

BUSINESS

4A • FRIDAY, JUNE 19, 2015

'I honestly believe exports are the future of Wisconsin's economy'

ExporTech helps five companies prepare to distribute globally

By Katherine Michalets
Freeman Staff

PEWAUKEE — Speaking to five southeastern Wisconsin companies who were about to graduate from ExporTech with a plan for international distribution on Thursday, Lt. Gov. Rebecca Kleefisch said they were strengthening their companies, and in turn, helping the state by diversifying their customer base.

"I honestly believe that exports are the future of Wisconsin's economy," she said to the Wisconsin Manufacturing Extension Partnership representatives and the graduating companies at Waukesha County Technical College.

Kleefisch said she is looking forward to sharing these businesses' attributes with foreign investors, such as the South Koreans she met last week.

"I feel like we have a room of extraordinary businesses," she said.

Robert Vialpando and Chris Bessent, DVM, of Herbsmith Inc. in Hartland said they learned a lot from the ExporTech program.

"To me it was this brick wall," Bessent said. "(I was) trying to run and not getting very far."

During the program, Bessent said, she learned about the good, the bad and the ugly regarding exporting. She hopes international exporting will take place for the company in the coming year. Herbsmith creates herbal supplements for pets and horses.

Darrell Fink, retired vice president of Americas sales for Harley-Davidson Motor Company and an ExporTech grad, said it's vital for a business to have a strong export plan.

"You can have the best product in the world, but if you have bad distribution, it doesn't matter," he said.

There is some simplicity with exporting because it tends to be easier to target potential buyers. When dealing with a \$30,000 motorcycle, it's best to target the 1 percent in devel-



Katherine Michalets/Freeman Staff

Roxanne Baumann, director global engagement for the Wisconsin Manufacturing Extension Partnership, right, congratulates ExporTech graduates Chris Bessent, DVM, second from right, and Robert Vialpando, both of Herbsmith Inc., while Lt. Gov. Rebecca Kleefisch, left, watches on Thursday at Waukesha County Technical College. Five companies received certificates from WMEP for their participation in ExporTech and creating plans for international distribution.

oping countries that can afford the bike.

At one time, Harley-Davidson had a huge distribution problem, Fink said, because many of the dealerships were run by mob members or members of biker gangs and people were afraid to go into them. By creating higher standards for dealers and changing its distribution plans, Harley-Davidson was grown domestically, as well as internationally.

His advice to graduating companies Thursday was to first go for the easier foreign countries for distribution and then on to the harder ones.

Doug Biggs, vice president of sales and marketing at Gilman Precision in Grafton, said his company greatly benefited from ExporTech in creating a plan to distribute its goods in Australia, Singapore and now Canada.

"Keep your nose to the grindstone. There will be things you hate to deal with

it," he said. "There are days I hate to deal with it." But the benefits can be huge.

Biggs said Gilman Precision has had 1,000 percent growth in exports to Australia and in the high hundreds percent increase to Singapore. Gilman Precision recently expanded distribution into Canada, and Biggs said they have given more quotes in two months than they did in two years combined.

"You are going to grow your business. You're going to be a lot more successful and help the state," he said.

Rick Kettler, president and chief operating officer for Wagner Company in Milwaukee, said it's advantageous to be flexible. He said his company had intended to export to Germany, but Germans are crazy about their own made products. But, then Wagner Company was introduced to a South African distributor through a German compa-

ny. "The devil's in the details," he said. "Get terms and conditions right because if you don't it's murderous."

Kettler also said it's important to be agile and ready to move on, such as if a country becomes too tumultuous to continue to do business there. While it feels devastating, Kettler said it's comparable to losing a major client and figuring out a way to recover.

Biggs said it's also a good idea to have at least one employee who flips his or her hours regularly to handle the needs of clients in other time zones.

While the graduating ExporTech companies are leaving with a plan, Biggs said a company needs to determine whether it should be in the "fast lane" or "slow lane" depending on its circumstances.

