtown La Crosse will begin above



Don Zietlow, CEO, addresses the crowd at Kwik Trip's groundbreaking on the addition to its bakery facility. This \$23 million project will double the size of the bakery and will add over 100 jobs.



The **Myrick Hixon EcoPark Nature Center** was completed this summer. A \$500,000 allocation from the State of Wisconsin will help propel forward the completion of the zoo portion of the project



Phase II of 3 Rivers Plaza recently got underway with construction of the 92 room **Candlewood Suites**

## Balance Sheet As of October 31, 2009

### ASSETS

#### CURRENT ASSETS

Cash in Checking	\$5,803.32
Entrepreneurial Account	\$2,894.36
Savings – Wells Fargo	\$30,799.41
Certificate of Deposits	\$154,588.70
Notes Receivable	\$3,175.00

Total Current Assets \$197,260.79

Fixed Assets \_\_\_\_\_

**TOTAL ASSETS** \$197,260.79

### LIABILITIES & EQUITY

#### CURRENT LIABILITIES

FICA Tax Payable	\$1,827.48
Federal W/H Payable	\$1,306.97
Wis W/H Payable	\$674.30
FUTA Tax Payable	\$225.58
SUTA Tax Payable	\$4.36

Total Current Liabilities \$4,038.69

### LONG TERM LIABILITIES

#### EQUITY

Retained Earnings	\$160,511.91
Designated Earnings	\$2,894.36
Current Income (Loss)	\$29,815.83

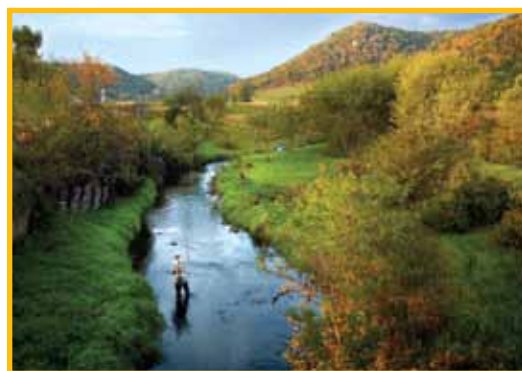
Total Equity \$193,222.10

**TOTAL LIABILITIES & EQUITY** \$197,260.79



## Operating Budget

<b>INCOME</b>	2009 Annual: 10 Months Actual 2 Months Projected	2010 Budget
Private Memberships	\$ 80,035.00	\$ 79,000.00
Government Memberships	61,962.00	63,553.00
Annual Meeting Income	5,050.00	4,700.00
Investment Income	3,702.00	5,300.00
Non-member Income	24,200.00	23,500.00
Miscellaneous Income	<u>14,436.00</u>	<u>10,250.00</u>
<b>TOTAL INCOME</b>	<b>\$189,385.00</b>	<b>\$186,303.00</b>
<b>EXPENSE</b>		
Salaries/FICA/UC	\$117,445.00	\$ 113,975.00
Marketing/Special Programs	22,600.00	22,600.00
Auto/Transportation	3,041.00	2,850.00
Copies	900.00	900.00
Lodging	400.00	400.00
Building Expense	1,500.00	1,500.00
Annual Meeting	3,500.00	3,000.00
Meals/Forums	4,444.00	3,600.00
Subscriptions	277.00	350.00
Dues	575.00	500.00
Liability Insurance	2,441.00	2,300.00
Meeting Registration	418.00	400.00
Legal & Accounting Services	3,762.00	4,200.00
Health and Life Insurance	7,836.00	10,660.00
Employee Pension Benefits	6,921.00	7,086.00
Supplies and Equipment	3,024.00	2,000.00
Postage	3,145.00	3,050.00
Printing	0.00	500.00
Property Taxes	100.00	100.00
Telecommunications	6,262.00	6,200.00
<b>TOTAL EXPENSES</b>	<u>\$188,591.00</u>	<u>\$186,171.00</u>
<b>NET INCOME</b>	<b>\$ 794.00</b>	<b>\$ 132.00</b>



# 37<sup>th</sup> Annual Meeting Minutes

## December 10th, 2008

### Radisson Center

President Mike Herro called the 37th Annual Meeting of the La Crosse Area Development Corporation to order at Noon in the Radisson Center and welcomed the over 250 members and guests in attendance.

