



Business Update

HBB RECOGNIZES CLIENT'S SUCCESS



In March 2004, Heartland Business Bank client North Wood Flooring, LLC was established in Coleman, Wisconsin. The venture was founded by Tom Bieberitz, who turned his 20 years of experience in the wood industry into a successful business with the help of numerous organizations.

Instrumental in Tom's on-going journey for success is the Marinette County Association for Business and Industry, the Marinette County Board and Heartland Business Bank. Craig Aderhold, Heartland Business Bank's Market President for NE Wisconsin, led the team in structuring a complex financing package enabling Bieberitz's business startup.

Aderhold also enlisted the help of the Wisconsin Innovation Service Center, University of Wisconsin-Whitewater. He commissioned them to generate a research report to determine the potential level of demand for products offered by North Wood Flooring, LLC. This information was invaluable to the decision making process to go forward and ultimately aided in the approval of the loan needed to get the business "on" the ground. "The services provided by WISC were excellent. The research was executed exactly as proposed and was very timely and organized." Aderhold said.

North Wood Flooring has already experienced considerable success with products sold through more than 25 distributors across the U.S. and Canada. Bieberitz says the company has experienced significant growth since establishment, and predicts a growth rate of at least 30 percent per year over the next few years.

Wisconsin State Senator Dave Hansen gives Bieberitz and North Wood Flooring kudos. He stated, "This is about more than just creating new jobs. I believe this project is a step toward creating a manufacturing cluster in our area that will lead to additional business growth centered around the flooring

industry that will, in turn, create new jobs and improve the quality of life for Coleman and our entire area."

Just like the African proverb says, "It takes a village to raise a child", the business world has a similar structure and process. Through the cooperation of a multitude of companies and organizations success can be achieved. Just ask Tom Bieberitz.

FIELD LOGIC ON TARGET IN THE ARCHERY INDUSTRY



Larry Pulkrabek, President (seated) and Chad Stoll, Vice President checking the company's website, www.fieldlogic.com, beside "The Block", Field Logic's most popular archery target.

Heartland Business Bank is pleased to feature our client, Field Logic, Inc. Field Logic manufactures several archery targets including The Block, The Black Hole, the GlenDel Buck, Youth Target and Wall Systems. The company began operations in 1997 and is located in Superior, WI.

Field Logic's most popular target, The Block, is produced with a patented process which incorporates hundreds of layers of exclusive "Friction Foam". The design compresses the foam and stops the arrow with friction. As the arrow's shaft slides between the layers of foam, friction stops the arrow, almost eliminating target wear. The Block's "Friction Foam" also stops broadheads and the layered design makes arrows easy to remove. The Block will withstand thousands of broadhead shots and tens of thousands of field tip impacts. The Block also features easy single hand arrow removal. The targets are lightweight, portable, and free standing. In addition, this

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product is waterproof and will not freeze or become waterlogged.

Production of Field Logic's 3-D target, the GlenDel Buck, began in the spring of 2003. The whitetail buck target is named after Larry and Chad's fathers, who both passed away in 2002. The 3-D targets are made out of a different material called Polyurethane Foam, as compared to Polyethylene Foam that is used in Field Logic's other targets.

In 2005, Field Logic purchased Rocky Mountain Broadheads to further the company's successful horizontal diversification within the growing archery industry. Larry Pulkrabek and Chad Stoll are the majority owners of Field Logic, Inc. and both have been with the company since its inception.

Congratulations to Larry, Chad, and the entire Field Logic team for the great success and respect in the industry they have earned in their first nine years in operation.



One of a variety of products, the GlenDel Full Rut is a target made to the size of a 300 lb. live weight buck. It stands at 37" at the shoulders. Field Logic says, "If you're going to hunt the biggest buck in the woods, you need to practice shooting at the biggest target on the market!" The name GlenDel is a tribute to Larry and Chad's fathers who both passed away in 2002.

WAF GOES TO WASHINGTON



WAF Mgt Team and Spouses – Jim Hatt, Jane and Scott Ziarnik, Robyn and Kory Brockman, Karen and Bob Braun

In March, the Wisconsin Aluminum Foundry management team was named Wisconsin's SBA Small Business Persons of the Year—the state's highest honor. The winners from each state were invited to Washington DC to be honored during Small Business Week. As part of the celebration, WAF executives and spouses had the opportunity to meet and talk with President George Bush. Recognized for their success in marketing efforts and internal improvements in productivity and efficiency, WAF, located in Manitowoc, WI, produces castings for a variety of industries. Heartland Business Bank is proud to partner with Wisconsin Aluminum Foundry.

HBB MEETS WITH GOVERNMENT LEADERS

As many of you already know, Heartland Business Bank has consistently been one of the top five lenders nationally in the

United States Department of Agriculture's (USDA) Business and Industry loan program. In fact, we are a Certified Lender for that program, which is quite an accomplishment.

Because of that expertise, Kevin Tenpas, President of Heartland Business Bank, was asked by the Wisconsin USDA leaders to arrange for a meeting with Washington D.C. leaders to discuss funding and other issues for rural business development. With the budget issues on Capitol Hill, it was important for those leaders to hear from the bank and customers' perspective how important the program is to the development of our rural communities and the businesses that call those places home. An HBB team provided a presentation on the client benefits of long term financing through USDA programs like the Business and Industry (B&I) guaranteed loan program. They also explained the Heartland Financial independent bank structure prompting Jackie "Jack" Gleason, USDA Acting Administrator, Business and Cooperative Programs, to comment, "You are exactly the type of lender we need to continue to partner with."

The B&I program is structured to help small businesses in communities with populations less than 50,000. Heartland Business Bank has used the B&I program in six states other than Wisconsin.



Eric Manke, HBB; Kris DeBruine, HBB; Kevin Tenpas, HBB; Frank Frassetto, WI State Director, USDA; Jack Gleason, Administrator, Business & Cooperative Programs, USDA; Mark Brodziski, Business & Community Programs Director, WI, USDA; Mark Maurer, HBB

THERE'S STILL TIME!



Sign up for the two-day seminar, Managing and Financing Independent Business! Enclosed is a brochure with more details and a convenient registration form. Do not miss this golden opportunity to enhance your business' growth and productivity. Those dates again are **October 18 & 19, 2006.**

For more information contact Carol Brazzale at 920-803-6001 or cbrazzale@thehbb.com.

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

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