Email:
kmichalets@conley.net.com

IN BRIEF



Submitted photo

Pictured from left to right are: HUSCO Chief Operating Officer Bob Mortensen, President and CEO Austin Ramirez, Chief Financial Officer Todd Hoytink, President/Auto Todd Zakreski and General Counsel Michael Grebe.

HUSCO International wins two awards

WAUKESHA — HUSCO International received two awards recently, including that of top business by the Waukesha County Business Alliance and the Aligned Business Framework Award.

HUSCO was selected one of Waukesha County's Top 10 Businesses of the Year by the Waukesha County Business Alliance and then was named number one at a recent luncheon. The award recognizes companies that exhibit exceptional growth, outstanding employee relations and a commitment to the community.

HUSCO also received this year's Aligned Business Framework Award for its continued performance as a Tier 1 supplier for Ford Motor Company, according to the company. HUSCO Automotive was selected from nearly 1,000 Ford suppliers.

Ford's Aligned Business Framework is the company's strategic purchasing business model, according to the announcement.

www.huscointl.com

Image Makers welcomes new VP of finance and administration

WAUKESHA — Image Makers Advertising of Waukesha announced the addition of Tom Sheffield as vice president of finance and administration. Sheffield has an extensive background in financial management and more than 30 years of experience in consulting, reporting and auditing, according to the announcement.

Image Makers Advertising is a full-service advertising agency located in downtown Waukesha.

http://imagemakersadv.com



Sheffield

Aurora Health Care names Anderson new chief medical officer

MILWAUKEE — Aurora Health Care announced Thursday that it has named Dr. Andy Anderson as the health care system's new chief medical officer.

Anderson joined Aurora Health Care in 2011 as the senior vice president of academic affairs. He will be responsible for Aurora's strategic direction and operational deployment of critical physician and clinical support functions, including infection prevention, medical staff services and case management. According to the announcement, Anderson will also be the executive leader for the Aurora Research Institute, champion clinical informatics and continue to lead medical education for the system in partnership with the University of Wisconsin.

www.aurorahealthcare.org



Anderson

Initial unemployment claims drop to lowest number since 1995

MADISON — Continued good news about the state of the economy rolled in Thursday with the latest report on unemployment in Wisconsin, which showed that the rate was 4.6 percent in May and was considerably lower than the national average.

According to the report from the Department of Workforce Development based on data from the U.S. Bureau of Labor Statistics, the national unemployment rate of 5.5 percent for May. In May of 2014, Wisconsin's unemployment rate was also 5.5 percent.

Wisconsin's total employment grew by 31,900 year-over-year while the number

of unemployed declined by a significant 27,800, according to the report. Additionally, the state's labor force participation rate of 67.9 percent in May outpaced the national rate of 62.9 percent.

So far, 2015 is off to a strong start for the state. According to Thursday's report, average Initial Unemployment Insurance claims for the first 24 weeks of 2015 dropped to the lowest point since 1995, and the annual average weekly continued UI claims are at their lowest levels since 2000.

"As employment estimates often show variation from month to month, one constant is the challenge

employers face in finding qualified workers to fill openings," DWD Secretary Reggie Newson said in a statement. "We will continue to advance strategies that provide a robust pool of talent and help employers meet their skills requirements."

Also, Wisconsin was one of 15 states with a below-average unemployment rate in April and above-average income growth 2014 using per-capita disposable income, according to the Wisconsin Department of Revenue.

http://dwd.wisconsin.gov

— Katherine Michalets,
Freeman Staff

Which woman should appear on \$10 bill?

WASHINGTON (AP) — Harriet Tubman? Eleanor Roosevelt? Rosa Parks? Speculation is rising over which American woman will be chosen to grace the \$10 bill, which has featured Alexander Hamilton since 1929. The answer will come sometime after summer, after Treasury Secretary

Jacob Lew considers suggestions from anyone who wants to offer one — through town hall meetings or online.

