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Shawano County Economic Progress, Inc.

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CELEBRATING GOOD NEWS

SCEPI

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SCEPI Announces "Moving Wisconsin Forward" Event

Shawano County Economic Progress, Inc. (SCEPI) in cooperation with the Shawano County Chamber of Commerce has announced a special event, "Moving Wisconsin Forward," scheduled for Wednesday, September 16 from 5:00PM to 7:00PM at The Gathering at 2600 E. Richmond Street in Shawano. The speaker will be James Buchen, Vice President of Government Relations of Wisconsin Manufacturers & Commerce, the state's largest business group. Registration is just \$20/person and \$100 for a table of 6. A light meal will be served.

"This is an ambitious effort on the part of the entire Wisconsin business community to develop a vision for economic renewal and job creation for our state," explained Buchen. The plan was developed over three months after dozens of listening sessions around the state. "In many ways, 'Moving Wisconsin Forward' represents the best thinking of more than 700 business and community leaders from throughout Wisconsin," said Buchen. "The WMC board of directors approved the 'Moving Wisconsin Forward' plan earlier this year and it's being promoted at the Capitol.

SCEPI Executive Director Steve Sengstock noted that the "Moving Wisconsin Forward" initiative is an example of many groups collaborating in an effort to move the state ahead. "With the plan, you have business leaders, community leaders, chambers of commerce, educators and other key organizations working together to provide growth opportunities and hope to our families and communities," said Sengstock. "According to the plan, the goal is to position Wisconsin to lead the way out of the current recession using 'Moving Wisconsin Forward' as a blueprint for economic growth," added Sengstock.

"The 'Moving Wisconsin Forward' plan represents a fresh approach to public policy," said James S. Haney, WMC president. "The plan calls for investing in our people, promoting innovation and job creation, investing in infrastructure, fostering a competitive business environment including tax relief, and improving public systems, explained Haney." WMC has called for bi-partisan support for the "Moving Wisconsin Forward" plan that was developed by the business community.

Event attendees will also hear Buchen speak about the recently approved Wisconsin 2009-2010 budget and its impacts upon businesses and taxpayers. Buchen will also share WMC's position about the pros and cons of the current budget deliberation and approval process.

Don't miss this outstanding opportunity to learn more about "Moving Wisconsin Forward" from James Buchen of WMC on Wednesday September 16 from 5:00PM to 7:00PM at the Gathering at 2600 E. Richmond Street in Shawano! Registration is just \$20/person or \$100 for a table of 6. To purchase tickets or to reserve a table at the "Moving Wisconsin Forward" event, contact Linda at SCEPI at 715-526-5839 or via email at llw5839@frontiernet.net.

If you have good news to share about your business, contact SCEPI at 715/526-5839 or scepi@frontiernet.net

Chamber and SCEPI to Host Main Street Bus Trip

SHAWANO—Join hosts Nancy Smith, Shawano Country Chamber of Commerce and Steve Sengstock, Shawano County Economic Progress, Inc. (SCEPI) for a journey to the future of “Main Street” on **Tuesday, October 13, 2009**. The trip will include stops to two Wisconsin communities that have successfully revitalized their downtown business districts. “The purpose of this trip is to see first-hand how these communities have successfully overcome challenges common to many downtown districts and created an effective business mix, creative promotions, and inviting environments,” said Smith.

Communities will include Sheboygan and DePere. Downtown Sheboygan has experienced a renaissance over the past 10 years blending impressive building restoration, lake front recreation, exquisite culinary delights, and the arts. The downtown features breathtaking examples of restored 100 year-old buildings, including river front fish shanties now home to quaint shops and the Stefanie H. Weill Center for the Performing Arts. The world renowned John Michael Kohler Arts Center is also located downtown. The only city in Wisconsin that can trace its roots back more than 325 years, DePere is located on Wisconsin's original "main street": the Fox River. Today, the city straddles the river; both halves of its main street linked by an award-winning bridge above the oldest dock lock on the 150+ year old system. Nineteenth century buildings still line today's main street as a testament to an enduring vibrant, small-town atmosphere nestled on the outskirts of its famous neighbor, Green Bay.

The bus will board at 7:30 a.m. in the back parking lot of Comfort Inn & Suites at the junction of Highways 29 and 22 in Shawano and return at 5:30 p.m. The cost is \$10 per person. This trip is open to anyone interested in downtown development and promotion, however space is limited. To reserve your spot, contact the Shawano Country Chamber of Commerce at (715) 524-2139.

