

# WBD 6<sup>TH</sup> ANNUAL

## Friends of Small Business Luncheon

10.13.16

Monona Terrace  
Community and  
Convention Center  
Madison, WI



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Counties, including the Twin Cities Metro Area

# Friends of Small Business

## 6th Annual Luncheon

### Welcome

Taking the time to draw inspiration from the people we work with is one of the most satisfying parts of what we do. After 35 years, and relationships with thousands of businesses and lenders, it is rewarding to know that there are a lot of good stories waiting to be told.

The WBD Friends of Small Business Awards are our opportunity to step back and marvel in the success of those businesses we have partnered with over the years. Their stories are inspiring, the difference they are making in their communities is impressive, and the passion they bring to their work is contagious.

While today is about celebrating the successes of those we have already partnered with, we have never been more focused on how we can be even better, moving forward.

Our evolution from Wisconsin Business Development Finance Corporation to WBD – Your Business Finance Resource, is not just a reflection of a service area footprint that now extends beyond Wisconsin, it has been an opportunity to take a fresh look at the what we do and how we do it. We are committed to reviewing every part of our business through the eye of our customers and enacting changes that will improve the customer experience.

Today we recognize just a few of our great partners. In today's economy, the small business is king, employing between 60-80% of all people in the U.S. These businesses come in every shape and size imaginable, but all show the courage to take a chance on themselves, the drive to overcome challenges and the determination not to take no for an answer.

Thank you for joining us to celebrate a few fantastic businesses and lenders. In doing so, I hope we shine a little light on the importance of all small business and those who help them grow, create jobs and build our communities.

Sincerely,



Dan Schneider  
President/CEO



# The WBD Community Impact Award

## Johnstone Supply Duluth, MN



Back in the early 1980's, Rusty Mace made his first addition to the National Cooperative of HVAC Equipment and Supply Stores known as Johnstone Supply when he opened a store in St. Paul, MN, soon adding more stores in Bloomington and Blaine.

As the years passed, Rusty's three daughters grew up and married, and Rusty worked hard to convince them and their husbands to join the family business. Finally, in 2013, Rusty sold his business to his family and together they began to look for ways to grow.

The first step was the addition of a new location in Rochester, MN, and the family worked with April Nelson to secure a 504 loan to finance the growth. Then, in 2016, it came time to relocate the Blaine store to Duluth; and once again they contacted April Nelson, who by now had joined WBD, and banker Aaron Siegle from Eagle Valley Bank in Stillwater. With their help the family reassigned the existing employees in Blaine to the St. Paul store and then put a new team into place in Duluth.

Hiring people with the right values and nurturing a corporate culture that has made Johnstone's team a family. Those values include passionate service, humility, dependability, family, and fun, and they are the foundation of everything that the Johnstone team does.

They are committed partners of tomorrow's tradesmen, partnering with Technical Colleges by donating equipment, assisting in training and education, and hosting tool shows.



The Johnstone group also participates in Project Heat's On, during which contractors annually volunteer their technicians, tools, vans, and parts to clean, inspect, and service appliances for those that are in need. They have created a special account to help supply this effort with HVAC products at a reduced cost.

The team volunteers for and supports Feed My Starving Children, Women in HVAC, and the Minnesota Plumbing-Heating-Cooling Contractors Association. And in addition to Johnstone's support for the University of Minnesota's athletic programs and many area public school districts, they have funded "Hope Academy Scholarships", enabling kids from disadvantaged neighborhoods in Minneapolis to attend a school that engages their families in the educational process with great results.

As their footprint has grown, so has their commitment to the communities they serve, which is why we are proud to honor Johnstone Supply with the 2016 WBD Community Impact Award!





Josh Miller has always loved baseball and dogs, and as luck would have it, he had quite a bit of talent for both.



When Josh was a high school freshman, he split most of his time between playing baseball and training his chocolate lab, Easton. Eventually, all his hard work paid off, not only on the baseball diamond—where Josh excelled as a stand-out college player—but also on the training circuit, where Josh and Easton began winning competitions...including the North American Shed Hunting Dog Association World Championship!

Before long, Josh had a decision to make. His stellar baseball playing had earned him a tryout with the Minnesota Twins, but his status as World Champion Dog Trainer had gotten him plenty of attention too. One day, just as Josh was contemplating the future, Easton came over and put his head on Josh's lap... and Josh immediately realized that he wanted to train dogs for a living.

In 2011, Josh and his wife, Whitney, opened River Stone Kennels in New Richmond, WI. With six old kennels donated from a veteran trainer, Josh can recall wondering, "How am I ever going to find six clients?"

But Josh had a vision. He prides himself on having spent the time to learn a variety of approaches and tactics that allow him to effectively speak to his canine clients, and with a commitment to 100% honesty and

# The WBD Emerging Business Award

## ● River Stone Kennel



a reputation for under-promising and over-delivering, Josh and Whitney have steadily grown the business and their reputation.

In 2014, Josh began discussing options for expanding the business with WBD, and together with Hiawatha National Bank, he moved forward in 2015 to purchase a new facility and 60 acres of land. Now complete, River Stone Kennels has 35 kennels, plenty of terrain for training, and two new employees to help out with the 24/7 operation.

Today, with enthusiastic referrals from satisfied customers, his kennels full, and a 5 month waiting list, Josh no longer has to wonder where clients will come from. He is proud to have trained dogs from 22 states, Canada and England. And his efforts have earned him accolades from across the industry.

