

# Business Update

## The Leap of Faith

Five years ago, when we launched the Wisconsin Business Bank, many of our friends in the banking industry communicated that we were taking quite a “leap of faith”...to be interpreted as a “risky venture.”

While the creation of WBB appeared to be a “risky venture” from the outside, the fact of the matter, at least to us, was quite the contrary. It was a “Leap of Faith-GREAT FAITH in our FOCUSED BUSINESS MODEL and GREAT FAITH in our newly formed TEAM of PROFESSIONALS and GREAT FAITH in our CLIENTS that placed their trust in us. These critical elements increased the probability of our success and lowered our risk dramatically.

Our BUSINESS MODEL, centered on properly structuring our business customers’ balance sheets with the best financing programs, was a time-tested strategy that developed long term relationships with our clients. We had many years of experience and knowledge of how well this model worked no matter what phase of the business cycle we were in. In short, concentrating on “partnering” with clients has always been a sound business model. A strategy of focusing on customer needs doesn’t become “outdated.”

Important as our faith in our business model was, it was our FAITH in our experienced, skilled and dedicated TEAM of PROFESSIONALS that was the real key to our very successful first five years. This TEAM dramatically increased the probability of success, while minimizing the risk of failure, in a very competitive environment.

Our financial health and success is a mirror image of the collective financial health and success of our clients. We thank our clients for their business and together we look forward to an even brighter future. Titles and salaries do not measure our success, but rather our measurement is the satisfaction we receive from our client relationships.

While we should savor the success of WBB over the past five years, the most exciting times and magnitude of tangible success lie in the future. We are confident that the future will be a “Leap of Faith”...a “Leap of Faith” defined in the most positive sense...FAITH IN OUR CLIENTS AND LONG TERM RELATIONSHIPS!

Russ Schuler  
Kevin Tenpas  
Dave Rauwerdink

## Wisconsin Aluminum Foundry Company, Inc. Manitowoc

### “DEDICATION TO WISCONSIN WORKERS”

Wisconsin Aluminum Foundry Company, Inc. is a manufacturer of non-ferrous castings, pressure cookers and griddles. It stands out from its competitors with its ability to take a casting design project from prototype sampling to full production in a time frame that keeps its customers ahead of its competition.

Despite the challenges faced by American foundries, Wisconsin Aluminum Foundry is poised for an optimistic future through increased exposure in the marketplace as well as through internal improvements in cost, productivity, and efficiency- all in an effort to keep jobs in Wisconsin.

An ISO 9002 and QS9000 certified manufacturer, the company produces castings for a variety of industries including manufacturers of gasoline commercial engines, generators, diesel engines, marine engines, farm machinery, construction machinery and paper making machinery.

As a one-stop shop, the company offers engineering support, quality control, machining capabilities, heat treatment and impregnation services, and the use of robotics. Continuous improvement in these areas will allow the company to successfully compete in the foundry industry- an industry that is becoming more international everyday.

Their aggressive modernization program, including the use of robotics and the continual upgrading of facilities and equipment, assures that Wisconsin Aluminum Foundry will remain in a long-term competitive position in the foundry industry.

The company, along with five other area foundries, partnered with the Appleton-area OSHA division to form the Foundry Ergonomic Partnership to proactively reduce ergonomic injuries in the foundry industry.



Wisconsin Aluminum Foundry offers its employees profit gain-sharing, educational benefits, and a new wellness initiative sustaining a productive and secure workforce as well as a good reputation as an employer in the Manitowoc-area community.

The company instituted a gain-sharing program with two of its three unions this past year. The pool of money is split between all full-time employees that are not in any other incentive program.

In addition, the company offers tuition and book reimbursement for employees enrolled in continuing education. And, it also annually awards a \$1000 scholarship to children of company employees who are full-time students at either a two- or four-year college.

The company recently established a wellness-initiative, offering a free health assessment to all employees to check Body Mass Index Cholesterol levels, blood sugar levels, and blood pressure. The company plans to identify the highest risk profiles and offer future programs to reduce or eliminate the health risk. In the next year, the company plans to implement a smoking cessation program, an in-house weight watchers program, a walking program, and additional health risk appraisals.

