

FALL 2016

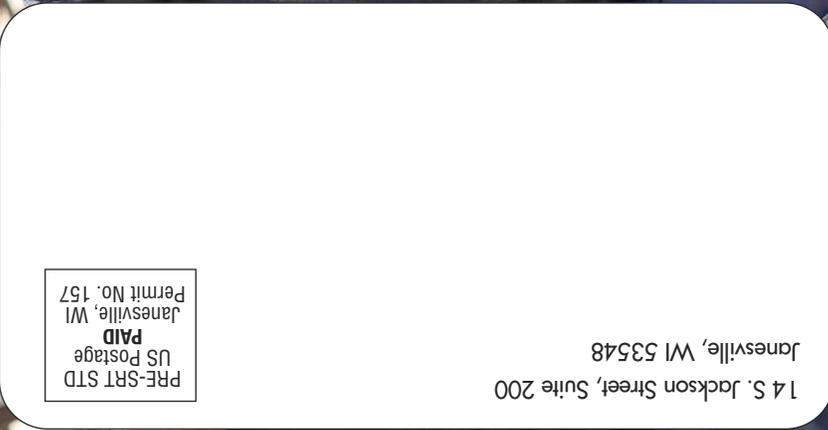
# FJI • REPORT



**What Does It  
Take to Transform  
a Downtown?**

**Meet Our Members  
Dr. Dave Robinson, DDS  
The Duo Behind Studio 107**

**THE ECONOMY:  
Good Reason for Hope**



PRE-SRT STD  
US Postage  
PAID  
Janesville, WI  
Permit No. 157

14 S. Jackson Street, Suite 200  
Janesville, WI 53548

**FORWARD  
JANESVILLE**  
experience the power of community

# Many needs, one solution.

Experience our extraordinary depth of knowledge, fast local decision making and personalized service.

Mortgage & Personal Loans | Business Banking Services



mortgage  
& personal  
loans



business  
banking  
services



**Terri Moldenhauer**  
NMLS# 662501  
Mortgage Planner  
Serving South Central Wisconsin  
608.713.1996 or  
608.247.9179  
tmoldenhauer@blackhawkbank.com



**Phil Whitehead**  
SVP, Business Banking  
Serving South Central Wisconsin  
608.713.1997 or  
608.290.8227  
pwhitehead@blackhawkbank.com



**Kim Lantta**  
VP, Cash Management  
Serving South Central Wisconsin  
& Northern Illinois  
608.473.1391 or  
608.247.8218  
klantta@blackhawkbank.com



**Amanda Tracy**  
NMLS# 1207397  
Mortgage, Business, Personal  
Banking Associate  
608.713.1995  
atracy@blackhawkbank.com

**Blackhawk Bank**  
Mortgage, Commercial & Personal Loan Center

200 W. Milwaukee St., Janesville WI

**Blackhawkbank.com | 608.314.0084 | 800.209.2616**



LinkedIn

MEMBER FDIC

EQUAL HOUSING LENDER

## 4 How Can So Much Good News Feel So Bad?

6 The Forward Janesville  
Quarter in Review

## 8 A Passion for Downtown Development

10 From the Desk of ...

## 11 AMBASSADOR PROFILE

13 A Vision for the Future  
of Wisconsin

## 15 HOW DID I GET HERE?

## 17 Membership Matters

20 A LOOK BACK REMEMBER WHEN

22 NEW MEMBERS

22 Calendar  
of Events

**FORWARD  
JANESVILLE**

experience the power of community

**STAFF**

**John Beckord** • President

**Dan Cunningham** • Vice President Government Relations & Education

**Jolynn Burden** • Director of Events & Membership Development

**Jenny Tschudy** • Administrative Assistant

**Ruth Armstrong** • Office Administrator

**FORWARD JANESVILLE**

14 S. Jackson Street, Suite 200, Janesville, WI 53548

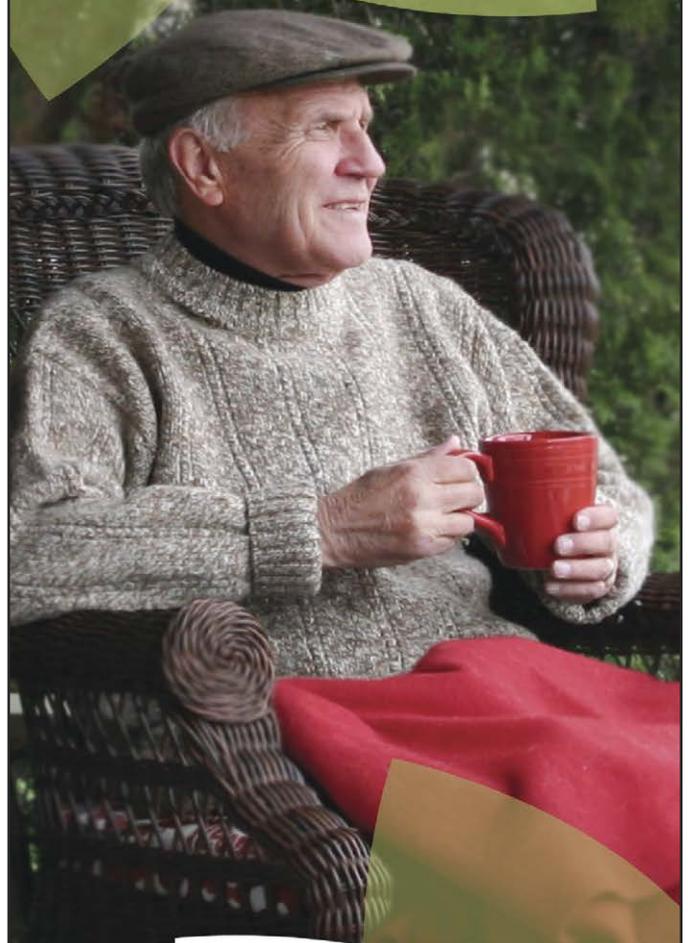
Phone: 608.757.3160 • Fax: 608.757.3170

E-Mail: [forward@forwardjanesville.com](mailto:forward@forwardjanesville.com)

[www.forwardjanesville.com](http://www.forwardjanesville.com)

**FJI • Report Editor:** Laura Barten • **FJI • Report Designer:** Mary Terry

“  
In my heart  
I want to  
be at home.”  
”



Ask for



**Agrace**  
HospiceCare

Physical, Emotional  
& Spiritual Care  
at home

[agrace.org](http://agrace.org)

(608) 755-1871

2901 N. Wright Road, Janesville

# How Can So Much Good News Feel So Bad?

Recent conversations with several Forward Janesville members would cause almost any logical thinking person to conclude that our economy is cruising into high gear. A real estate professional told me she has far more buyers than homes available for those buyers. The value of homes is rising, a key indicator that historically makes homeowners bullish about their futures. Homebuilding is finally picking up and the demand for skilled trades is robust. As previously noted in this publication, construction jobs are good-paying, family-supporting jobs.

