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Winners are calculated based on objective criteria, and all information is kept strictly confidential.

Deadline for entries is **Friday, April 28, 2006.**

CHINA COUNCIL MAKES INTERNATIONAL CONNECTIONS

The MMAC's China Council, now into its second year, recently rolled out an online newsletter to keep interested and prospective members informed of the benefits and resources available, highlight relevant news articles and create a network of individuals with shared interests. The China Council is to provide opportunities and guidance to companies in the Milwaukee region currently doing business in China and to those who are considering business relationships in China.

In 2005, the China Council:

- Began the process for establishing an immigration zone for Chinese nationals interested in relocating. This proposal is currently before the Homeland Security Council.
- More than 500 people attended a day-long

international trade conference focused on doing business in China.

- Council members participated in four trade missions to China, including the cities of Beijing, Ningbo and Shanghai.
- Held a business/cultural 10-day exchange with the Beijing Ducks professional basketball team.
- The City of Milwaukee and the City of Ningbo have established a sister-city relationship.
- The Council produced a marketing brochure and regional marketing DVD in Mandarin and English to familiarize China with the region.

In the coming year, the Council plans to continue to build its membership, creating a viable network of references and resources. A follow-up trade mission is being planned for 2007.

If you would like to be added to the China Council e-newsletter, please contact khenry@mmac.org. For more information on the China Council, contact pbeitzel@mmac.org.

42nd Annual WISCONSIN INTERNATIONAL TRADE CONFERENCE

**International
Opportunities
for Wisconsin**

Tuesday, May 9, 2006

Italian Community Center
631 E. Chicago Street
Milwaukee

CONFERENCE INCLUDES:

- Morning Session: **DOING BUSINESS IN CHINA**
- **GOVERNOR JAMES DOYLE** (Invited) Wisconsin Export Awards
- **WISCONSIN SBA AWARD**
- **THREE AFTERNOON INTERACTIVE SESSIONS** followed by reception
- **WISCONSIN INTERNATIONAL TRADE REPS** from Brazil, Canada, China, Europe, Japan, Mexico will be available for appointments

Register online at www.mmac.org/calendar or contact Michele McFarland at (414) 287.4141
Individual, with lunch \$95 • Individual, without lunch \$75 • Lunch only \$35

LIGHTS, CAMERA, ECONOMIC ACTION

In 2002, a blockbuster movie adaptation of the Broadway hit "Chicago" was made by Miramax films. "Chicago" was filmed in Toronto, Canada.

Later this year, a movie titled "Last Kiss" set in Madison, Wisconsin will be released. This Madison movie is being filmed almost completely outside of Wisconsin.

These ironic bits of trivia are actually extremely significant from an economic standpoint. The movie industry is big business. Production of a major motion picture is a multi-million dollar undertaking that pumps jobs, economic development and attention into its host city. In 2003, the filming of "Mr. 3000" was shot partially in Milwaukee and brought nearly \$20 million to the local economy.

Recognizing this economic potential, many states have begun to aggressively compete for this market with tax incentive packages for film and video production. For example, since the passage film incentives legislation in New Mexico, nearly 30 movies have been shot in that state, bringing an additional \$500 million in revenue.

As one of only a handful of states without tax incentives for film or video production, Wisconsin is often dismissed out of hand by movie companies. Wisconsin State Sen. Ted Kanavas and Rep. Curt Gielow believe it's time for Wisconsin to get off the cutting room floor and get a piece of the action. That's why they introduced "Film Wisconsin" legislation. Film Wisconsin will create state tax incentives that put Wisconsin on a level playing field with other states in the increasingly competitive movie marketplace.

From the Zucker brothers to Chris Farley to Bradley Whitford and Jane Kaczmarek, Wisconsin has long been fertile ground for creative talent in the film and television industry. By passing the Film Wisconsin bill, we can make sure that we not only export film talent out of Wisconsin, but that we can also successfully compete to import film industry economic activity into Wisconsin.



Kris Martinsek, HNTB Consultant exchanges cards with Mary Scheibel, Scheibel Halaska, Inc. after the Blueprint Briefing meeting.

