

**La Crosse Area Development Corporation**

712 Main Street  
La Crosse, WI 54601

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La Crosse, WI 54601  
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**LADCO Link**

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**LADCO Calendar of Events**

- May 12th     *La Crosse City Council*
- May 19th     *La Crosse County Board*
- May 20th     *LADCO Board Meeting*
- May 30th     *Memorial Day*

**Supervisory Management  
Certificate Program**

The Supervisory Management Certificate Program, provided through UW-Eau Claire Continuing Education working with UW-La Crosse, was developed to assist the individual as they move up the corporate ladder and are placed in charge of a work group. To complete the certificate program, participants must attend 6 two-day seminars within five years, including Supervisory Management 1, 2, and 3, and three other seminars of the participant's choice. The specialized seminars address specific management concerns such as team building, communication, facing conflict, efficiency, performance, negotiation, change, and training. The next Supervisory Management seminar is "Building High-Performance Teams" held on May 24<sup>th</sup> and 25<sup>th</sup> at the Cleary Alumni & Friends Center at UW-L. For more information about the certificate program please call 715-836-3636 or visit the website at <http://www.uwec.edu/cc/smcp/smcpagg.htm>.



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**La Crosse Area Ranked 15<sup>th</sup> "Best Place for Doing Business"**

In the May issue of *Inc.* Magazine, **La Crosse was ranked 15<sup>th</sup> "Best Place for Doing Business in America"** out of 274 cities. The listing, in its second annual appearance, is based on a review of 3-year trends and current job growth data and balance among industries. Last year there were two lists developed by *Inc.*, dividing large and small metros, in which La Crosse ranked 17<sup>th</sup> among small metros. However, this year the list was combined and showed a dramatic

shift of companies from large urban centers to smaller metro areas that have a more friendly business environment and offer competitive costs. La Crosse has benefited from Wisconsin's focus on manufacturing, and the area continues to grow strong, retaining and attracting business in the manufacturing sector.

In recent months, the La Crosse MSA was also ranked as a **5-Star Quality of Life Metro**

by *Expansion Management* Magazine. The list was based on 9 quality of life categories, of which La Crosse metro had the 9th lowest crime rate out of 362 metros.

These accolades are 2 in a long line of similar rankings that reinforce the quality of life and business viability of the La Crosse area. Please visit our website at [www.ladcoweb.org](http://www.ladcoweb.org) to learn more about this and other community accolades.

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**Check us out on the WEB!**  
**[www.ladcoweb.org](http://www.ladcoweb.org)**

**Associated Notes**

**Best Practices in Fraud Prevention**

**By: Sheryl Mueller**  
**Vice President, Associated Bank**  
**796-4234**

In a survey of small business owners, nearly 60% reported that their companies had experienced some type of financial fraud from within employee ranks. \* In addition, businesses are a primary target for check fraud, with attempted fraud at \$5.5 billion in 2003.\*\*

Consider the following practical steps to help protect your business's finances.

**Seven Steps to Combat Fraud**

**1. Beware of unsolicited "phony" e-mails that appear to originate from Associated Bank.** With "phishing," pronounced "fishing," Internet thieves send fraudulent e-mails attempting to get you to reveal sensitive information such as account numbers, passwords, Social Security numbers, etc., that

they can use to empty your checking account or run up bills on your credit cards. Associated Bank will NEVER ask for confidential information through regular e-mail. Further, Associated Bank will NEVER ask you for your password or PIN through e-mail, via the telephone or in person.

**2. Set procedures and policies to deter internal fraud.** Do not allow one person to issue and sign checks, process accounts payable and reconcile account statements. Split up these responsibilities among different staff members or consider using an automated banking service.

**3. Know your employees.** In many states, failure to conduct a background check on new hires is

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**Manufacturing Space:**

**LA CROSSE**

Up to 1250 s.f. manufacturing space available in the **Coulee Region Business Center**. Contact Dave Loomis at 608-782-8022.

4,829 sq. ft. of combined warehouse and office space available in the **Airport Industrial Park**. Contact Dale Walter 793-4215 or Larry Geier at 788-8683 of Top Flitz Investments, LLC.

For lease: 24,000 sq. ft. open warehouse space w/ 3 dock doors in the **Airport Industrial Park**. \$3.50/sf Contact Larry Jiracek 608-791-7735.

For lease: 31,500 sq. ft. warehouse and 2,000 sq. ft. office space on 2.2 acres in **Airport Industrial Park**, available 9-1-2005. Contact Wayne L. Asfor at 608-784-7800 or wlalaw2000@yahoo.com

Space available in **former Footwear Complex** 1501 St. Andrews Street: 80,000 sq. ft. available in Building C and 50,000 sq. ft. available in Building G—perfect for manufacturing or warehousing. Call Chuck Olson at 608-526-5555.