More broadly, a recent job fair at the Rock County Job Center included 49 employers with 900 openings. Nine hundred open positions. A recent full page ad in the Janesville Gazette was designed to entice potential job seekers to contact SSI Technologies about numerous open positions with the rapidly growing company. Area companies are nervous about their ability to fill a variety of positions. I hear about it nearly every day.

If we broaden our view to the national stage, unemployment is below 5 percent. Pay has actually risen steadily since 2009. Interest rates remain at historically low levels. Retail sales are very strong. A barrel of oil is still under \$50 and all indications are that the price of gas will remain stuck in a range of \$2.25-\$2.50 per gallon for the foreseeable future. Overall inflation is a very tame 1 percent.

So why all of the pessimism? A recent article in Fortune Magazine about the disconnect between facts and peoples' feelings suggests if the economy is so strong, "most Americans have missed the memo." The political season is likely part of the answer. Donald Trump and Bernie Sanders have both hammered home the themes of lost jobs, income inequality and a shrinking middle class. The news cycle is often filled with narratives about how the economy is underperforming or "rigged" to only

benefit a few. Some pundits have called it a recession hangover, the idea being our collective pessimism is tied to the bender we suffered through during the prolonged recession.

I have no intention of wading into fact checking or partisan politics. My goal is very modest: I want to inspire you to do some reading from non-political sources to try and get a better sense of what is really happening in the economy. For example, it is true that employment in manufacturing has declined by about 5 million since 2000. It fell from 17.3 million to 12.3 million, yet manufacturing output is near a record high. We are producing far more with fewer workers.

Policies related to trade may have had an impact on employment but that is not the crux of the issue. New technology is far more impactful than trade deals. Manufacturing in the U.S. totaled \$6.2 trillion in 2015, about 36 percent of the U.S. domestic gross product. That's nearly double the output of any of the other big sectors such as transportation, retail, mining, utilities and business services. This notion that "we don't make anything anymore" is simply not true.

I have another theory about why there is so much pessimism about the economy. I can't prove it, but my instincts tell me it is real. The pace of change is difficult for many Americans to handle. An increasing number of people just wish we could rewind to a simpler time. Add to that 10,000 boomers per day who slide into retirement and you have a recipe for fear and loathing.

These are typically the folks who call into talk radio shows and anonymously comment online or in the daily paper. Their angst is palpable and often their

predicament is real. It is not surprising that when it comes to the actual performance of the economy, their hearing is selective and they often just don't believe what is presented as factual data. There are far too many scenarios to worry about to be optimistic about the future.

The tonic for this is a robust economy, rising incomes and a sense that the next generation has a real opportunity for upward mobility. I see data that leads me to believe all three of these benchmarks are achievable. We are positioned for steady growth. Real income is rising despite what you may have heard on the campaign trail. And finally, since 2000, two-thirds of people who have left the middle class have "fallen up" in the sense that they are no longer considered part of the middle class (defined as two-thirds to double median household income) because their income has increased enough to be statistically above the middle-class threshold.

With positive political leadership, increasing incomes, available job opportunities and stable prices, one can be hopeful the reflexive pessimism that is so pervasive today will eventually give way to renewed optimism.



*highly regarded team of professionals*  
**READY TO SERVE THE JANESVILLE COMMUNITY**



Our team, from left to right: **Joel Bailey**, *Wealth Management*; **Karen Reilly**, *Treasury Management*; **Mark Lorenz**, *Commercial Banking*; **Chuck Elliott**, *Commercial Insurance*; **Mark Gregory**, *Commercial Banking*; **Larry Squire**, *President*; **Brian Anderson**, *Commercial Banking*; **Lori Sperry**, *Private Banking*, NMLS: 712566; **Jon Wangerin**, *Private Banking*, NMLS: 553129; **Amber Krogman**, *Commercial Insurance*; **Jacob Lauersdorf**, *Commercial Banking*.

At Johnson Bank, our advisors build long-term relationships with clients through our broad range of banking, wealth and insurance solutions. As a privately held company, we are dedicated to building value for you, your family and your business for generations to come. We are able to tailor our approach to ensure your unique business and personal goals are met.

*Contact us today to find out how we can help provide guidance and a road map to help you achieve your goals.*

1309 North Wright Road  
608.743.4040

2021 East Holiday Drive  
608.743.4050

1 South Main Street  
608.743.1500

**JOHNSONBANK.COM**

BANKING WEALTH INSURANCE

 **JOHNSON**  
BANK®

Johnson Bank Member FDIC  
Insurance products are sold through Johnson Insurance Services, LLC and are: Not a deposit, Not FDIC-insured,  
Not insured by any federal government agency, Not guaranteed by the bank, May go down in value.

WORKING FOR YOU

# The Forward Janesville Quarter in Review

01

**FJI encouraged the Janesville City Council to amend an existing TIF agreement to bring Shine Medical Technology's headquarters to downtown Janesville.**

02

**Forward Janesville led a team of civic and business leaders to help secure a \$40 million grant from the U.S. Department of Transportation to accelerate the I-39/90 Expansion Project.**

03

**Forward Janesville is gearing up for the 2016 Rock Regional Business Expo.** Many new components exist that will freshen up the already successful day. Some new tweaks include a new floor plan, new use of the pre-function area, announcement/raffles provided all day, best booth award voted on by the Goodwill Ambassadors, mini-workshops available and the first ever Business After Four, plus more!

04

**Area businesses welcomed Forward Janesville Goodwill Ambassadors,** providing a host space for the monthly ambassador meeting along with a five- to ten-minute welcome message about the latest in their business. Thank you UW-Rock County, Old Towne Mall and Blackhawk Community Credit Union for the use of your space!