BLUEPRINT BRIEFING FOCUSES ON INFRASTRUCTURE ISSUES

A large and enthusiastic crowd discussed regional infrastructure issues at the first Blueprint Briefing — a series of informative meetings driven by MMAC's public policy agenda.

In the last State budget, transportation fund revenues were diverted and used for other areas of state budget spending. This raid on the State transportation fund resulted in a reduction of funding available for transportation projects around the State. Three panelists gave updates on current proposed projects.

The Milwaukee Connector Project,

explained by Kris Martinsek of Martinsek & Associates, is a new guided bus system intended to take the Milwaukee County Transit System to a new level. Two proposed routes would increase mobility

between residential areas and downtown.

The type of connector vehicle - guided street tram or non-guided hybrid bus - is still uncertain, but what's not uncertain is the operating cost savings estimated at \$900,000 when compared to the current bus system. Using federal money for the project, Martinsek assured that funding would not be passed to the taxpayers.

Ken Yunker, of the Southeast Wisconsin Regional Planning Commission commented on the progress of Commuter Rail between Milwaukee, Racine, and Kenosha. Using existing Union Pacific tracks, the commuter rail would provide service throughout the day, stopping at eight stations between Milwaukee

and Kenosha. Rep Jeff Stone commented, "The entire region needs to support transit for businesses to expand." Yunker touted commuter rail travel as fast, reliable, and convenient. In addition, he cited the decrease in air pollutants and noted that the reduction of congestion on the freeways and snow delays would improve job labor force accessibility for employees. As of today, an analysis of the commuter rail alternative is underway.

MMAC VP of Business Development Peter Beitzel's remarks focused in support of an airport authority. A bill proposing such simply transfers the governing of the airport to a single entity, whose sole responsibility would be ensuring the operation and development of the airport.

Today, more than 45 of the top 100 airports nationally, have airport authorities. Airlines, contractors, and unions will find negotiating with a single authority more focused and efficient than dealing with county bureaucracy. Extra charges related to county administration would disappear, realizing a savings that could be passed to airlines and consumers.

Finally, Don Reinbold, from the Wisconsin DOT gave a straight-forward update on the much-hyped Marquette interchange project, now in its 15th month. Keeping downtown open during construction was one of the main goals, which to date has been successful, with two lanes open both ways at all times. Reinbold reported that the project is on schedule and that traffic was flowing well. With 2006 forecasted as the most significantly impacted year, experts continue to review costs each week to stay within the projected \$810 million budget.

MMAC Blueprint Briefings are an opportunity for members to ask questions and give input on how to improve the regional Milwaukee business climate. Mark your calendars for May 10, when the Blueprint Briefing topic of discussion will be Education with guest speakers Bill Androkopolus, MPS and Dr. Howard Fuller, Institute for the Transformation of Learning.

NEW MEMBER PROFILE



It's never too early to put the sha-wing back into your golf game.

If you need new clubs or a little help with your follow-through, you'll want to visit B&G Golf, Bowling, and Racquet Sports for your golf and other favorite sporting equipment. From racquetball to golf clubs to bowling, B&G has everything you'll need to drive for

and putt for dough. And lessons too - under the auspices of the Golf Academy of WI (262-646-7711), B&G's golf professionals offer individual lessons or group golf schools on the range and on the course. These knowledgeable folks are committed to helping each golfer play to their maximum potential and spend more time on the green and less time in the locker.

More than 50 club manufacturers are featured at B&G's four locations, along a great selection of apparel for women and juniors, accessories, and



Staff at B&G Golf, Bowling & Racquet Sports show us their swings: From left: Bill Harm, Glen Turk, and Dave Powers.

apparel. Not ready to purchase just yet? For \$5-\$25 per day, customers can demo a variety of clubs or racquets up to 3 days at a time to determine if they are right for them. Even better is the fact that all accumulated demo fees go toward the purchase price of the item for up to 45 days. "Buying golf clubs is an investment," said Glen Turk, sales & marketing manager. "We believe it is very important for potential buyers to go through our custom fitting process and utilize our demo program to ensure to positive buying experience."

To learn more about B&G's attention to detail, attend the annual B&G Demo Day on Saturday, May 6 at Storm's Driving Range in Brookfield. Here, customers have the chance to try out clubs from more than 20 manufacturers all at one location.