President Herro then called LADCO Treasurer, Noel Jordan, to the podium. Jordan presented the minutes of the 36th Annual Meeting and asked for a motion to approve those minutes as presented. A motion was made, seconded and passed unanimously to approve the minutes as submitted. Jordan then presented the 2008 financial report and the 2009 budget, both of which were approved by acclimation. Jordan then presented the slate of candidates for the Board of Directors. The nominees included Dan Brady, Bob Brown, Bob Burg, Patti Balacek, and Bill Colclough (incumbents). A motion was made by Lee Rasch and seconded to close nominations and ask the secretary to cast a unanimous ballot for those on the slate. The motion passed by acclimation.

Next, President Herro resumed the podium to deliver his President's Report. Herro noted that LADCO and the La Crosse Area have seen great strides forward in the past year, despite the economic situation we are witnessing on a national level. Herro's presentation focused on the theme of change present throughout the recently completed election season and how change will be necessary as we look ahead to the great things to come for the La Crosse Area.

Next, the Executive Director delivered his report. James Hill began by thanking the co-sponsors of the event—Xcel Energy and Dairyland Power-- and the many others who help make LADCO a success. He introduced the many local elected officials in attendance at the meeting and drew attention to the list of LADCO Partners in Economic Development provided to each attendee. He also drew attention to the products that were provided by Coulee Coffee Roastery, Scotchwood Candy Company, and Absolutely Edible, all win-

ners of the Coulee Region Entrepreneurial Initiative Business Plan Competition and two of which are tenants at the Coulee Region Business Center. Hill then began his remarks noting that we are living in very interesting times with crisis being declared in many aspects of the global economy including the financial markets, health-care, energy, and international affairs and warned that 2009 could be a tough year. But, he noted the many positive developments throughout the La Crosse Area in 2008 and asserted that nation has never been more galvanized as it is today to seek real change that will pull the country through this downturn in record time and again make history.

Hill noted that the scheduled keynote speaker, Senator Russ Feingold, was unable to be with us because he was in Washington taking up the automakers loan package that is in front of Congress. Hill then introduced the Annual Meeting Program, "Perspectives & Priorities for the National Economy & 111th Congress," which included presentations by: Matt Nikolay of Senator Russ Feingold's Office, John Medinger of Senator Herb Kohl's Office, Mark Seitz of Congressman Ron Kind's Office, and Joe Heim of the UW-La Crosse Political Science Department. The panel addressed the current economic situation facing our country and the automaker loan package, noting that the votes to pass the bill are in place in the House of Representatives but could be much harder to find in the Senate. All agreed that we will most likely see an economic stimulus package in the early days of the Obama administration that will be largely focused on infrastructure projects, a point of agreement for both parties. The representatives also agreed that programs focused on helping small business will be a pivotal factor in rebuilding our economy.

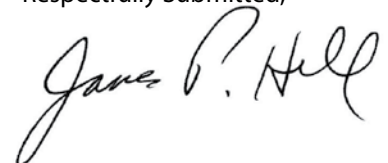
The awards portion of the program followed. President Herro presented the President's Award to Barb Erickson of I.C. System. The award seeks to recognize someone making major strides in the last

year. President Herro pointed to I.C. System's new operations in La Crosse that began in 2007 and its recent announcement that the company will make a permanent home at Center 90 in Onalaska, growing to as many as 250 employees after investing over \$1 million in tenant improvements to the facility. La Crosse Manager Dave Spencer received the award on behalf of Barb Erickson noting the positive experience I.C. System has had working with LADCO and the La Crosse Area Community.

Hill then took the podium, again thanking Xcel Energy and Dairyland Power for their sponsorship. Hill also noted that the mayors of the two cities in La Crosse County and two of the village presidents were in attendance, a sign of great cooperation between municipalities in the La Crosse Area. Hill then presented the 2008 LADCO Distinguished Service Award to Ron Wessels, former Community Bank President of M&I Bank. The award recognizes a lifetime of good works in business and the community. Ron served as a leader in the area banking community for much of his career and has been dedicated to creating positive outcomes for local businesses and the La Crosse Area economy as a whole. Ron has and in retirement continues to be active in a variety of community organizations.