**Habitat for Humanity is looking for lots to build single family homes. Lots need to be for sale (can be donated) and preferably within the city limits. For more information, contact Larry Jiracek at 608-791-7735.**

**Land for Sale:**

**BANGOR**

**Bangor Industrial Park:** Parcel A: 23+ acres, possibility of a rail spur, seller will consider subdividing. \$25,000/acre, 3 phase power on site.

Parcel C: 20+ acres, northern boundary is I-90. Both parcels 1.5 miles from I-90 Exit #15; all utilities provided. Contact Larry Jiracek at 608-791-7735.

**WEST SALEM**

**West Salem: Lakeview Industrial Park**, in the Village of West Salem, is located along Interstate 90. It consists of 160 acres with 75 acres of development in phase 1 and 85 acres in phase 2. For additional information contact LADCO at 608-784-5488.

**West Salem:** Highly visible, commercial use 1.5-3.0 acre lot just off I-90 in West Salem. City water/sewer. Contact Chuck Olson at 526-5555.

**West Salem:** Two acre parcel for lease, build to suit. Commercial Zoning in West Salem on County Hwy C. Contact Troy at 608-452-3704.

**Trempealeau:** 150' x 150' lot at the corner of Hwy 35 & Fremont Street in the Village of Trempealeau; commercial use. Must be developed within specified timeline and adhere to architectural controls to conform to Village's historic niche. Contact Scott Heinig, 608-534-6434.

**HOLMEN**

**Holmen:** Two adjacent lots in Holmen Business Park. Must be sold with construction build to suit or lease contract. Contact Chuck Olson 608-526-5555.

**ONALASKA**

**Onalaska:** Approx 75,000 square feet (corner lot) in high traffic, high visibility area. Parcel is located in new business park in Onalaska near Hwy 35. Contact Chuck Olson at 608-526-5555.

**Onalaska:** 1.48 acres, zoned heavy industrial. 3215 George St., just off of HWY 53 next to Nutbush. Contact Sue at 608-782-6849.

**Onalaska:** Near International Business Park. 20+ Acres—Zoning is Industrial + overlay. Property has rights to all park utilities. Taxes are Onalaska. Contact Larry Jiracek 791-7735 for additional information.

**Office/Commercial Space:**

**LA CROSSE**

Up to 280 sf office space available in the **Coulee Region Business Center**. Contact Dave Loomis at 608-782-8022.

**CenturyTel East Avenue Building:** 2615 East Ave. Main office building is 53,700 sf. Redundant cooper and fiber optic data feeds. Contact LADCO.

47 Copeland Avenue. 12,000 s.f. retail space and 8,000 s.f. warehouse space Contact Roger McDowell at 781-8612.

Shelby Mall—multiple retail spaces from 1,300 to 1,700 sq ft available in this recently renovated Southside shopping center. Contact Betty Ewens at Kraus-Anderson 800-399-4220 ext. 110.

**LA CROSSE DOWNTOWN**

U.S. Bank Place, 201 Main St. 2000 s.f. to 9,700 s.f. space available. Contact Mark Hyde at 608-784-0409.

For lease: 311 Main Street. 2 floors and basement; 1800 sq ft. per floor. \$9 per sf. above ground, basement \$6 per sf. Contact Chris Butler at 779-2404.

The Exchange Building, 205 5th Ave S. Heat & air incl. Space from 200-1500 s.f. Contact Maureen Kinney 608-784.5678.

694 s.f.; 3 room suite; near ramp; sublet for 6 months beg. July 1st with option to continue renting; \$684/month; 785-2680.

For Lease: Commercial Space 520 S 8th. 1400 sq ft on main level, 1400 sq ft basement. Call Larry Jiracek at 791-7735.

**ONALASKA**

For sale: 1,400 sf office space on Main St. One block from the City Hall. \$199,999. Contact Chuck Olson at (608) 526-5555.

For lease: First floor, professional office/retail space. Flexible-divisible retail space with a min of 600 sq. ft up to 4,800 sq. ft. High traffic & visibility. Call Jay Hoeschler at 791-7704.

For Lease: 1,600 sq. ft. of office space available in a newly constructed office building in Cedar Creek Business Park. Great opportunity for professional use. Contact Chuck Olson at 608-526-5555.

300-1200 s.f. office/retail in Eagle Bluff Plaza on Hwy. 16—Onalaska. All utilities included; ground level with parking. Contact Corky 608-784-7744.

**HOLMEN**

1,000 sq. ft. of office space for lease in a new building at 505 Empire St., Holmen. Contact Chuck Olson at 526-5555.