**Congratulations**  
**Wisconsin Aluminum Foundry Company**

**Wisconsin Business Bank**  
**www.wisbusbank.com**  
*Your Bank...Your Partner*  
March, 2004

## Schuler Recognized for 22 Years of Service

Dan Schneider, Executive Vice President of the Wisconsin Business Development Corporation (WBD) presented Russ Schuler with a service award for his 22 years of dedicated service. Schuler served as Chairman of the Loan Committee and Vice Chairman of the Board of Directors.



WBD, founded in 1981, is a Certified Development Company (CDC) licensed by the U.S. Small Business Administration. The CDC, a non-profit organization, offers SBA loan programs not directly available through private lenders. The loan program is a long-term financing tool for economic development for small businesses in Wisconsin. Headquartered in Madison, WBD has offices in Eau Claire, Oshkosh, Stevens Point and Waukesha. Since its inception in 1981, it is estimated that WBD has helped create more than 30,000 jobs in Wisconsin, participating in more than 2,000 business projects and providing access to \$1.5 billion in financing. The loans are primarily second mortgages for the acquisition of land, building and equipment. Schneider stated that as a founding director, Schuler donated thousands of hours of his time and expertise to WBD and its customers.

Schuler continues to serve as Chairman and Chief Executive Officer of Wisconsin Community Bank and Wisconsin Business Bank. Wisconsin Community Bank has three community-banking offices in the Madison area and one in Monroe while Wisconsin Business Bank has business-banking offices located in Sheboygan, Green Bay and Minneapolis.

## Wisconsin Business Bank once again presents...

### ***Managing & Financing Independent Business***

*A 2-day Seminar to Provide the Tools You Need for Success.*

October 13<sup>th</sup> and 14<sup>th</sup>, 2004

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920-803-6000 or 1-800-793-6001

Fax: 920-803-6010

## Wisconsin Business Bank 1<sup>st</sup> in State Second Year Running

For the second year in a row, Wisconsin Business Bank, headquartered in Sheboygan, was 1<sup>st</sup> in the State and 4<sup>th</sup> in the Nation for Rural Development Business & Industry Loans for the fiscal year ending September 30, 2003, bank chairman Russell Schuler announced today.

According to recently released U.S. Government data, Wisconsin Business Bank originated over \$24,600,000 in Business and Industry Loans during the government's fiscal year, more than any other bank in Wisconsin. The data was compiled by the Coleman Report, the SBA Lender's Industry Information Source.

Wisconsin Business Bank is one of the fastest growing banks in the state. Founded in 1999, the bank currently has assets exceeding \$150 million. Russell Schuler serves as Chairman of the bank, while Kevin Tenpas is President. Both men are past SBA Wisconsin Financial Service Advocates of the Year award recipients, an honor awarded annually by the Small Business Administration.

Wisconsin Business Bank, a full service bank, focuses on providing depository and lending services to businesses of less than 500 employees covering Wisconsin, Minnesota, Northern Illinois and Upper and Lower Michigan. "America's 24 million small businesses employ more than 52 percent of the private workforce and are responsible for the vast majority of new job creation," Tenpas stated. "Their credit needs are quite different from larger corporations, and demand special attention and expertise."

Government guaranteed loans can extend up to 30 years. "We believe long-term assets should be funded by long-term loans, Schuler stated. "This gives small businesses staying power, particularly during economic slowdowns such as we are currently experiencing."

The bank has offices in Green Bay, Sheboygan and Minneapolis.

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**We appreciate your comments! If you prefer to receive our "Business Update" via e-mail or be taken off the mailing list, please call toll free 1-877-983-5001, fax (920) 983-2980 or e-mail: [partner@wisbusbank.com](mailto:partner@wisbusbank.com).**



**WISCONSIN BUSINESS BANK**

A Branch of Wisconsin Community Bank

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