And let's not forget about that special life-changing dog who put Josh on the path to success! Easton is still part of the family...and has inspired three more River Stone client dogs to win the NASHDA World Championships in 2013, 2015 and 2016!

Congratulations to River Stone Kennels, WBD's 2016 Emerging Business Award Winner.



# WBD Elite Lending Partners Club Inductees



When it comes to helping fund small business growth WBD does not work alone. Local lenders are our partners in investing in growing our economy, and we can't do it without them. Over the years, WBD has worked with hundreds of lenders from banks, credit unions, savings and loans and other economic development entities.

Our relationships with lenders are true partnerships that work in the best interests of the businesses we help. Just like WBD, local lenders work hard to keep their finger on the pulse of the communities they serve and are committed to finding ways to help small businesses with big dreams realize their potential.

In 2015, WBD inducted the inaugural class of ten elite lenders. Two additional lenders will join this prestigious club having done their 10th 504 loan with WBD in the past year.

This year's class has been a part of 20 deals, helping small businesses get access to over \$23.6 million in financing and supporting the creation and retention of more than 300 jobs.

## *New Inductees*



Andrew Boario  
WaterStone Bank



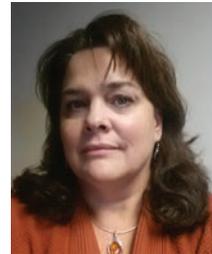
Matthew Wilcox  
BLC Community Bank



Chadd Frank



Luke Hagel



Denise Hegland



Mark Maurer



Davis Mills



Lon Rupnow



Marvin Schmit



Sarah Napgezok



Mike Collins



Paul Schaller

# WBD Lender of the Year

At WBD, we can work with any bank, credit union or lending institution and we have worked with hundreds over our 35 years. Along the way we run into a few lenders that really understand how to harness the SBA 504 Program to benefit their business borrowers.

Nominees for Lender of the Year, go beyond understanding the program, they have become advocates for both the 504 Program and WBD. Their commitment and passion are not only evident in the number of deals they do, but how they effectively utilize WBD as a partner.

WBD Lenders of the Year are committed to focusing on what is in the best interest of their small business customers and work to provide financing structures to put those entrepreneurs in the best position to grow and create jobs. Of course, in the end they also know how to deliver results!

While nominations for this award can come from any staff member of WBD, these winners are well known, well liked and well respected by nearly all of the WBD team.

Congratulations to 2016 Lender of the Year Winners! (we had a tie)



● Luke Hagel

Commerce State Bank



● Steve Peterson  
Venture Bank



# WBD Small Business of the Year

## Western Container Corporation Beloit, WI



Originally founded by Harold Lemm, Western Container has been in the spiral wound paper tubing business since 1942, but it would be a business partnership with current owner Jeff Perrigo's great grandfather and his two sons that moved the business from Milwaukee to the Beloit area, where it still is today.

Seems that Perrigo had a patent for a Safety Fuse Cap striker that is used in flares, and he needed a partner to produce the tube that would be used to construct the patented flares. A partnership was born that lasted into the 1970's when Jeff's father purchased Western Container outright.

In 1986, Jeff himself returned from college and began working at his dad's company, and by 1995 Western Container had gone through multiple expansions, adding space and new equipment and growing to 22 employees!

In 2008, despite a difficult economy, Jeff—by then the sole owner of Western Container—seized the opportunity offered by low interest rates and boldly moved forward with the purchase of a new machine from France, allowing Western Container to meet new customer demands with better quality and increased efficiency.

A year later, Matthew Teeman began working as Plant Manager for the company, bringing 10 years of experience trouble-shooting paper tube and core challenges at three different plant locations in the



Midwest. And then, in 2012, Dexter Niskanen, an experienced outside sales professional, was hired to promote Western Container in Wisconsin and throughout the Midwest.

Despite their growth and success, Western Container was having trouble finding financing for some new equipment in 2010, and they were referred to WBD by the Rock County Economic Development Office. WBD's Diane Byler worked with Gateway Community Bank to deliver the financing in what would be the first of five 504 program loans for equipment and expansion projects over the next six years.

Now, as one of Beloit's oldest companies with 43 employees and growing, Western Container continues to serve a wide variety of regional customers in the industrial packaging, film, tape/label and strapping core sectors, servicing such recognizable names as Larson Storm Doors, 3M and Avery/Dennison, along with many others.

Thank you Jeff Perrigo, Matt Teeman and Dexter Niskanen for all you have done to nurture and grow Western Container Corp. over the years. We wish you another 75 years of success and are proud to recognize you as the 2016 Small Business of the Year.





Since 1981, WBD (formerly Wisconsin Business Development) has been partnering with Wisconsin financial institutions to provide business financing solutions to help small businesses grow, create jobs and build communities. WBD is proud to have financed well over \$2 billion of small business growth, resulting in the creation of nearly 64,000 jobs statewide. Consistently among the top ten most successful certified development companies in the country, WBD is often called upon to share its expertise in the understanding and implementation of SBA policies and is viewed as an industry leader by its peers and the National Association of Development Companies. WBD has loan officers across Wisconsin and in the Twin Cities Metro area of Minnesota, each of which takes a personal interest in creating win-win solutions for lenders and borrowers alike.

## **PROGRAM**

12:00 p.m.  
**Welcome**

12:10 p.m.  
**Lunch**

12:35 p.m.  
**Awards Presentation**

1:30 p.m.  
**Program Concludes**

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