

# Changing the Frequency

2017 ANNUAL REPORT



# CEO 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,

A handwritten signature in black ink, appearing to read 'Dan Schneider'.

Dan Schneider  
President/CEO

# Your Business Finance Resource

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.*



## Small Business Owners

Your resource for long-term, fixed rate financing with as little as 10% down! Preserve your local banking relationship and your cash flow when you finance fixed assets with WBD.

## Banks and Credit Unions

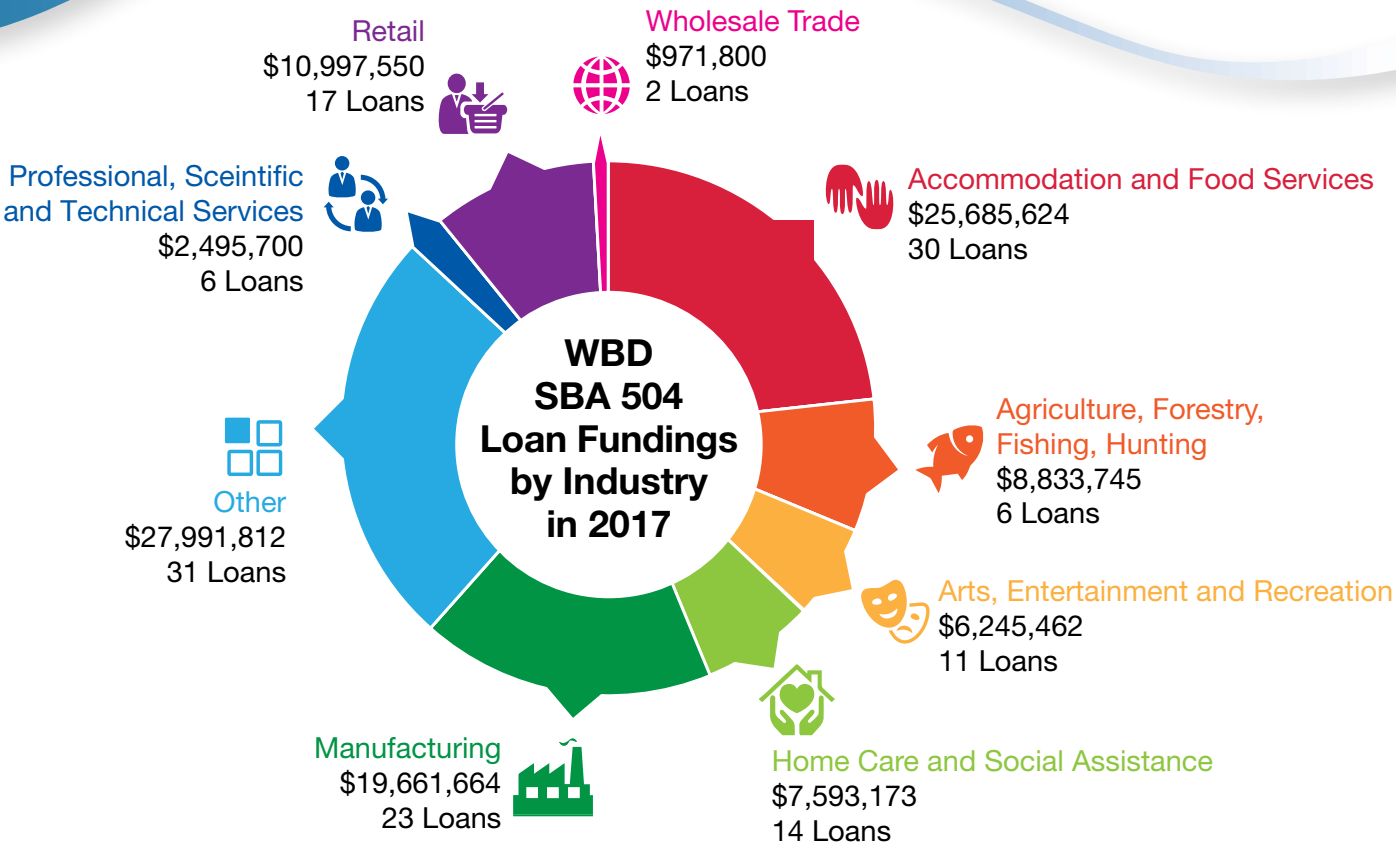
Your partner for fixed asset financing that saves your customers money and reduces your risk. Your resource for SBA training and support.