Save The Date!

SCEPI's 5th Annual Economic Summit

Date: Tuesday, March 23, 2010

Time: Networking/doors open at 5:15pm.
Program: 5:30pm to 8:30pm.

Location: To be announced.

Keynote Speaker: Larry Weyers, Executive
Chairman of Integrys Energy Group

Subject matter: Alternative energy, renewable energy and related issues that may impact future energy costs and how it moves through the grid.

Refreshments: Sit down dinner, beverage.



“Capitalizing on the New Economy”

Date: Thursday, April 29th, 2010

Time: Networking/doors open at 5:00pm.
Program: 5:00pm to 7:30pm.

Location: To be announced.

Keynote Speaker: Bob Willard

Subject matter: The business value of corporate sustainability strategies. Bob applies business and leadership development experience from his 34-year career at IBM Canada to engage the business community in proactively avoiding risks and capturing opportunities associated with sustainability issues.

Business Advantage Series - “How to Obtain Financing for a Business in a Challenging Economy”

The next Business Advantage Series session will be “How to Obtain Financing for a Business in a Challenging Economy,” **Thursday, October 1**, at The Shawano Country Chamber of Commerce, 1263 S. Main Street in Shawano. A representative from the SBA will be on hand to present information on recent SBA Guaranteed Loan changes and new funding available. Local lenders will share what it takes to get a business loan now through local financial institutions. The seminar will be of help to businesses currently operating, as well as start up businesses. The program fee is \$5 per person and includes coffee, juice, and pastries.

To register call the Shawano Country Chamber of Commerce at 715-524-2139 or email chamber@shawano.com.

The Business Advantage Series, presented by the Shawano Country Chamber of Commerce in partnership with Shawano County Economic Progress, Inc. and sponsoring partners Dynamic Designs Unlimited and Kersten Accounting & Tax, was created to help businesses gain more customers and make more money.

Recapturing Your Downtown 2009

Recapturing Your Downtown 2009 is a conference designed to help your Downtown Prosper...

October 21, 2009 - Welcome Reception at Allister Deacon's Coffee House Located in the historic Washington Square complex, connected to the Jefferson Street Inn. Have fun and network in a relaxing setting!

October 22, 2009, Jefferson Street Inn, Wausau, WI. Keynote address by Barbara Wold, international speaker, author and business strategist.

Breakout sessions include:

- Working around downtown street construction
- Using Social Media to promote your downtown
- Financing downtown improvement projects
- Importance of downtown grocery stores
- Greening your community
- Public Safety in your downtown

For additional information regarding registration, call UWSP Continuing Education Customer Service at 715-346-3838 or 800-898-9472 from 9:30 am - 3:00 pm M-F.

Changes to SBA 504 Loan Program Will Allow Businesses to Refinance Existing Debt, Expand, Create New Jobs

Small businesses seeking to expand will be able to refinance existing loans used to purchase real estate and other fixed assets as a result of permanent changes to the U.S. Small Business Administration's 504 Certified Development Company loan program. The changes were authorized in the American Recovery and Reinvestment Act of 2009.

The permanent changes will allow small businesses to restructure eligible debt to help improve their cash flow which, in turn, will enhance their viability and support growth and job creation. The 504 loan program can be used to purchase business real estate or fixed assets, such as heavy equipment or machinery, and expand current development projects.

The 504 loan program is administered through 271 Certified Development Companies across the nation. SBA today began implementation of the changes by publishing them as a permanent rule in the *Federal Register*.

The changes announced today include:

Debt Refinancing: Legislation allows 504 program projects to include a limited amount of debt refinancing if there is a business expansion and the debt refinanced does not exceed 50 percent of the projected cost of the expansion. "Expansion" includes any project that involves the acquisition, construction or improvement of land, building or equipment for use by the small business. The following are some of the conditions under which borrowers will be eligible for refinancing:

- The debt being refinanced was incurred to acquire land, to construct a building or to purchase equipment. The assets acquired must be eligible for financing under the 504 program.
- The existing debt is collateralized by fixed assets.
- The existing debt was incurred for the benefit of the small business.
- The new financing provides a substantial benefit to the borrower when prepayment penalties, financing fees, and other financing costs are taken into account.
- The borrower has been current on all payments of existing debt for one year prior to the date of refinancing.

For more information on the 504 loan program and eligibility requirements, go to www.recovery.gov or www.sba.gov/recovery.