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Entrepreneurship On The Door County Peninsula

Welcome to the Winter 2007 edition of *Business By Nature* from [Door County Economic Development Corporation](#). This quarterly e-newsletter provides brief local business news stories, along with insights, inspiration and information on starting or relocating a business on the Door Peninsula.

Telecommunications Improvements

On December 18, the Door County Board of Supervisors voted to approve the hiring of Access Engineering LLC to write and release a request for proposals from service providers for a countywide fiber optics telecommunications network. Access will request details from companies interested in deploying a state-of-the-art fiber to the premises network that would dramatically improve the speed of information and data for County businesses and residents. The proposed network would help to advance the ability of existing businesses to grow and also provide an appealing lure for potential new business opportunities. Responses to the RFP are expected to be submitted to the County early in 2008.

Micro Loan Program

In support of our local retail community, DCEDC and the City of Sturgeon Bay have set aside \$125,000 in the City's Revolving Loan Fund to create a Micro Loan Program to assist businesses affected by recent downtown street reconstruction. The program will provide working capital and equipment loans of up to \$20,000 per business; the minimum annual interest rate is 3%.

This is yet another example of how DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. DCEDC places strong emphasis on supporting the entrepreneurial instincts of county residents, as well as those who vacation on the Door County Peninsula.

Greg & Marsha Meissner



Greg and Marsha Meissner, owners of Meissner Landscape, Inc., are the very definition of successful entrepreneurs; Greg and Marsha received the fourth annual Door County Entrepreneur of the Year Award in April 2007.

In 1982, Greg - a Door County native - and his wife Marsha bought the landscape contracting division from the local nursery business where he worked, and relocated their new company to its present location on County Highway T in Sturgeon Bay. Meissner Landscape has grown from a two-crew business in 1982 to one sending out six construction and two

maintenance crews each day. The company employs fourteen full time and seven part time employees year round, with an additional six to seven employees hired to help with the workload during the busiest part of the season.

Company growth has been steady over the past 24 years. This history of successful development can be traced to the simple fact that Meissner Landscape supplies quality products and first class workmanship to all clients. Because of their commitment to quality, both peers and customers recognize Meissner Landscape as a leader in the industry.

Meissner Landscape is now a true family business, providing a smooth transition for the future: Greg and Marsha's son Nick joined the company in 2003 after graduating from the University of Minnesota. Their daughter Lyndsay recently began working in the firm after her May 2007 graduation from UW-Oshkosh in Business and Human Resources.

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