## Economic Development

Organizations – Your partner for training and financial resources aimed to help you expand your communities.

# GROWING BUSINESSES

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.”**



We are on your  
((( ))) wave length

WBD Portfolio Balance  
as of 9/30/17

\$658,980,719

1,295  
Loans in Portfolio

## Cascade Mountain Carves a Future for the Next Generation of Small Business Owners

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.





# CREATING JOBS

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**



turning up the  
(((volume)))  
on small businesses



“ The team at WBD took the time to really understand our business. Growing our business was a big step and the 504 program, with it’s 10% down and 20-year fixed-rate, helped make it possible. WBD’s knowledge and organization at every step of the process was impressive and made it easy! ”

Grant Pauly  
Founder and Brewmaster  
3 Sheeps Brewery, Sheboygan, WI

## Our 2017 Job Creation Efforts Touched

**43**  
WI Counties

**5**  
MN Counties

**1**  
UP MI Counties



# BUILDING COMMUNITIES

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!

**\$2.5**  
Billion Invested in  
Business Growth

**1,210**  
Jobs  
Created

Vintage Brewing  
Company  
RESTAURANT  
40 Jobs Created

Hometown  
Car Care, LLC  
AUTO REPAIR  
5 Jobs Created

These are just a few examples  
of businesses WBD was  
able to help in FY 2017.

Stop N Go  
Operating, Inc.  
CONVENIENCE STORE  
4 Jobs Created

Robbins  
Manufacturing, Inc.  
MANUFACTURING  
32 Jobs Created

The Learning Tree  
Child Care  
Center LLC  
DAY CARE  
6 Jobs Created

Brookfield  
Dental Care  
DENTIST  
2 Jobs Created

Giesenbrau  
Bier Co., LLC  
BREWERY  
6 Jobs Created

Action Heating  
& Cooling  
PLUMBING AND HEATING  
10 Jobs Created

places that you  
((( ))) frequent



# BUILDING RELATIONSHIPS

that Deliver Results for Small Business



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,  
Manistowic

exploring the numbers

**175**

504  
Approvals

**143**

Different  
Lenders  
(People)

