Changing the Frequency

2017 ANNUAL REPORT
As CEO, my vision is to utilize the expertise of our exceptionally talented team to be “Your Business Finance Resource.” This is more than just a branding campaign; it is a commitment. A commitment to small businesses, to lenders in our service area, to other organizations engaged in economic development and others in our industry. Two years into these efforts our team has made great strides, but continue to learn and evolve.

In conversations with my peers across the country it is clear that we are not alone in recognizing the changing landscape in which we operate. From the SBA, to the business owner, expectations are shifting and technology is playing an ever larger role in the way business gets done.

What makes WBD a leader is the willingness and ability to adapt to changes in our market. We can cut through the noise by focusing on mission, by monitoring the market, and retuning our efforts.

In the past year we have taken a close look at every aspect of our internal operations to find ways we can improve. WBD has upgraded the processes and technology that are at the core of our business. We have evaluated our staffing levels and reorganized to improve efficiency. Everyone on the team is dedicated to improving the WBD customer experience.

We are also fine-tuning the signal to reinforce messaging through both traditional and digital channels. We are marketing our “signals” in expanded, innovative ways—constantly calibrating as necessary so we continue to resonate with our audience.

Our efforts moving forward will continue to focus on shining the light on what we do in a whole new way with a commitment to bringing the story of WBD, the SBA, and the value of the 504 program to lending institutions and directly to potential business customers. We are implementing a bold social media presence to assist in the effort.

It is easy to be excited about where we are heading when you can see the results along the way. This past year was in many regards a record year for WBD, finishing #1 in our region (MN, WI, OH, MI, IL) and #8 (of 223 active CDC’s) in the US based on 504 activities!

While retaining our focus on the 504 program, this year we will realign other services to more efficiently help support economic development to underserved markets through the efforts of the WBD Advantage Fund. Additionally, we look to serve our lender community in a more robust capacity by offering dedicated resources for lender training and 7(a) packaging services through the WBD Service Company.

As we retune the organization to meet tomorrow’s challenges we are “changing the frequency” in many ways.

Sincerely,

Dan Schneider
President/CEO

Whether you are a small business owner looking for funding to grow, a lender who wants to help give their customer the greatest chance for success or an economic development organization interested in partnering for success — our resources are your resources.
A 504 loan enabled Rob and Vicky Walz to purchase real estate from his father – extending the family-owned business into the next generation. WBD partnered with Bank of Wisconsin Dells to facilitate the loan, which allowed Rob and Vicky to complete the overall buy-out of the business. In 2017, WBD again partnered with Bank of Wisconsin Dells to facilitate a $9MM expansion project that funded two new chair lifts, seven new trails, more snow makers, and expanded the main lodge, cafeteria, paved parking, and other based area improvements. Après-loan, Cascade Mountain’s total snow-making capability climbed to 8,400 gallons per minute—the highest in the Midwest.

Cascade Mountain employs 325 people during peak season, with 14 full-time employees year-round. Cascade Mountain is a great example of an established, family-owned business that WBD has helped grow from one generation to the next.

WBD Portfolio Balance as of 9/30/17

$658,980,719

1,295 Loans in Portfolio

We know every business is unique, but with over 36 years of experience and thousands of projects financed, we understand the challenges faced in nearly every industry. So no matter what your business does WBD is “Your Business Finance Resource.”
While big corporations get the attention, it is the small business that employ the majority of people. In 2017 alone, WBD was the local partner with businesses, lenders and communities in 49 counties across three states to gain approval for projects that will create and retain 1,210 jobs — that’s 3.3 jobs every day in 2017!

No matter the path, good jobs are a key to both individual and community successes. Small businesses are the fastest growing sector in the economy and WBD is committed to helping continue this trend into the future.

WBD created or retained 1,210 jobs in FY 2017 = 3.3 Jobs/Day

This brings the running total of jobs created by WBD over the years to 65,285

Our 2017 Job Creation Efforts Touched
When we say we are driven to build communities, we mean it. Over the years we have funded nearly $2.5 Billion worth of business growth. Businesses that you frequent or whose products and services you use on a daily basis have been helped by WBD.

What kind of businesses do we work with? Well, you don’t need to look far to see how we are helping build communities across our service area. From birth to old age we are supporting a whole lot of business!
BUILDING RELATIONSHIPS
that Deliver Results for Small Business

WBD SBA 504 Approvals
(in millions)

2013 $102
2014 $72
2015 $102
2016 $105
2017 $128

Total SBA Approvals in FY 2017
$128,749,974

Total Project Amount of Approvals in FY 2017 (WBD, Bank and Borrower)
$354,732,962.67

Total Debentures Funded in FY 2017
$110,476,530

In 2017, WBD was
(based on 504 volume)

#1 in Wisconsin
#1 in the Region
#8 in the U.S.

Partnering with WBD to help get a better deal for my customers is a no-brainer. They understand that these relationships are important and deliver professional results that make me and our bank look good time after time.

Mark Mauer
Investors Community Bank, Manitowoc

Class of 2017 Elite Lenders
These lenders have done at least ten 504 projects with WBD, making them leaders in SBA lending.

Kevin Blinsmon
Hiawatha State Bank
Steve Faulhaber
Peoples State Bank
Dennis Haerfer
State Bank of Cross Plains
Bill Kadrich
Marine Bank
Edward Kinney
Settlers Bank
Glenn Michaelsen
Spring Bank
Tim Schneider
Investors Community Bank
Connie Suemnicht
Bank of Wisconsin Dells

Elite Lender Winners

Connie Suemnicht
Bank of Wisconsin Dells
Glenn Michaelsen
Spring Bank
Bill Kadrich
Marine Bank
Tim Schneider
Investors Community Bank
Steve Faulhaber
Peoples State Bank
Kevin Blinsmon
Hiawatha State Bank
Edward Kinney
Settlers Bank
Dennis Haerfer
State Bank of Cross Plains
Andrew Bario
Waterside Bank
Matthew Wilcox
BLC Community Bank
Chadd Frank
Waushaka State Bank
Luke Hagel
Commerce State Bank
Denise Hegland
Chase Bank
Mark Mauer
Investors Community Bank
David Mills
1st National Bank
Lon Rupnow
American National Bank
Fox Cities
Marvin Schmit
BMO Harris Bank
Sarah Neppagez
River Valley Bank
Mike Collins
River Valley Bank
Paul Schaller
Bank of Wisconsin Dells
Senior Lender
Jason Monnett
920-231-5570

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