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Friends of DCEDC...



Developments

October 2007

The autumn colors are making their final colorful displays in Door County as we enter the final quarter of the calendar. The hectic tourism season begins to wind down, while other sectors of our economy (and the DCEDC staff) remain busy and active.

New Tenants in the Business Development Center



The Door County Business Development Center, the business incubator in the Sturgeon Bay Industrial Park founded and managed by DCEDC, has three new tenants to add to our roster of entrepreneurial ventures in Door County.

NorthStar Economics is a private economic consulting and research firm dedicated to the development and implementation of New Economy economic development strategies. NorthStar was founded by Dr. David J. Ward and has served a wide variety of clients in both the public and private sectors. NorthStar and Dr. Ward should be familiar as the lead authors of the Door County Economic Development Adjustment Plan. Dr. Ward recently made Sturgeon Bay his permanent residence and relocated his offices. www.nortstareconomics.com.

Idiomics, LLC is a biotechnology company providing health providers, healthcare payors and pharmaceutical companies informatics and biotechnology tools and platforms to personalize medical care to the individual patient. cbeam@idiomics.com.

Peninsula Land Consultants LLC provides expertise and practical experience in the surveying and construction disciplines. Owner Joe Schroedel, a registered land surveyor, has over 30 years of industry experience. He is able to help in all aspects of construction and developmental needs. Services include property surveys, condominium plats, topographies, subdivisions, wetland delineations, floodplain determinations, certified survey maps, lot line locations, soil tests, land divisions, site locations for planning



purposes and zoning interpretations. penlandcon.1@hotmail.com.

DCEDC Leads Improvements to Sturgeon Bay Industrial Park

DCEDC, in partnership with fourteen private businesses and the City of Sturgeon Bay, led a recent effort to make significant landscape improvements along State Highway 42/57 where it borders the Sturgeon Bay Industrial Park. The project involved cutting and thinning trees and brush, stump removal, grass cutting and the installation of five flower and shrub landscape beds.

Private businesses made contributions of labor, materials and over \$13,000 in cash to support the project. **Murrock Landscaping** donated the project design and coordination, while **Sturgeon Bay Sand and Gravel** contributed the landscape bed stone. **Sturgeon Bay Utilities** and **Wisconsin Public Service Corporation** shared the \$3,400 cost of tree and brush cutting and trimming, and the Sturgeon Bay Parks Department donated landscape materials and labor, cut the grass, poison ivy and brush, and will water the new plants and maintain the grass in future. Murrock Landscaping and **Dave's Tree Service** served as contractors for the improvement project.

[More...](#)

Healthy Lifestyles Co-op

After an introduction facilitated by DCEDC, fourteen peninsula companies have chosen to join the **Healthy Lifestyles Cooperative** to explore an affordable healthcare alternative for business owners and their employees. The Healthy



Lifestyles Cooperative permits organizations to band together to "pool" health care insurance purchasing, which provides members critical benefit management, health education opportunities and price stability enjoyed by large organizations. The Cooperative recently announced it had selected its current insurance provider, Destiny Health, to serve its second pool of members, who will be insured as part of a three-year contract beginning in 2008.

The Healthy Lifestyles Cooperative (www.healthylifestylescoop.org) is open to any self-employed person, for-profit or non-profit organization or partnership. The Cooperative allows members to obtain large group premium structure, take advantage of administrative efficiencies and benefit from a wide array of non-insurance initiatives, such as wellness programs, that can significantly help to contain healthcare costs. For more information, interested businesses and organizations should contact Mary Paitrick, DCEDC Operations Manager, at 920-743- 3113 x 202 or mary@doorcountybusiness.com.



DKBEP High School Home Construction Project

The Door Kewaunee Business & Education Partnership (DKBEP), Northeast Wisconsin Technical

College (NWTC) and the Door County Home Builders Association (DCHBA) have joined forces in an effort to grow the construction industry's skilled workforce, while providing real-world learning experiences and credits for Door County high school students. A groundbreaking ceremony for the DKBEP High School Home Construction: Build a Home, Build a Future project was held at the project site, 1837 Kentucky Street, Sturgeon Bay on Monday, September 17.

Fourteen Door County high school juniors and seniors will participate in the homebuilding project this year. The students will frame the home and do the finishing work under the direct guidance of NWTC- contracted instructor Miles Zastrow. Upon successful completion of the project, each student will earn three high school elective credits and 16 transcribed credits for advanced placement in the Wood Technical Diploma program at NWTC. Recognizing the growing need for skilled workers in the construction industry, many local businesses and individuals have come forward to donate or contribute in some way toward the success of this program in its first year.

Door County I&E Club

The Door County Inventors and Entrepreneurs (I&E) Club meets at 6pm on the first Tuesday of each month at the Sturgeon Bay campus of NWTC (229 North 14th Avenue), providing monthly networking and learning opportunities for the many entrepreneurs, small business owners and inventors currently present in Door County. I&E Club monthly meetings are free and open to the public. Our next three guest speakers and presentation topics are:

- November 6, 2007 Paul Linzmeyer, Bay Towel Inc., "Environmentally Sustainable/Socially Responsible Business Practices"
- December 4, 2007 Chuck Chouinard, former owner, Yogi Bear Campground, "Franchises as a strategy for business start-up and expansion"
- January 8, 2008 Andy Welborn, former buyer, Craftsman Tools, "How to Sell Your Product to Major Retailers"

Board Moves

We are pleased to add new [Door County Visitor Bureau](#) CEO & President Jack Money Penny as an ex-officio member of our Board of Directors. This will continue the important working relationship between DCEDC and the Bureau, which represents the important tourism industry in the Door County economy.



About DCEDC

The Door County Economic Development Corporation (DCEDC) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Founded in 1989, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation on the Door County Peninsula. Door County Economic Development Corporation offices are located within the small business

incubator DCEDC founded in 1997 at 185 East Walnut Street in the Sturgeon Bay Industrial Park.
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