

The E-Newsletter for Wisconsin Business Development

## ***President's Letter***

This will be a year of opportunity with the challenges associated with things that are new and different. We are excited to announce that WBD will be offering new programs and opportunities for small businesses and lenders this year. In September of 2009, WBD created a third affiliate, WBD Opportunity Fund which is a Certified Development Financial Institution (CDFI). As a CDFI, 60% of the business activity must be delivered to defined "low income" communities and customer. Our goal for the Opportunity Fund is to provide direct loans and Capital Access Program guarantees to small businesses seeking credit enhancements to ensure their project can move forward. WBD is positioned to continue our service to Wisconsin businesses to help them grow the Wisconsin economy. We have a very talented team that will continue to work together to help Wisconsin grow.

Joe Wolfe  
President, WBD

## ***WBD Announces Newly Elected Board Members***

On December 2, 2010, Wisconsin Business Development (WBD) held its Annual Membership Meeting in Madison, WI, and is pleased to announce the election of the following individuals to the WBD Board of Directors: Barb Fleisner (Centergy, Inc.), Deb Clements (WI Department of Commerce), Tim Schneider (Investors Community Bank), Dave Babel (Babel & Associates LLC), Jeff Bowman (First American Capital Corp.), Steve Shellman (Schenck Business Solutions) and Steve Burgess (State Bank Financial).

In addition to the new Board of Directors, the WBD membership elected Tom Mihajlov (UW-Eau Claire, Dept. of Accounting & Finance) an Honorary Board Member for his continuing contributions to the organization.

We salute the efforts our members and the time and commitment of our directors. With their support, WBD is able to help small businesses and Wisconsin communities.

### ***In This Issue***

- ▶ [President's Letter](#)
- ▶ [Newly Elected Board Members](#)
- ▶ [504 Success Story](#)
- ▶ [WBD Affiliates Offers New Programs](#)
- ▶ [Mark Your Calendar!](#)

**Thank you for  
subscribing to  
WBD's  
e-newsletter!**

Tell us what you think!

We encourage you to send us your thoughts on our e-newsletter - from length, to format, to content.

Please send your comments to:  
Rani Leung - [rluong@wbd.org](mailto:rluong@wbd.org)

If you would like to unsubscribe from our e-newsletter please go to the bottom of the page and click *Manage Your Subscription*

**1st Quarter  
504 Highlights**

**504 Approvals (37)**

- **Approvals in 18 Counties**

## 504 Success Story

### Helicopter Specialties, Inc



\* Photo- Helicopter Specialties Owner, Jim Freeman

In November of 1999, Helicopter Specialties, Inc. (HSI) was launched by Jim Freeman several years after his former employer; Omniflight Helicopters moved its operations to Dallas, TX and closed the doors to the Janesville facility. HSI is a provider of custom avionics, helicopter paint, structural repairs, composite repairs and custom interiors for helicopters and draws from a nationwide market that includes private, corporate EMS, government and other special use helicopters. HSI is a certified FAA FAR 145 repair station and provides technical expertise services to over 21 makes and models of helicopters. The company has contracts with four major helicopter manufacturers and engine manufacturers and five optional equipment manufacturers.

HSI's 16,000 sq. ft. facility on leased land at the Rock County Southern Wisconsin Regional Airport in Janesville was cramped and inefficient. In July of 2009, HSI used an SBA 504 loan through WBD and with financing from M&I Bank, built a new 28,125 sq. ft. facility adjacent to their current facility. Office space in the new hanger includes an Avionics shop. The additional maintenance area is designed to improve work flow and efficiencies. In addition to expanding Jim's business, HSI will add 10 new jobs over the next 2 years, supporting community development in Janesville, WI.

## WBD Affiliates Offers New Programs:

### New Market Tax Credits (NMTC)

To increase the availability of credit to Wisconsin's businesses, WBD formed an affiliate, Wisconsin Business Growth Fund (Growth Fund) to attract this new financing program designed to provide incentive for private sector investment into economic development projects and businesses located in

- Total Amount of Projects: \$51,252,200
- Jobs Created: (196)
- Jobs Retained: (123)

#### 504 Portfolio Value:

\$488,496,401

#### 504 Portfolio Loan:

1102

#### 504 Portfolio by Industry:

- Accommodation & Food Service (217)
- Agriculture, Forestry Fishing & Hunting (44)
- Art, Entertainment & Recreation (40)
- Home Care & Social Assistance (53)
- Manufacturing (224)
- Other Services (164)
- Professional, Scientific & Technical (112)
- Retail Trade (201)
- Whole Sale Trade (47)

### 1st Quarter NMTC Highlights

- # of Projects Completed: (3)
- Total Amount of

low-income communities. NMTCs are similar in concept to Low-Income Housing Tax Credits, but administer, structure, and investment differently. At the highest level, NMTCs provide a subsidy to a qualified business that is approximately equal to 20% of the project financing.

WBGF has made three NMTC investments to date:

- 100% project financing to secure real estate for the facilities expansion of a growing material management and electronic data storage business creating 12 jobs in Milwaukee's central city. This business has used multiple SBA 504 loans and we are proud to continue serving this business with \$4.2 million in NMTC financing
- Refinance and renovation of dental clinics serving more than 100,000 children in rural Wisconsin. \$5 million in NMTC financing combined with multiple SBA 504 loans, allowed this business to add more than 15 new employees to its payroll, investment and renovations to 3 new sites, renovations to existing sites, and purchased new equipment.



\*Picture of Rhinelander location

- Refinance and build out of space in an existing building near downtown Milwaukee enabled a college to expand its services and created 50 new jobs in Milwaukee.

**Projects: \$16.2 million**

- **Jobs Created & Retained: (77)**

## 1st Quarter Lender Services Highlights

- **# of Projects Completed: (38)**
- **Total Amount of Projects: \$44,438,709**
- **Jobs Created & Retained: (377)**

## Mark Your Calendar!

- **WBD Seminar Series**-February and March for more information [please click here](#)
- **WI Lenders Conference** May 19-21, 2011 at the Kalahari Resort & Convention Center, Wisconsin Dells

## Contact us

We would be more than happy to answer any questions you might have! Please feel free to contact us toll free at (800) 536-6799



*\*Photo courtesy of Robb Quinn*

## Capital Access Program (CAP)

In 2010, WBD was awarded a grant from the State of Wisconsin Department of Commerce to administer a Capital Access Program (CAP). The program is offered through WBD's affiliate WBD Opportunity Fund (the FUND), a Certified Community Development Financial Institution (CDFI) which provides direct loans and guarantees to small businesses throughout Wisconsin's low income communities.

CAP can provide access to financing for companies, especially start-ups and small businesses, which may not be able to obtain conventional financing. CAP is a flexible loan loss reserve program that provides lenders a way to fund projects considered too risky for conventional lending. This is accomplished through the creation of a lender specific loan loss reserve. CAP is structured as a public-private loan loss reserve program. This program is managed with very low administrative cost because the lenders applies internal credit standards when making elections to enroll loans or make claims. For more Information on the CAP program, [please click here.](#)

Additionally, you can contact any of our local offices:

- [Madison](#)
- [Waukesha](#)
- [Fox Valley / Oshkosh](#)
- [Eau Claire](#)
- [Stevens Point](#)
- [Hudson](#)
- [Racine](#)
- [Green Bay](#)

**Address:**

**Corporate Office:**

100 River Place, Suite 1  
Monona, WI 53716

**Toll Free:** 800-536-6799

**Local:** 608-819-0390

**Fax:** 608-819-0393

**Wisconsin Business  
Development**

[www.wbd.org](http://www.wbd.org)