The bill's actual design won't be unveiled until 2020, the 100th anniversary of the passage of the 19th Amendment, which gave women the right to vote.

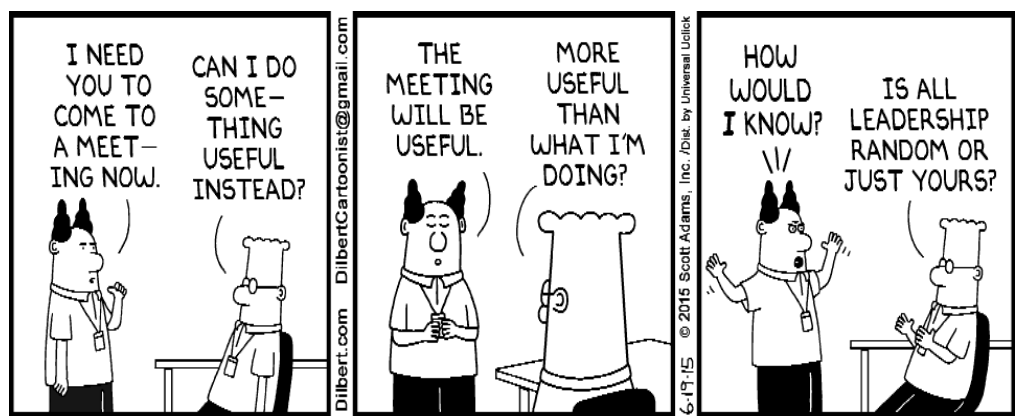
McDonald's to shrink in U.S., 1st time in decades

NEW YORK (AP) — The burger chain that put "supersize" into the American vernacular is slimming down: For the first time in more than 40 years, and perhaps ever, McDonald's says the number of U.S. restaurants it has is shrinking.

McDonald's plans to close more restaurants in the U.S. than it opens this year, according to the world's biggest hamburger chain. That hasn't happened since at least 1970, according to an Associated Press review of McDonald's regulatory filings.

Becca Hary, a McDonald's spokeswoman, declined to provide a specific figure but said the reduction would be "minimal" compared with its total of about 14,300 U.S. locations.