05

**Summer Business After Fives provided a great way to unwind and network with fellow business and community members after work.** Forward Janesville partnered with Associated Bank, Festival Foods, Best Events, Blackhawk Bank, O'Riley & Conway's Irish Pub, Famous Dave's and Girls Scouts of Wisconsin Badgerland for a combined attendance of more than 450. Now that many new contacts should fill your rolodex!

06

**The annual Membership Matters Campaign kicked off on September 8th with an energetic Ambassador orientation before the team hit the streets to personally meet with member businesses.** Membership Matters is the perfect time for all Forward Janesville businesses to re-engage employees in the vast array of Forward Janesville offerings, as well as share their current business successes and challenges.

07

**Forward Janesville continues to lead conversations about the future of transportation in Wisconsin,** particularly related to funding for our state's beleaguered highway system.

08

**The Goodwill Ambassador Grant Program is accepting applications through October 31, 2016.** If you are a Forward Janesville member in good standing and a non-profit organization, please consider applying. The program is fully funded by the volunteers of Forward Janesville, our wonderful Goodwill Ambassadors.

09

**The August Nothing But Net at Voigt Music Center Community Room attracted a full crowd of 20 attendees.** If you missed this excellent (and free!) member networking benefit, stay tuned as Forward Janesville will be hosting additional events in November and December.

## Questions or comments?

As always, please feel free to contact John Beckord at 608-757-3160 anytime.



# In a sea of dark suits, we *stand out* from the crowd.

At First National Bank and Trust Company, we know every business is different. And we're a little different too. If you're looking for a true partner to help build your business, we're ready to roll up our sleeves, find out what you need, and make a plan to help you get it. Now that's sound advice.

Looking to grow your business? Give us a try, we'll treat you like family. Contact our **Commercial Banking** team today.



First National Bank  
and Trust Company<sup>®</sup>

[bankatfirstnational.com/standout](http://bankatfirstnational.com/standout) | 800.667.4401



CLICK TO WATCH VIDEO

# A Passion for Downtown Development

*What does it take to truly transform a downtown?*

BY LAURA BARTEN

For decades, Quint Studer worked to perfect the art of patient satisfaction, first in a variety of roles for health care providers like Parkside Lodge, Mercy Health System, Holy Cross Hospital and Baptist Hospital, and later as president and founder of Studer Group consulting. Today, however, he's taking that passion for process to downtown development.

"Research proves again and again that downtown development is critical to urban growth. In the end, it's all about the jobs. A vibrant city attracts and creates jobs. Then the demand for workers raises wages and this money goes back into the city, which creates more and better paying jobs," said Studer.

Few Janesville residents aren't at least passingly familiar with Block 42, the Janesville downtown development Studer, his wife Rishy Studer, and his daughter Bekki Kennedy have been working hard to make a reality since fall 2015. By the time this article goes to press, the Janesville Business Challenge winner may well be hard at work making their dream business a reality within Block 42, thanks to \$52,000 in funding coupled with multiple coaching and other supportive services, and the first three new businesses to call Block 42 home are scheduled to be up and running October 1. Going into September, the first 22 employees have already been hired.

Block 42 isn't the first downtown development project Studer has undertaken. He and Rishy were an integral part of the Pensacola, FL, downtown revitalization and are

modeling their approach in Janesville based on that project's success. "During my travels, I observed many cities that were taking steps to be more vibrant. In 2004, I met the CEO/Chairman of the Gallup Corporation, Jim Clifton. He mentioned Gallup had just published their largest study on economic development. The report examined why some cities grow while others do not, and the findings were illuminating. In short, a vital downtown was critical to success," he said.

Studer points out that the things that make for a thriving downtown naturally lend themselves to success. For example, most downtowns build up rather than out, relying on vertical expansion to grow given limited real estate. This expands the property tax base significantly and helps build momentum for continued growth. Ample downtown entertainment options—from restaurants and bars to entertainment venues—also attract young talent, ensuring continued future growth and easing attraction and retention concerns.

Programming formal downtown entertainment designed to draw large crowds also helps, he said. "You want to offer events that bring people downtown so they can see the difference for themselves. Theaters, sporting events, concerts, festivals, markets—anything that encourages visitors to walk through the downtown area. As they pass the new venues they naturally begin thinking, 'Yes, I'd like to go out here and perhaps even live downtown.' That experience is important, especially in the early stages."

A university presence can also be a significant force, maximizing intellectual capital and shielding cities from the coming "job war," where talent attraction and retention will be at a premium. "Attracting and keeping young talent, and entrepreneurs, is a recipe for success. Beloit is a great example. They leveraged private investment—a key piece if you want to move fast—to transform their downtown," Studer said.

Studer and Gallup are not alone in their belief that a vibrant downtown is reflective of a city's economic strength and resilience. Hundreds of non-profit organizations, like the Downtown Development Center and the Brookings Institute, fund research and offer support materials designed to help local municipalities plan for the unique public/private partnership that downtown development requires.

True transformation, however, doesn't necessarily come easily. Staying the course, and maintaining enthusiasm in the face of detractors, is imperative. Said Studer, "In Pensacola, people talk about how much has been done in the last five years, but truly we started 12 years ago. Things take a long time to hit critical mass. And there are going to be some people who just don't understand what you're trying to do. Some naysayers will never be convinced, and that's just the way it is. I've found you need to focus on those on the fence when building support. Help educate them about the potential. A city's downtown truly is the barometer of future success for any city." •

## Building Blocks

- Do **MARKET RESEARCH** to understand your audience
- Support **VERTICAL GROWTH** to increase property tax base
- Program downtown **EVENTS TO ATTRACT** visitors
- **MAKE ACCESS EASY**—minimize one-way streets, provide easy flow in and out
- **LEVERAGE PRIVATE INVESTMENT** to complement public resources
- **INVOLVE LOCAL EMPLOYERS** who will benefit from increased retention
- Invest heavily in **MARKETING AND PROMOTION**, especially in the early stages
- **TOUGHEN UP**; not everyone will be on board and that's okay

## What is Block 42?

Block 42 is a storefront renovation project in downtown Janesville undertaken by Quint and Rishy Studer and their daughter Bekki Kennedy. Located between 117 and 123 N. Main Street, the project is revitalizing some of the oldest storefront locations in Janesville.



# TIMELINE

1980s

Begins his career in health care as a community relations representative at Parkside Lodge, a substance abuse treatment center in Janesville and Edgerton.