Another annual event is the B&G 5-day tent sale that's held in August at the 127th and Burleigh location, offers a plentitude of great merchandise marked down at the lowest prices of the season, according to Turk. Visit their website for details on upcoming events at www.bggolf.com.

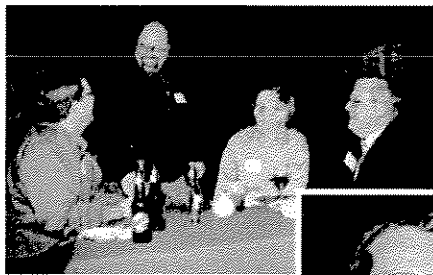
Golf and networking for business go hand in hand. "We enjoy serving businesses who use golf as a means to entertain clients," says Turk. "We joined the MMAC to meet people and establish more business contacts in the area." For twice as long as golfers have been quoting lines from Caddyshack, B&G Golf has been promoting the game of golf in Wisconsin. They look forward to building a relationship with your business in 2006.

B & G GOLF • 12730 W. Burleigh Road • Brookfield, WI 53005
(262)781-6506 • FAX (262) 781-5385 • www.bggolf.com



Introduction: In this issue, we profile... (The rest of the text is illegible due to low resolution.)

Todd Michalek, Bill Miller, and Dave Johnson listen intently to Vin Sparks' tall tales at the February B.A.H. at Comedy Sportz.



(Above) County Clare hosted the March B.A.H. - a pre-St. Patty's day bash of wall-to-wall revelers. (Left) Bill Eastman and Brenda Dallas network over a Guinness at the March Business After Hours at County Clare.

businessafterhours

COSBE'S EXECUTIVE ROUNDTABLE FORUM ADDRESSES MERGERS AND ACQUISITIONS

The key principle behind buying a company is to create shareholder value over and above the current amount produced by the two separate companies — at least, that's the reasoning behind mergers and acquisitions. That topic was the focus of COSBE's Executive Roundtable Forum held on February 22 at the University Club.

Speakers included Scott Bushkie, president of Cornerstone Business Services; Linda Mertz, president of Mertz Associates Inc.; and entrepreneur George Dalton, chairman, president and CEO of NOVO 1.



COSBE's Executive Roundtable Forum speakers and sponsors gathered before the event (l to r): Dan Meyer, Small Business Times; Christa Schroeder, Human Resource Services Inc.; George Dalton, NOVO 1; Jessica Ollenburg, Human Resource Services Inc.; Linda Mertz, Mertz Associates Inc.; Scott Bushkie, Cornerstone Business Services; Gary Zimmerman, Creative Business Interiors Inc; Joel Nettesheim and Barbara Ecklund, Suby Von Haden & Associates S.C.

According to Mertz, the dramatic growth of M&A in recent years is based on three strategic points:

- Company values are on the rise (20% over the past two years)
- Banks are more supportive of investment
- The number of overall players has grown due to confidence in the economy.

Mertz also recommended that CEOs use an outside firm to help sell their business because of the unique knowledge these consultants bring to the table.

George Dalton spoke to the more practical aspects of acquiring companies, such as getting to know a company's management team, not just the CEO, for insights into the firm's success. "Developing a reputation is everything in acquisitions. People come to us because they know we aren't going to hurt their company in the future." Dalton also recommends looking for team players and being patient yet persistent with inquiries and proposals.

Once you make the decision to sell your business, Scott Bushkie, recommends "getting your house in order" — including documenting your growth strategies, diversifying your customer base, and talking with your management team. Bushkie added that they look at your industry make-up to find the best possible time to sell your business.

The Executive Roundtable Forum is made possible through its Platinum Sponsors: AirTran Airways; Creative Business Interiors, Inc.; Human Resource Services, Inc.; and Suby Von Haden & Associates SC.; as well as media sponsor Small Business Times.

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Attorneys
www.deutch.com

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2011 N. Prospect Avenue
Suite 17
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Theresa Islo - Associate Director
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Milwaukee, WI 53202
(414) 291-9355
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www.wellnesscouncilwi.org

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Milwaukee, WI 53233
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www.twbcc.com