Dilbert



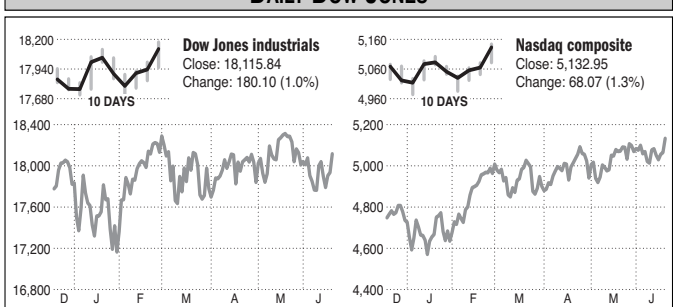
THE MARKET IN REVIEW

STOCKS OF LOCAL INTEREST

Name	Ex	Div	Yld	PE	Last	Chg	%Chg	YTD
AT&T Inc	NY	1.88	5.4	32	35.02	+22	+4.3	
Actuant	NY	.04	2	50	23.30	+12	-14.5	
BP PLC	NY	2.40	5.8	45	41.26	+05	+8.2	
Bemis	NY	1.12	2.4	23	46.42	+45	+2.7	
BrigStrat	NY	.50	2.6	22	19.41	+22	-4.9	
Chevron	NY	4.28	4.3	11	100.25	+49	+10.6	
Citigroup	NY	.20	4	23	56.76	+22	+4.9	
CocaCola	NY	1.32	3.2	26	40.65	+38	-3.7	
ColgPalm	NY	1.52	2.3	27	67.17	+76	-2.9	
ConocoPhil	NY	2.92	4.6	16	62.93	-16	-8.9	
Disney	NY	1.15	1.0	24	113.22	+173	+20.2	
ExxonMbl	NY	2.92	3.4	13	85.48	+75	-7.5	
Fiserv	Nasdaq	82.69	+177	+16.5	
FordM	NY	.60	4.0	20	15.14	+12	-2.3	
Generac	NY	18.987	-15	-14.7	
GenElec	NY	.92	3.4	...	27.37	+33	+8.3	
HarleyD	NY	1.24	2.1	15	59.01	+235	+10.5	
HomeDp	NY	2.35	2.1	23	111.85	+138	+6.6	
IBM	NY	5.20	3.1	13	168.25	+108	+4.9	
JohnJn	NY	3.00	3.0	18	100.36	+163	+4.0	
JohnsCtl	NY	1.04	2.0	23	51.96	+12	+7.5	
JoyGbl	NY	.80	2.1	14	38.85	+14	-16.5	
KimCk	NY	3.52	3.2	27	109.20	+154	-5.5	
Kohls	NY	1.80	2.8	15	63.20	+44	+3.5	
Koss h	Nasdaq	2.44	-17	+39.4	
MagneTek	34.14	-16	-16.0	
ManpwrGp	NY	1.60	1.8	17	90.32	+156	+32.5	
Marcus	NY	.42	2.2	21	19.42	+31	+4.9	
Microsoft	Nasdaq	1.24	2.7	19	46.72	+75	+6.1	
Modine	NY	10.87	+11	-20.1	
OshkoshCp	NY	.68	1.5	14	45.81	-46	-5.8	
RockwAut	NY	2.62	1.0	30	73.67	+31	+30.6	
RoyDShIA	NY	3.76	6.4	12	58.65	+34	-12.4	
SFX Cp	NY	1.50	2.1	39	71.52	+11	-16.8	
SmithAO	NY	.76	1.0	30	73.67	+31	+30.6	
StrapOn	NY	2.12	1.3	22	159.88	+189	+16.9	
Target	NY	2.24	2.7	...	83.19	+109	+9.6	
3M Co	NY	4.10	2.6	21	159.62	+267	-2.9	
Toyota	NY	134.48	-39	-7.2	
WalMart	NY	1.96	2.7	15	72.98	+25	-15.0	
WiscEngy	NY	1.69	3.6	18	47.00	+65	+10.9	

Stock Footnotes: n = New in past 52 weeks. rs = Stock has undergone a reverse stock split of at least 50 percent within the past year. s = Stock has split by at least 20 percent within the last year. vj = In bankruptcy or receivership. Source: The Associated Press. Sales figures are unofficial.

DAILY DOW JONES



STOCK EXCHANGE HIGHLIGHTS

Exchange	Value	Change
NYSE	11,100.48	+86.82
NASDAQ	5,132.95	+68.07
S&P 500	2,121.24	+20.80

COMMODITIES

Commodity	High	Low	Close	Chg.
METALS				
GOLD	1,190.00	1,183.40	1,201.50	+25.10
SILVER	1614.8	+20.8
GRAINS				
SOYBEAN OIL	32.85	32.21	32.25	-60
CORN	5.00	3.65	3.56	-1.25
ROUGH RICE	9.845	9.725	9.815	+0.085
OATS	257.50	245	250.75	-4.25
SOYBEANS	981.75	962	977.75	+8.75
SOYBEAN MEAL	328.30	319.80	326.60	+2.90
WHEAT	498	487.25	488	-3.25

Life insurance helps provide for your family and your future.
Call me today. Let's talk.

Nancy Roozen
262-547-3979
100 E. Sunset Dr.
nancyroozen@allstate.com

Allstate
You're in good hands.
Auto Home Life Retirement

Allstate Life Insurance Co., Northbrook, IL. Securities offered by Personal Financial Representatives through Allstate Financial Services, LLC (USA Securities in LA and PA). Registered Broker-Dealer. Member FINRA, SIPC. Main Office: 2920 South 84th St., Lincoln, NE 68506. (877) 525-5727. © 2014 Allstate Insurance Co.