1993

Takes on a role as Senior Vice President at Holy Cross Hospital in Chicago, focusing on patient satisfaction improvement. "I quickly learned the only way to improve patient satisfaction was to first improve employee and physician satisfaction."

2000

Begins Studer Group consulting with the aim of expanding his passion for helping others improve stakeholder satisfaction. Studer Group grows from 3 to 250 employees over 15 years, garnering national contracts and interest from various potential investors.

During this time, Studer simultaneously begins investing in downtown Pensacola with an eye toward redeveloping the area to reinvigorate economic growth. "It started with the purchase of an independent professional baseball team in Pensacola. Next we were part of a public/private partnership whose goal was to redevelop 27 acres downtown. There's far too much to it to summarize briefly, but in short I became passionate about the development I was seeing in other downtown areas while traveling and wanted to bring that same momentum to where I lived."

2015

Huron Healthcare buys 100 percent of Studer Group. Now making his full time home in Pensacola, FL, Studer becomes interested in his next passion project: developing downtown Janesville alongside his wife Rishy Studer and daughter Bekki Kennedy.

1980

1990

2000

Leaves Parkside to join Mercy Hospital as director of marketing, during the very early stages of Mercy's transition from a single-location hospital into an integrated health system.

1987

Becomes President of Baptist Hospital in Pensacola, Florida. "Baptist was in a very competitive environment, with two other large regional hospitals competing for share. Like Holy Cross, the objective was to capture the hearts of the employees and physicians. That, too, became the foundation for Studer Group."

1996

JMI, a private equity firm, purchases a majority interest Studer Group for \$217 million dollars. Studer stays on.

2011

Studer leaves Huron in March, to focus full time on the Studer Community Institute and a variety of community development projects, including a \$52 million downtown residential and retail complex and a \$14 million dollar office/retail center.

Sacred Heart Health System names its children's hospital the Studer Family Children's Hospital in Pensacola, FL.

2016

## Meridian....a direct extension of your brand!

We are your single-source provider dedicated to an entire spectrum of marketing capabilities.

- Brand Management
- Display and Tradeshow
- Branded Apparel
- Marketing Collateral
- Print On Demand
- Creative Services
- Fulfillment
- Integrated Marketing

# Meridian

BRAND • MARKET • ADVERTISE  
[www.meridian-direct.com](http://www.meridian-direct.com)



### Locations:

8173 Starwood Dr.  
 Loves Park, IL 61111  
 p 815.885.4747  
 f 815.885.4646

323 N. 2nd St.  
 Rockford, IL 61107  
 p 815.968.6644  
 f 815.968.6647

16423 Plank Rd.  
 Sycamore, IL 60178  
 p 815.899.2762  
 f 815.899.9520

8 S. Main St.  
 Janesville, WI 53545  
 p 608.563.5437  
 f 608.563.5439



# From the Desk of ...



Name

Grace Spaden and  
Jeni Lindstrom

Best quality

When we get into a "hairy" situation, we try and keep a level head.

What I love about my work

Love is in the "hair" at Studio 107.

Best piece of advice

Great hair doesn't happen by chance, it happens by appointment.

Favorite thing to do when not working

Life is like a mullet, serious in front, party in the back.

If I ruled the world, everyone would...

There would be no bad hair days.



Grace Spaden

Occupation

Hairdressers, Partners of Studio 107

Worst habit

We've been known to run with scissors, for the sheer fun of it.

One thing I would change about my work

Change is in the hair at Studio 107

Worst piece of advice

You can go from black hair to blonde in a day... not possible.

Favorite place in the world and why

Any place where we can let our hair down.

Number one on my bucket list

Visit a bobby pin factory.



Jeni Lindstrom

Studio 107

107 W. Milwaukee St. • Janesville, WI 53548 • 608-754-1120  
relax@studio107etc.com



## AMBASSADOR PROFILE

### Terri Moldenhauer

Mortgage Planner,  
Blackhawk Bank

#### Goodwill Ambassador Since:

Terri became a Goodwill Ambassador in 2007 and served for several years, then rejoined in July of 2015.

**Ambassador Positions Held:** Most recently, Terri was an integral part of the Golf Outing committee. She is also very active with ribbon cuttings and attending BA5 events.

#### Why is being a Goodwill Ambassador important to you?

I am very passionate about giving back to the communities we live and work in. Being a Forward Janesville Goodwill Ambassador gives me an avenue to accomplish that. I also love the relationships that are cultivated with the fellow ambassadors, assigned business members and the new member businesses through the ribbon cuttings and Business After Five events.

#### What have you learned from a fellow Ambassador or business member that impacted you, personally or professionally?

One of my member businesses is the GIFTS Men's Shelter. I met with the wonderful director, Stephanie, and it truly opened my eyes and heart to the level of homelessness in our community. GIFTS is special because attention is given to the root cause of each guest's homelessness. Before an individual can get to work rebuilding his life, he must be given hope. Hope and healing are available at GIFTS. It touched me so greatly that I requested that Blackhawk Bank donate the proceeds of our April Jeans Day fundraiser to the shelter.

#### What was your most interesting Ambassador experience?

By the time this runs, it will have already taken place, but I have a feeling the most interesting and fun Ambassador event will be the BA5 we are hosting at Blackhawk Bank on August 18!

#### What is your favorite Forward Janesville event and why?

The Business After Five events. It gives me an opportunity to learn more about a member business and to network with the many wonderful people in this community!

#### What advice would you give to a new Ambassador?

Jump in with both feet and take advantage of every possible opportunity. Go out and meet your member businesses. You have an invaluable opportunity to be their liaison to Forward Janesville and to help them seize all the value of their membership!

#### Why is red your new, favorite color?

The color red is the color of energy, passion and action!

#### Do you have a favorite quote or saying?

"Let's work to become so good that we'll succeed no matter how many bad calls the ref may throw at us!" —John Miller

"All of our dreams can come true—if we have the courage to pursue them." —Walt Disney

## Your Partner in Business Solutions

### Our services & solutions

- Networks   ▪ Virtualization
- Custom Applications
- E-Commerce Sites
- Intranet Sites
- Hardware/Software Sales & Support

**Call for your No Charge assessment today!**

[www.startech-comp.com](http://www.startech-comp.com)  
[startech@startech-comp.com](mailto:startech@startech-comp.com)

# StarTech

COMPUTING, INC.