**84**

Banks &  
Credit Unions

**67**

First-time  
Lenders

504 Approvals

## 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 Haefer  
State Bank of Cross Plains



Bill Kadrich  
Marine Bank



Edward Kinney  
Settlers Bank



Glenn Michaelson  
Spring Bank



Tim Schneider  
Investors Community Bank



Connie Suemnicht  
Bank of Wisconsin Dells

## Elite Lender Winners

Connie Suemnicht  
Bank of Wisconsin Dells

Dennis Haefer  
State Bank of Cross Plains

David Mills  
1st National Bank

Glenn Michaelson  
Spring Bank

Andrew Bario  
Waterstone Bank

Lon Rupnow  
American National Bank  
Fox Cities

Bill Kadrich  
Marine Bank

Matthew Wilcox  
BLC Community Bank

Marvin Schmit  
BMO Harris Bank

Tim Schneider  
Investors Community Bank

Chadd Frank  
Waukesha State Bank

Sarah Nepgezek  
River Valley Bank

Steve Faulhaber  
Peoples State Bank

Luke Hagel  
Commerce State Bank

Mike Collins  
River Valley Bank

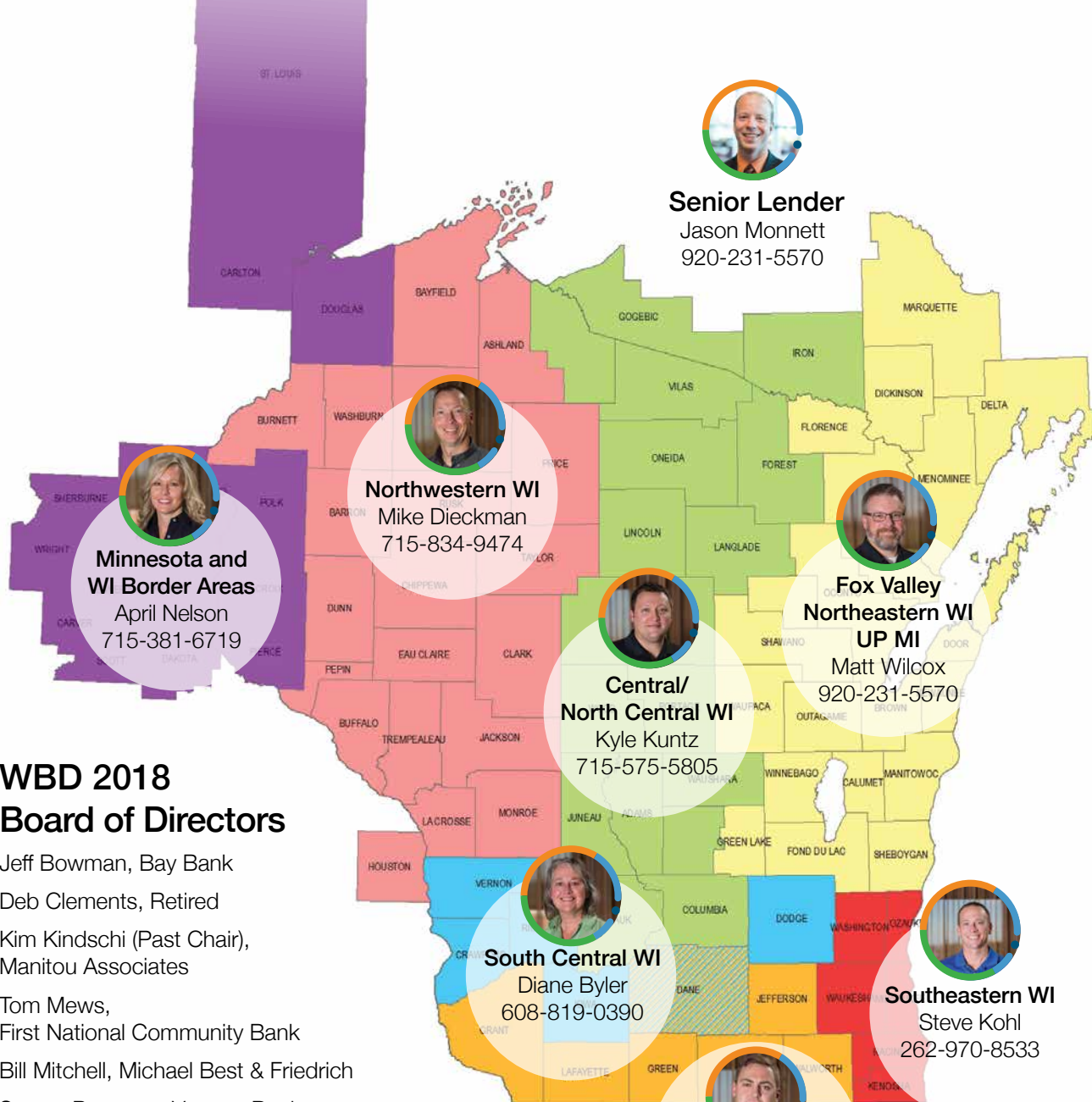
Kevin Blinsmon  
Hiawatha State Bank

Denise Hegland  
Chase Bank

Paul Schaller  
Bank of Wisconsin Dells

Edward Kinney  
Settlers Bank

Mark Mauer  
Investors Community Bank



**Senior Lender**  
Jason Monnett  
920-231-5570



**Northwestern WI**  
Mike Dieckman  
715-834-9474



**Minnesota and WI Border Areas**  
April Nelson  
715-381-6719



**Fox Valley Northeastern WI UP MI**  
Matt Wilcox  
920-231-5570



**Central/North Central WI**  
Kyle Kuntz  
715-575-5805



**South Central WI**  
Diane Byler  
608-819-0390



**Southeastern WI**  
Steve Kohl  
262-970-8533



**Southern WI**  
Nick Drewsen  
262-970-8533



**Training and Lender Services**  
Jeff Sheffler  
920-966-1486

## WBD 2018 Board of Directors

Jeff Bowman, Bay Bank  
Deb Clements, Retired  
Kim Kindschi (Past Chair), Manitou Associates  
Tom Mews, First National Community Bank  
Bill Mitchell, Michael Best & Friedrich  
Steven Peterson, Venture Bank  
Dave Provancher, WaterStone Bank  
Patrick Schloss, City of West Allis  
Dan Schneider, WBD  
Tim Schneider, (Chairman of the Board), Investors Community Bank  
Steve Shellman, Schenck Business Solutions



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