President Herro then thanked all of LADCO's partners, noting that we would not enjoy any success if it weren't for people like those in attendance. He thanked Dairyland Power and Xcel, once again, as co-sponsors and then adjourned the Annual Meeting.

Respectfully Submitted,



James P. Hill, Recorder

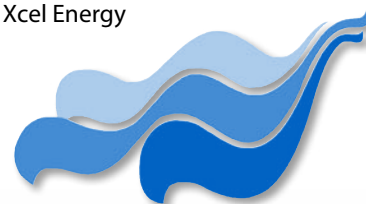
# 2009 Supporting Members

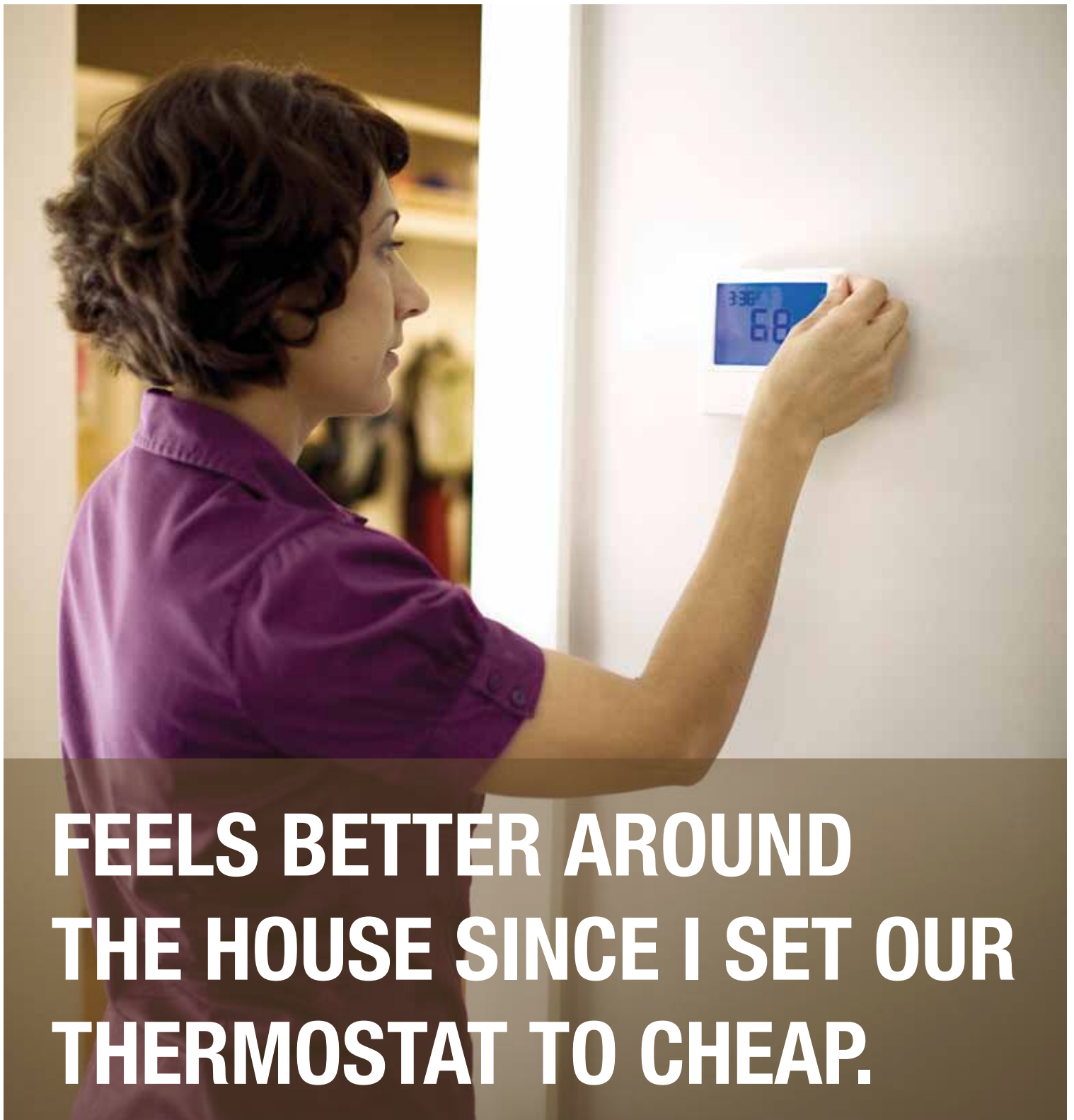
The LADCO Board of Directors and Staff extend a sincere "THANK YOU" to all of our supporting members! Without your support, our economic development efforts throughout the La Crosse Area could not go forward.