**4 LOCATIONS:**  
Red Wing & Hastings, MN  
Hudson & Janesville, WI  
**888-385-0607**



## WHITON HOUSE CONSULTING

#### STRATEGY

Everything we do must be well reasoned, not a matter of habit or convention.

#### ORGANIZATIONAL DEVELOPMENT

Here we look at organization development not as a time for training and classes but as a detailed plan of execution of how we are going to get from Point A to Point B by building sustainable capabilities.

#### COMMUNICATION

Good communication is above all else authentic and purposeful.

[WWW.WHITONHOUSE.COM](http://WWW.WHITONHOUSE.COM)

# A Tallman Christmas

CREATING HOLIDAY MEMORIES

**Looking for the perfect holiday photo? Search no more!**

- Choose a one-of-a-kind setting: the beautiful Lincoln-Tallman House.
- Appointments begin October 1. Get a jump on your holiday cards and book today!



**Not Your Ordinary Holiday Party: the Lincoln-Tallman House**



- For business or pleasure.
- Festively decorated, a charming atmosphere for any party.
- Choose your own caterer.
- Beer and wine list available through RCHS.

**For more information on holiday parties or photos, please call 608-756-4509 ext 1 OR email Mike at mreuter@rchs.us**



ROCK COUNTY  
HISTORICAL SOCIETY  
WHERE PAST MEETS PRESENT

426 N Jackson Street • Janesville, WI 53548

[www.rchs.us](http://www.rchs.us)



## GIVE A GIFT they won't forget

Looking for the ideal trade show giveaway or corporate gift? Proforma offers the very latest in promoting your business—from cutting edge tech items to classic drinkware to corporate apparel. Call **756.8623** for a free estimate on your next project.



One Source. Infinite Resources.  
[www.proforma.com/printworks](http://www.proforma.com/printworks)

girl scouts 



# Help her find her **SPARK.**

## VOLUNTEER NOW

800.236.2710 • [gsbadgerland.org](http://gsbadgerland.org)



Dan Cunningham - Vice President Government Relations & Education

# A Vision for the Future of Wisconsin

I came to Janesville after three years at the Chamber of Commerce in Dubuque, IA. The story of how I ended up there seems a little ridiculous to me now. A few months before I landed in Dubuque, my future wife and I had decided that it was time to get away from the Washington, DC, rat race, so we quit our jobs on Capitol Hill, packed up the U-Haul and set sail for Madison, WI, in search of a new adventure. (By the way, thinking back on doing something this bold and spontaneous makes the ‘middle-aged dad’ version of me break into a cold sweat.)

My wife was fortunate to find great new job quickly upon our arrival in Madison, but I was not so lucky. After what felt like months of hunting, I came across a legislative position with the chamber of commerce in Dubuque—Iowa. My first thought was, ‘so...where exactly is Iowa?’ After consulting MapQuest—this was 2003, so MapQuest was still a thing—I decided that commuting from Madison to Dubuque wouldn’t be so bad. After all, I was accustomed to sitting in DC gridlock for hours to get to work.

So I applied for the job, and was fortunate enough to land an interview. I can remember the first time I rounded that last bend on Highway 151 and seeing the city just beyond the Mississippi River—I was floored. I spent three great years in Dubuque, and I will always remember my time their fondly. (I won’t get into the utter ridiculousness of the commute, but I drove back and forth from Madison to Dubuque every day for three years. I know.)

Dubuque is a wonderful city, and one that Janesville can learn many lessons from. During my first week on the job, local civic and business leaders were planning a celebration to mark the opening of the Grand River Center, a gleaming convention center overlooking the Mississippi River. I was blown away the first time I saw the River Center and visited the attractions in the Port of

Dubuque. I was even more impressed once I learned that the Port had been neglected for decades, and that Dubuque had basically been left for dead. I heard that a prominent national writer had even written one of those “last one out, turn off the lights” stories about Dubuque when the city’s unemployment rate hovered around 24 percent.

Naturally, I wondered how the city had pulled off this stunning transformation. I learned that the state of Iowa had given the city a \$40 million grant to revitalize the Port of Dubuque through the Vision Iowa Program. Vision Iowa was “created to assist projects that will provide recreational, cultural, entertainment and educational attractions.” The Vision Iowa program has awarded \$226 million to 13 major state projects since 2000, which was the catalyst for nearly \$1 billion in investment. The state’s \$40 million investment created conditions that led to the construction of the Grand River Center and to the great businesses and attractions in the port. Today, Dubuque’s thriving riverfront has transformed the community.

So, fast forward to today. I’ve been working (and living, thank goodness) in Janesville for a decade. During that time, I’ve been consistently surprised at the complete lack of state resources for community development. Many communities—including Janesville—have developed plans for their future prosperity, but too often these plans sit on shelves gathering dust because there is no

money to complete them. So why not create a state fund to help communities implement their big ideas?

Imitation being the sincerest form of flattery, I developed a plan called Vision Wisconsin, a revolving fund for major public infrastructure projects. The plan, which was patterned after Vision Iowa, would have \$10 million to award each year. The program would be under the jurisdiction of the Wisconsin Economic Development Corporation (WEDC), governed by a board of directors who would award funding through a competitive application process.

Vision Wisconsin would be useful to dozens of Wisconsin cities, including Janesville. While our city has funding in place for some aspects of the exciting ARISE downtown revitalization plan, much of the plan remains unfunded. Vision Wisconsin could help fund the ARISE plan—and projects in dozens of other Wisconsin communities.

Our organization got behind Vision Wisconsin a few years ago, and will be taking this proposal back to the State Capitol in January. If Wisconsin is to compete with like states (like Iowa) who are investing millions in their communities, we need bold ideas. We think that the time is right for Vision Wisconsin, and we hope that you agree. I encourage you to join the conversation at [danc@forwardjanesville.com](mailto:danc@forwardjanesville.com).





## WE BELIEVE IN BUILDING OUR COMMUNITY

### Business Banking

With personalized service and a wide range of banking products to fit your business needs, Blackhawk Community Credit Union is committed to our community and the businesses that make it strong.

Talk to us today about how we can help you with your business.



Smart Advice. Friendly Service.  
Locally Owned.

608-755-6065 800-779-5555  
[www.bhccu.org](http://www.bhccu.org)

Federally Insured by NCUA

# HOW DID I GET HERE?

success • challenges • life lessons • inspiration • career • family • inspirations



## DR. DAVID ROBINSON, DDS

Robinson & Prijic Family  
Dental Associates, SC



The most surprising thing about my work is how much I enjoy treating my patients and how appreciative they are. The day is super busy and goes fast, especially when you enjoy your work and co-workers. I appreciate the contribution a great staff has made to our success—seven staff members have been with us for 30-plus years and four more for more than 20 years.

