



# Business Update

## HAPPY BIRTHDAY WISCONSIN ALUMINUM FOUNDRY

Wisconsin Aluminum Foundry proudly celebrated their 100<sup>th</sup> year of operations this summer. Founded in 1909 by the Schwartz family, the Manitowoc based company manufactures non-ferrous castings along with its proprietary line of pressure cookers and aluminum cookware. WAF's casting division serves a variety of industries including manufacturers of commercial, diesel and marine engines, generators, and paper making machinery. The company provides its customers with a full line of services including machining, engineering, and heat treatment. Over the years, WAF has committed significant resources to technology to maintain and grow its competitive advantage. This, along with a committed management team and dedicated employees, has led to WAF's success over the past 100 years. WAF's success has been recognized over the past few years with the awarding of several prestigious awards including the SBA's Small Business Persons of the Year, two Wisconsin Manufacturer of the Year awards, Dedication to Wisconsin Workers and Overcoming Obstacles, and the Governor's Award for Excellence in Environmental Performance.

**Congratulations WAF!**



Left to Right, Milton Schwartz, Chairman of the Board; Joel Andrew, Consumer Products Sales Manager; Phil Jacobs, Chief Executive Officer; Kory Brockman, Vice President-Finance; Jim Hatt, President.

*Great Things Happen!*

## BINGO BANGO BONGO!

Congratulations to Guy and Kay Miller, owners of the popular 27 hole Sheboygan Town and Country Golf Course, on the opening of Miller's Glen Golf Course. The Millers purchased the 9 hole "Heartland Hills" facility in 2008 and re-opened the course this year after major changes and improvements.

The upgraded nine-hole course is still conveniently located at 903 Madison Avenue, Howards Grove and hosts a new clubhouse with a bar and grill. Whether you play "Inside the Leather", you're hanging out on the "Frog Hair" or if you're just plain hungry, Miller's Glen is the place to be! Josh Miller manages both Town & Country restaurant and Miller's Glen.

Non-golfers are always welcome as Miller's Glen is great for parties, golf outings or just hanging out. You can call for reservations at 565-GLEN (920-565-3674) or just stop by.



**Josh and Guy Miller welcome you!**

Heartland Business Bank enjoyed partnering with Miller's Glen and wish them continued success.

## CHECK OUT ENCLOSED BROCHURE!

Attention all business personnel! Enclosed is a brochure for the seminar, Profit Mastery: Practical Tools for Control, Survival, and Success. Along with "where & when" details, the brochure also includes:

- ❖ Seminar Outline
- ❖ Handy Registration Form
- ❖ Testimonials



Profit Mastery is backed by a **MONEY BACK GUARANTEE!**

*See related article on Page 2 of this newsletter for more on why you should not let this opportunity pass you by another year!*

## HBB CLIENT HAS STARRING ROLE



The Urban Hope Entrepreneur Hub (“E-Hub”) celebrated 12 years of supporting the entrepreneurs in the community with a full house at the F.K. Bemis Center in De Pere on May 28. The event, “The Road to Today... The Journey to Tomorrow” included several special recognition awards. The “Shooting Star” Business Award went to S & M Tool, Inc. Jim Fuss and Joe Leiterman were honored for their innovation and growth. Their continued perseverance for quality has made an impact as a small business. Kevin Tappas, CEO of Heartland Business Bank and honorary Board Member of E-Hub was on hand, as well as Craig Aderhold, who assists Jim and Joe with their business’ financial needs. Congratulations to S & M Tool for their ongoing success.

## ARSENAULT NAMED SMALL BUSINESS ADVOCATE



There is a saying that passion and purpose go hand and hand, and that when you discover your purpose, you will normally find it’s something you are passionate about. This sums up Paul Arsenault, Chairman of Six County Employment Alliance Board, Job Force Board Member, Chair of Region 1 MI-SBTDC Roundtable and member of Governor’s Council for Energy, Labor & Economic Growth.

As president and owner of Concepts Consulting, his purpose is specializing in assisting small business owners obtain financing for “difficult-to-place” loans. Over the past 13 years, his clients have received \$60+ million in loan funds.

Paul has been active in workforce, economic, business and community development for over 18 years. Under his guidance, the Job Force Board became the host site for Region 1 of Michigan Small Business and Technology Development Center (MI-SBTDC). This partnership has increased value added workforce and business development services to entrepreneurs and business across upper Michigan. Paul is also active on the governor’s Council for Labor and Economic Growth (CLEG) and serves on its Entrepreneurship Committee.

At the recent UP Small Business Forum, held on the campus of Bay de Noc Community College in Escanaba, Paul was recognized as a small business advocate. Thank you, Paul, for your support and active participation in promoting the success of small business across the Upper Peninsula.

*This article was reprinted with permission from Michigan Works! Business is UP-DATE newsletter. Paul is a Center of Influence for HBB, collaborating on many creative loan solutions for their mutual clients.*

## UPCOMING SEMINAR GIVEN HIGH PRAISE

Richard Blamey, CPA, is the retired CFO of KW Muth Company and VPI, LLC and is a friend of Heartland Business Bank. Here is what he had to say about the HBB sponsored seminar, Profit Mastery: Practical Tools for Control, Survival and Success being presented on November 3-4, 2009 in Manitowoc, Wisconsin.

### You attended this seminar in 2007. What did you think of it?

*I have nothing but the highest regard for Steve LeFever and his 2-day Profit-Mastery seminar that Heartland Business Bank has been sponsoring for years. I only wish I had attended long ago so I could have recommended it to more people.*

*As a 20-year veteran and partner with a national CPA firm and as a 20-year Chief Financial Officer and VP of two Sheboygan-based manufacturing companies, I can truly attest to the very high quality and value of his program. Not only is Steve LeFever’s content extremely useful to every business owner and manager, but his high-energy delivery keeps each attendee pinned to their seat.*



Richard Blamey

### Why did you attend this seminar?

*A very good friend of mine who is the CEO of a family owned business and a past participant in the seminar recommended it to me. Since attending, I too have been recommending it to friends, family and business colleagues.*

### Is this seminar for financial people or for non financial people?

*It is for both! I recommend it to any business person – owners, sales persons, plant managers, and financial people will all benefit from this. My daughter, who didn’t have a financial background, attended with me. She wasn’t sure if business was the career she wanted to follow. She has since joined Johnsonville Sausage Company, LLC, and recently started her Executive MBA program and loves both.*

### What is covered in the seminar?

*Steve covers very important business topics from using your financial statements as tools for cash budgeting, forecasting and cost volume profit relationships. He does so in a fashion that everyone, financial and non-financial people understand and ENJOY! This seminar will help a business succeed and avoid disaster.*

**Contact Carol Brazzale by October 30, 2009** by calling (920) 803-6001 or by email: [cbrazzale@thehbb.com](mailto:cbrazzale@thehbb.com). We look forward to seeing you! (BROCHURE ENCLOSED)

### CONTACT INFORMATION

- Sheboygan, WI 800-793-6001 or 920-803-6000
- Green Bay, WI 877-983-5001 or 920-983-5000

**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](mailto:partner@thehbb.com)

Heartland Business Bank

A Branch of Wisconsin Community Bank

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

September 2009