**Associated Notes** ...continued from page 1

is considered a lack of due diligence. You can request criminal background checks from your state for a nominal fee (see "Find It Here").

**4. Check bank accounts often.**

Online banking through **eManager+** makes looking at your accounts so convenient that you can check them daily. Quick fraud detection increases the likelihood of recovery.

**5. Cut back on paper checks.**

Use Automated Clearing House (ACH) to eliminate the need to write checks to creditors. With ACH, creditors can automatically debit your business accounts. Use direct deposit to do away with checks written for payroll, reimbursement and insurance. These services can

reduce the risk of checks being intercepted, duplicated or manipulated by a criminal.

**6. Establish a lockbox.**

Your receivables can be mailed directly to a post office box and picked up by the bank several times a day, reducing the opportunity for fraud and speeding up cash flow. Associated Bank recently installed a new Image Remittance Processing System in our Minneapolis and Milwaukee lockbox sites. This multi-million dollar system ranks with the largest, most sophisticated lockbox providers in our market, and gives you access to the latest in high-speed processing.

**7. Set up a Positive Pay account.** Available through **eManager+** Online Business Banking, Positive Pay works like this: You send an

electronic list to Associated Bank of all the checks you issue on a particular day. Associated Bank will verify checks received for payment against that list and pay only those on the list. The entire system is Web-enabled, so you can see an online image of the item in question and make your selection to pay or not pay instantly.

Ask your Associated Bank business banker for an evaluation of your needs and the services we have to meet them. Your business banker is a helpful contact for every financial aspect of your business.

\*Source: National Federation of Independent Business report of a KPMG Peat Marwick survey, March 28, 2002, [www.nfib.com](http://www.nfib.com).

\*\*Source: American Bankers Association, [www.aba.com](http://www.aba.com).

**Find It Here**

• Associated Bank at [www.associatedbank.com](http://www.associatedbank.com). Information about business banking services and access to online banking at Associated Bank. Click on "Fraud Alert" to learn about preventing identity theft.

The following sites provide information about obtaining criminal background checks:

- State of Wisconsin Department of Justice at [www.doj.state.wi.us/dles/cib/crimback.asp](http://www.doj.state.wi.us/dles/cib/crimback.asp).
- Illinois State Police at [www.isp.state.il.us/crime/uciahome.cfm](http://www.isp.state.il.us/crime/uciahome.cfm).
- Minnesota Department of Public Safety, Bureau of Criminal Apprehension at [www.dps.state.mn.us/bca/cjis/documents/page-3-1.html](http://www.dps.state.mn.us/bca/cjis/documents/page-3-1.html).

**Spotlight on Education: University of Wisconsin La Crosse**

*UW-L is the first of three institutions of higher education that is being highlighted on our website and in our newsletter as a series of features.*

The University of Wisconsin – La Crosse part of the University of Wisconsin system,

round the campus. Also, the university boasts of 17 NCAA Division III athletic programs, many of which have held conference and national titles, and offers over 150 student organizations. Historically renowned for its educational programs in physical education, health, and sciences UW-L strives to deliver the best education in a wide range of disciplines, offering 85 undergraduate programs as well as 21 graduate programs. The admission requirements are among the top in the state; over 86% of incoming freshman ranked in

the top 25% of their high school graduating class. Not only do they accept high achieving students, but they turn out exceptional graduates ready for the workforce. For example, UW-L's accountancy graduates rank first nationally on the CPA exam among all universities. UW-La Crosse continues to make their education affordable, as tuition is among the lowest of any university in the Midwest. From all of these accolades, it is easy to see why *U.S. News & World Report* ranked UW-L third among Midwest Regional Public Universities in 2005. For more information about University of Wisconsin – La Crosse, please visit the university website at [www.uwlax.edu](http://www.uwlax.edu).

**UW-La Crosse Accolades**

- **U.S. News & World Report ranked UW-L third among Midwest Regional Public Universities in 2005.**
- **Over 86% of incoming freshman ranked in the top 25% of their high school graduating class.**
- **Accountancy graduates rank first nationally on the CPA Exam.**

Outdoor recreational and city entertainment opportunities sur-

round the campus.

**Our Service Is... the Difference Seminar**

The Wisconsin Welcome *Our Service Is...the Difference* seminar is an opportunity to learn customer service techniques, discuss benefits of exceptional customer service, and learn how to instill a sense of community in your workforce. The curriculum of the seminar was developed by the Wisconsin Technical College System and the Wisconsin Department of Tourism. Two dates will be offered for the seminar:

Tuesday, May 17<sup>th</sup> from 9– noon  
Wednesday, June 8 from 1 – 4p.m.

The cost is \$55 for a LACVB member or \$75 for a non-member. For more information or to register, contact Colleen Clark at WWTC at 785-9232.