### { EDUCATION }

**1968-1972**

BS, Microbiology  
University of Colorado

**1972-1976**

DDS  
Northwestern Dental School

### { WORK EXPERIENCE }

**1976-PRESENT**

Founder and Partner  
Robinson & Prijic Family  
Dental Associates, SC

People often think of me as a basketball guy after coaching for so many years. And I am. But what many don't know is that I also was a gymnast in high school and even went to state for the parallel bars. I probably shouldn't share this ... I may never hear the end of it!



When I'm not working, I like to golf, watch sporting events and travel, especially to spend time with family. Two of my sons work in pro sports, one in the Brewers front office in Milwaukee and one in operations for the Memphis Grizzlies in Tennessee, and my daughter works in TV for NBC in New York City. We enjoy spending time on the beach, too, often in Grand Cayman.

After my schooling in 1976, I made the decision to come to Wisconsin. My wife was from Iowa and I was from Colorado, and we were looking for something in the Midwest. After traveling around the state, we picked Janesville for its size, central location and friendly people. I opened up a practice and have been here ever since.



I quite literally walked into town at 25 years old and started a practice. I have never filled out a resume, as this is the only job I've ever had other than part-time summer jobs. Good thing it went well!

I have always been a member and supporter of Forward Janesville. I feel we need a strong group who watches out for area businesses and keeps them working together. On a personal level, Forward Janesville gives me and other community members a chance to attend events and meet and make new friends and business contacts.

Janesville is a great community. When I came to town, people introduced me to many individuals who helped me, from Jim Fitzgerald and J.P. Cullen to John Hough. When I was struggling to find financing for the new practice, I remember talking my way into Dan Finane's office at First National Bank. Dan was president at the time. He took a chance on me, making it possible for me to start my practice from scratch.



### { LIFE LESSONS }

1

To enjoy life to the fullest, love your work and work very hard. I make it a point to surround myself with staff members that have the same philosophy and work ethic. Dr. Prijic has been a practicing partner for 33 years and shares the same principles, which has made our practice successful.

2

Find something you love so work is not a "job," but an activity you enjoy that allows you to devote long hours to build success yet also leaves time for leisure and family time. I have also been lucky to have a wife that supports this and works hard in the business with me.

3

Giving back to community is extremely important. Volunteering and helping organizations financially helps our community grow stronger, which benefits everyone. In addition, I believe an effort should always be made to buy locally to help further strengthen the community.

# BRENNAN ■ STEIL S.C.

ATTORNEYS AT LAW

One East Milwaukee Street  
Janesville, WI 53545-3029

Ph: (608) 756-4141  
Fax: (608) 756-9000

[www.brennansteil.com](http://www.brennansteil.com)



*When you need it Custom call . . . .*



Ph: 608-757-0757

[www.jaxcustomprinting.com](http://www.jaxcustomprinting.com)



HELGESEN  
DEVELOPMENT CORP



**Exceeding client expectations since 1949.**

Design  
Construction  
Property Management  
Financing

**608.752.7898**

[www.helgesendevlopment.com](http://www.helgesendevlopment.com)

IT'S THE DAWN  
OF A NEW ERA.

WAKE UP  
TO THE  
HUMAN AGE.

Today, talent is rising as the key driver of business success. At Manpower,® we help you tap the power of people. Our talent resourcing and workforce solutions create a stronger competitive advantage, so you can achieve more than you thought possible. Contact us to explore what's humanly possible.

Theresa Carroll  
Regional Sales Executive  
Southern Wisconsin  
608-774-6196  
[theresa.carroll@manpower.com](mailto:theresa.carroll@manpower.com)

[manpower.com](http://manpower.com)



Manpower®

**Empowering Investors  
to Build Ideal Futures**



INDEPENDENT  
ADVICE

TRANSPARENT  
FEES

EVIDENCE-BASED  
INVESTMENT APPROACH

Since 1986, Savant has been helping individuals and families preserve hard-earned capital and pursue steady investment growth through our wealth management, investment, and financial planning services. Savant is committed to providing you with advice, experience, and value you deserve.

Contact Rick Bender at Savant today to learn how we can help you reach your ideal future.

**866.489.0500 | [savantcapital.com](http://savantcapital.com)**

investments | financial planning | tax | private trust | retirement plans

Savant Capital Management is a Registered Investment Advisor. Please Note: "Ideal" is not intended to give assurance as to achieving successful results. See Important Disclosures at [www.savantcapital.com](http://www.savantcapital.com).



JoLynn Burden - Director of Events & Membership Development

## Campaign 2016

The annual Membership Matters Campaign is upon us! This annual initiative is an excellent opportunity for member businesses to meet personally with their Forward Janesville Goodwill Ambassador to share feedback on the challenges and successes businesses in our community are experiencing. Ambassadors will also pass along important Forward Janesville updates and remind member businesses of the many valuable benefits of membership. This fall, please take the opportunity to schedule your annual Membership Matters visit with your Goodwill Ambassador.

*"The Forward Janesville Membership Matters Campaign is one of the most vital responsibilities for Ambassadors. Business members connect with their Ambassador and learn about the many benefits of their membership. The Ambassador also learns about the member business and this information sharing is part of what makes Forward Janesville and the Ambassador program so successful. The importance of these business relationships and the communication cannot be overstated. As a long-term FJI Ambassador, I can say that I and my company have greatly benefited from my Ambassador role with Forward Janesville."*

Jim McMullen • Ambassador representing Kandu Industries

*"Membership Matters is one of the most important activities within the Ambassador group. We know that not all of our members are able to attend the face-to-face activities*

*included in their membership and addressing this is one of the key benefits to membership matters. It's important that we meet with our members, thank them for their investment and offer them an opportunity to provide us with direction and hopefully some inspiration for our community. I'm looking forward to meeting with our members again this year!"*

Dave Holterman • Ambassador representing First Community Bank



## BAKER TILLY GOLF PLAY DAY

Thank you to everyone who made the 16th Annual Forward Janesville Golf Outing another fun-filled and successful day! Special appreciation to corporate sponsor Baker Tilly and event host Riverside Golf Course. Beautiful weather, a sold out field of 144 golfers and our many supportive business sponsors made for yet another event to remember!