Access Commercial Real Estate: Casey Weiss  
Advanced Fiber Products  
Altra Federal Credit Union  
Asfoor, Wayne: Attorney  
Associated Bank  
Badger Corrugating Company  
Bob Burg Auto  
Borton Construction  
Bosshard Parke Ltd.  
Brickl Brothers Design/Builders  
Brown & Brown Insurance -La Crosse  
Cartridge World  
Central States Warehouse  
CenturyLink  
Citizen's State Bank  
City of La Crescent  
City of La Crosse  
Coldwell Banker – River Valley Realtors  
Collins Outdoor Advertising, Inc.  
Commonweal Development Corporation  
Community Credit Union  
Coulee Bank  
County of La Crosse  
Dairyland Power Cooperative  
Davy Engineering  
Doerflinger's Second Century, Inc.  
Downtown Mainstreet, Inc.  
F.J. Robers Co., Inc.  
Fowler & Hammer, Inc.  
Franciscan Skemp Healthcare  
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Gerrard-Hoeschler Inc.  
Great Rivers United Way  
Gundersen Lutheran  
Harris Bank  
Harter Trucking  
Hawkins, Ash, Baptie & Company, LLP  
Health Tradition Health Plan

Horizon Management  
Huber Development  
Hydrite Chemical Co.  
I.C. System  
Indus International, Inc.  
Inland Label & Marketing Services  
Interior Systems International  
Johns, Flaherty & Collins, SC  
Kwik Trip Inc.  
La Crosse Area Building & Construction  
Trades Council  
La Crosse Area Chamber of Commerce  
La Crosse Area Convention & Visitors Bureau  
La Crosse Area Realtors Association  
La Crosse Medical Health Science Consortium  
La Crosse Sign Co.  
Logistics Health Inc.  
M&I Bank  
Main Street Ingredients  
Manpower Inc.  
Market & Johnson  
Mathy Construction  
McGladrey & Pullen, LLP  
McHugh Excavating & Plumbing  
McKesson Corporation  
McNeilly Law Offices  
Merchants Bank – Onalaska  
Mid-City Steel Fabricating, Inc.  
Newport Group  
Northwest Wisconsin Manufacturing  
Outreach Center  
O'Flaherty Heim Egan, Ltd.  
PACAL Industries, LLC  
Park Bank  
Pepsi-Cola Bottling Company  
Peter Nelson & Son Inc.  
Poellinger Inc.  
Premier Business Services, LLC  
Radisson Hotel-La Crosse  
Reinhart Real Estate Group

Remax: Andrew Maravelas  
Remax: John Young  
River Steel Inc.  
Riverland Energy Cooperative  
S&S Cycle, Inc.  
Sagepoint Financial – Peter Helstad  
Shaw Environmental  
SkipperLiner Industries  
Skogen's/Festival Foods  
Stansfield Vending  
State Bank Financial  
TCI Architects/Engineers/Contractor, Inc.  
The Insurance Center  
The Title Company, Inc.  
Three Sixty Real Estate Solutions  
Torrance Casting, Inc.  
Town of Campbell  
Town of Onalaska  
Town of Shelby  
TRANE Company  
Trust Point Inc.  
University of Wisconsin – La Crosse  
U.S. Bank – La Crosse  
Valley View Mall  
Venture Fuels LLC  
Vernon Electric Cooperative  
Village of Holmen  
Village of Trempealeau  
Village of West Salem  
Viterbo University  
WalzCraft  
Wells Fargo  
Western Technical College  
Wettstein's  
Wieser Brothers General Contractor, Inc.  
Workforce Connections Inc.  
Xcel Energy





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