### Win Customers and Reduce Lost Services



### Passion for Service seminar scheduled for October 4

Join Forward Janesville and Bill Drury Seminars for an informative 3.5-hour seminar on "How to Win Customers and Reduce Lost Sales" through "A Passion for Service."

Please call the Forward Janesville office at 608.757.3160 or forward@forwardjanesville.com for information or to register your employees.

Refreshing • Inspiring • Enlightening • Motivating • Educational • Practical



ROCK REGIONAL BUSINESS

# EXPO 2016

It's Expo Time...  
Complete with our first  
Business After Four!

Be sure to mark your calendars  
and secure your exhibition booth

## OCTOBER 20TH

EXPO LUNCHEON • 11AM-1PM

PONTIAC CONVENTION CENTER

2809 N. Pontiac Drive

BUSINESS EXPO • 1PM-6:30PM

HOLIDAY INN EXPRESS &  
JANESVILLE CONFERENCE CENTER

3100 Wellington Place

\$5 Admission, open to the community

BUSINESS AFTER 4 • 4PM-6:30PM

### KEYNOTE SPEAKER

Dr. Moses Altsech, Ph.D.

President, Altsech Consulting

### The Talent Hunt: Finding and Keeping Your Best Employees

If you care about customer satisfaction, chances are you know that only the best employees can make it happen! But where do you find them, and how do you know they're the right fit? What traits matter most, and how can you assess them? Just as importantly, once you've hired someone great, what can you do to keep them? Mastering the talent hunt can prevent some expensive mistakes, and whether you're a small business owner or run a large company, this session will leave you with practical tips you can use right away for finding and keeping the very best employees!

### LUNCHEON SPONSOR



Smart Advice. Friendly Service.  
Locally Owned.

### EXPO/BA4 SPONSORS



For more information and to make a reservation, please call: 608.757.3160 or email: forward@forwardjanesville.com



## Move Your Business Forward

Take advantage of **no closing costs** on your **business loan**

# advia

credit union

We'll pay the closing costs on your Business Real Estate and Equipment Loans

- Save up to \$10,000 in closing costs\*
- Low rates & flexible payment terms
- Fixed or variable interest rates available

Take your company forward, call **844.ADVIA.CU** or visit [adviacu.org/businessloan](http://adviacu.org/businessloan) today.

\*Offer valid July 1, 2016 through October 31, 2016. Includes payment of 1% up to \$10,000 in qualified closing costs on business loans; excluded refinancing of business loans currently held with Advia Credit Union. Minimum of \$200,000 borrowing requirement for offer eligibility and prepayment penalty in effect for promotional loans paid off prior to three years to another financial institution following date of loan closing. All loans subject to approval. Advia CU is an equal opportunity lender.



Mike O'Brien  
General Manager  
[mobrien@wclo.com](mailto:mobrien@wclo.com)  
608.755-8323

*We know where you stand...  
...do you?*

The 2016 Troy Research Local Brand Awareness Study results are now available.

- Discuss results with your WCLO-WJVL Account Executive.
- See how your business performed and plan to ensure future success.
- Learn about area residents' media habits, shopping patterns, and awareness of professional service providers.



Shar Hermanson  
Sales Manager  
[shermanson@wclo.com](mailto:shermanson@wclo.com)  
608.755-8342





# Make History this **HOLIDAY SEASON**



*Let us create a historic setting for your next event!*

The Ironworks Hotel is the stateline area's most unique meeting and banquet facility. A vibrant and inviting venue for private parties, unforgettable business events and the perfect location for your holiday parties. Overlooking the Rock River in downtown Beloit, we can accommodate up to 200 guests.



**IRONWORKS**  
HOTEL

608.362.5500  
IronWorksHotel.com

**MERRILL & HOUSTON'S**  
*Steak Joint*

608.313.0700  
MerrillAndHoustons.com

**WORK HARD · PLAY HARD · COME TOGETHER**



## A LOOK BACK REMEMBER WHEN

# Profitable History

Mike Reuter - Executive Director, Rock County Historical Society

Sustainability is key to the success and survival of any business. For charitable organizations, it is easy to rely on the generosity of donors, foundations and public funds to support annual operations or to kick-start a capital project. With an ever changing financial climate, one or more of these critical funding sources can be cut or dry up completely, leaving a nonprofit to fight for its very existence. In order to prevent or stem this frightful reality, nonprofits need to act and think like for-profit businesses and develop earned revenue streams.

Over the last four years, the Rock County Historical Society has embraced this mentality and strategy at all levels of the organization. We think of our offerings: tours, exhibits, merchandise, genealogy services, and more, as product lines. What are the needs of the community, and what raw materials, i.e., our sites, collections,

photographs, and most importantly, our stories will the community respond and react to that equates to more revenue and support?

Our newest product set to launch in October, our *Spirits in the Night* tour, is a perfect example of this. After guest surveys and several paranormal events in prior years, it was a safe bet that the Rock County community is interested and wants more of the scary, thriller-type product. Mind you, *Spirits in the Night* is a completely fictitious tour...there is no connection to the Tallman family, but due to customer interest, the Society has invested resources into the tour's marketing and merchandising to invite non-traditional audiences to campus for a scare and when they get there, offering them opportunities to add to their experience.

Making history or any nonprofit's cause profitable should, **while giving back to and**

**improving the community**, should be the primary strategy of any charitable organization. Its part of a strategy to stay sustainable in the 21st Century.



**CCI** Corporate Contractors, Inc.

**A BETTER WAY TO BUILD!**

Known for ingenuity, drive, and dedication, CCI has yet to meet a challenge too great or complicated for our team. In fact, **we go beyond just bringing your blueprint to life** and realize that you deserve a personal commitment to excellence. **Ensure an exceptional outcome for your project and contact our team of experts today!**

BELOIT | MILWAUKEE | WILLIAMS BAY | [CCIWI.COM](http://CCIWI.COM)



## OUR EMPLOYERS SAY IT BEST

“ Carriers are in the business for making money, The Alliance is in business for providing good health care services. ”

- Vikki Brueggeman, director of human resources, Zimbrick, Inc.

The Alliance gives you a large network of doctors and hospitals, data to analyze your spending and strategies to manage your trend.

### WANT TO LEARN MORE?

Call Calvin Rigsby at 800.223.4139 x6643 or your broker.

Raise *your*  
Expectations.

Lower *your*  
Costs.

**THE ALLIANCE**  
Employers moving health care forward





## FJI • NEW MEMBERS

### **Beloit Janesville Symphony Orchestra**

Edie Baran  
444 E. Grand Avenue  
Beloit, WI 53511  
(608) 931-5705  
[www.beloitjanesvillesymphony.org](http://www.beloitjanesvillesymphony.org)  
Orchestra

### **LoriAnna's Sweetlife Bakery & Cakery**

Lori McCool  
459 S. Randall  
Janesville, WI 53545  
608-563-0646  
[www.sweetlife-bakery.com](http://www.sweetlife-bakery.com)  
Bakery

### **Paddy's Paw Rescue**

Erin Rae  
[paddyspawswi@gmail.com](mailto:paddyspawswi@gmail.com)  
[www.paddyspaws.blogspot.com](http://www.paddyspaws.blogspot.com)  
Animal Rescue

### **STEM for Kids**

Donna Curtis  
877 N. Prairie St.  
Rockton, IL 61072  
608-352-8330  
[www.stemforkids.net](http://www.stemforkids.net)  
Education

### **Town N' Country Title, LLC**

Pamela Struely  
4539 Woodgate Drive, Suite B  
Janesville, WI 53545  
608-563-5120  
[www.townncountrytitle.com](http://www.townncountrytitle.com)  
Title Insurance & Closing services

### **VetsRoll.org**

Mark Finnegan  
1777 Gardner St.  
S. Beloit, IL 61080  
608 207-08319  
[www.vestroll.org](http://www.vestroll.org)  
Non-Profit

### **Visit Beloit**

Celestino Ruffini  
500 Public Avenue  
Beloit, WI 53511  
608-365-4838  
[www.visitbeloit.com](http://www.visitbeloit.com)  
Marketing & Visitors Bureau

## 2016-2017 BOARD OF DIRECTORS

### **Mitch Benson - Chair**

Prent Corporation

### **Barry Brandt - Vice Chair**

Lanair Products, LLC

### **Sherril Stumpf - Treasurer**

Blackhawk Community Credit Union

### **Craig DeGarmo - Immediate Past Chair**

DeGarmo Plumbing & Piping, Inc.

### **David Bagley • RSM US LLP**

**Skip Bliss • Bliss Communications**

**Scott Bordwell • BMO Harris Bank**

**Lynn Gardinier • Baker Tilly**

**Rich Gruber • Mercyhealth**

**David Hiller • Data Dimensions**

**Steve Kennedy • Rock Road Companies, Inc.**

**Patrick Lyons • Janesville Sand & Gravel/LYCON Inc.**

**Carla Olson (CVB Rep) • TRAVELQUEST, INC**

**Jayne Roth • Agrace Hospice & Palliative Care**

**Oakleigh Ryan • Whiton House**

**Larry Squire • Johnson Bank/Johnson Insurance**

**Joe Stadelman • Angus-Young Associates**

**George Steil, Jr. • Brennan Steil S.C.**

**Daniel Swanson • J.P. Cullen & Sons, Inc.**

**Kerry Swanson • St. Mary's Janesville Hospital**



**Dairy Queen**  
**Jim & Ellen Purviance**  
2222 W. Court Street • Janesville, WI 53548  
608-754-3095  
**A DQ FAMILY MEMBER FOR 32 YEARS**

**BIGGER • BETTER • BOLDER**



**Huge Harley-Davidson Motorcycle Selection!**  
**3223 North Pontiac Dr. • Janesville**  
[www.boardtrackerhd.com](http://www.boardtrackerhd.com)



## Calendar of Events

All meetings are held at FJI, unless otherwise noted.

### **OCTOBER 2016**

- 4 **"A Passion for Service,"** A Bill Drury Seminar, Session 1: 8-11:30 am; Session 2: 1-4:30 pm, Ramada Inn (Tuscan Ballroom), 3900 Milton Avenue. Reservations required.
- 18 Government Relations Council, 7:30 am, Forward Janesville board room
- 19 Goodwill Ambassador Meeting, 7:30 am, hosted at The Hedberg Public Library, 316 S. Main St.
- 20 Board of Directors, 7:30 am, Forward Janesville board room
- 20 **Rock Regional Business Expo, Luncheon & BA4;** 11 am, Luncheon sponsored by Blackhawk Community Credit Union, hosted at the Pontiac Convention Center, 2809 N. Pontiac Drive 1-6:30 pm, Expo/BA4, sponsored by Mercyhealth & Mercy Care Health Plans, hosted at the Holiday Inn Express & Janesville Conference Center, 3100 Wellington Place

### **NOVEMBER 2016**

- 1 **"Nothing But Net,"** 7:30 am, hosted by Hometown Buffet, 2900 Deerfield Drive  
*\*please note time change*

- 10 **Business After Five,** 5-7 pm, hosted by Blackhawk Technical College in partnership with the Greater Beloit Chamber of Commerce, 6004 S. County Road G  
*\*please note this is the 2nd Thursday of the month*
- 15 Government Relations Council, 7:30 am, Forward Janesville board room
- 16 Goodwill Ambassador meeting, 12 pm, hosted by Foremost Media, 207 N. Academy St, Ste 200
- 17 Board of Directors, 7:30 am, Forward Janesville board room

### **DECEMBER 2016**

- 8 **Business After Five,** 5-7 pm, hosted by UW-Rock County, 2909 Kellogg Avenue.
- 9 **"Nothing But Net,"** Speed Networking Series, 12-1 pm, hosted in partnership with the Leadership Development Academy and the Greater Beloit Chamber of Commerce; location TBD.  
*Free for members*
- 15 Board of Directors, 7:30 am, Forward Janesville board room
- 21 Goodwill Ambassador Meeting, 7:30 am, hosted at Johnson Bank, 1 South Main St.

# We're changing health care.

## And our name.

**SSM Health** St. Clare Hospital - Baraboo

**SSM Health** St. Mary's Hospital - Janesville

**SSM Health** St. Mary's Hospital - Madison

**SSM Health** Dean Medical Group



# **SSM**Health®



**New name.**

The same great care  
you've come to expect.

**Mercy Health System is now Mercyhealth**

Passion drives everything we do to deliver medical excellence with compassionate care for the very best patient experiences. It inspires us to rise above what's good and make lives better every day. **So go bolder, shine brighter and live the passion that moves you.**

