

Cadott Area Chamber of Commerce Newsletter

OUR MISSION IS TO IMPROVE THE QUALITY OF LIFE IN OUR COMMUNITY

DEMISTIFYING FEDERAL FUNDING FOR SMALL BUSINESS INNOVATION

Provided by Pat Dillon, Northwest Regional Director, Wisconsin Entrepreneurs' Network (WEN)

SPECIAL POINTS OF INTEREST:

- **Next meeting is January 21, 2009 at 5:30 p.m. at the VFW.**
- Cadott Auto Sales wants your used oil! Call Dennis at 715-289-3434 for drop off or pick up instructions.

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Small businesses with innovative ideas don't often make the connection between their technology-based ideas and federal funding sources. They assume federal funds are not available for their idea or technology, or they simply don't know how to get started.

Two federal funding programs, the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs, make available funding to support small business (1-500 employees) research and development. Yet maneuvering the idiosyncrasies and nuances of these programs can be daunting and overwhelming.

As a state, we must demystify these programs to enable small businesses to capitalize on this funding for economic gain. We must "spread the gospel" about federal R&D funding opportunities to benefit small businesses in both urban and rural areas.

Recently, Shared Medical Technology, a small, rural-based business in Rice Lake, Wis., was successful in winning a \$3.2 million grant from the National Institutes of Health's SBIR program to construct a prototype mobile fetal magnetocardiography (fMCG) system. The project partners include the University of Wisconsin-

Madison's Department of Medical Physics, three industrial partners, and four well-known clinical sites, all aimed at developing this new mobile fMCG system to help women with high-risk pregnancies during the second half of their pregnancy.

This NIH grant is the second largest in Wisconsin and the first SBIR grant in northern Wisconsin (north of Highway 8). To bring this medical advance to the forefront, Shared Medical Technology leveraged the state's resources, programs, services, and brain power to prepare and submit its proposal to the NIH. It continues to leverage that expertise to manage the grant.

SBIR/STTR basics

Since 1983, Wisconsin's technology-based businesses have been awarded about \$200 million of SBIR and STTR funding, resulting in many new and innovative products and services for government and commercial customers in many industry sectors. Nationally, more than \$50 billion has been awarded to thousands of small businesses to research, develop, and commercialize technologies in the life sciences, defense, energy, education, agriculture, homeland security, space, software, environmental, transporta-

tion, and many other areas of science and technology.

SBIR/STTR Programs were established to:

- Stimulate technological innovation.
- Use small businesses to meet federal R&D interests/needs.
- Encourage participation of disadvantaged and minority persons in technological innovation.
- Increase private sector commercialization through federal R&D investment.
- Promote collaboration and partnerships between small business and academic institutions, federally funded R&D centers and/or private-sector firms.

Benefits

These programs enable small businesses to fund and conduct innovative R&D efforts in collaboration with private or public sources; retain intellectual property rights of the federally funded R&D effort; retain 100 percent ownership of their small business, and achieve credibility in the federal R&D marketplace.

Agencies

SBIR requires 11 federal agen-

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cies to reserve a portion of their extramural R&D funds for award to small businesses. STTR requires participating federal agencies (5) to reserve a portion of their extramural R&D funds for award to small business/nonprofit research institution partnerships. Collectively, these agencies award more than \$2.5 billion annually.

Process

There are three phases to the SBIR/STTR Programs. Each federal agency publishes its solicitation, which includes information on research topics and interests, rules and regulations, and instructions for submitting a proposal.

SBIR/STTR funding can be used to cover direct and indirect (overhead/G&A) costs and a small profit/fee. Eligible expenses include research personnel salaries, consultants, supplies, equipment, facilities, human and animal studies, and project-related travel.

At each phase, the small business submits a proposal to the appropriate federal agency. A small business can receive up to \$850,000 over three years (two phases) to determine the technical feasibility of the innovative idea leading to the production of a working prototype.

During the third phase, the commercialization phase, the company is encouraged to seek private sector financing, licensing, and/or strategic partners to commercialize the product/technology. Some agencies (Department of Defense and NASA) may award non-SBIR/STTR procurement funds for "sole source" procurement from the small business. This can result in millions of dollars in sales for the small business.

Should you pursue SBIR/STTR?

Deciding to pursue SBIR/STTR funding really depends on the vision and goals of the business, and its product development pathway. It is a strategic business decision - one that requires dedicated internal resources (time, people and materials).

The competition for these funds is fierce, the process is time consuming, and it has risks. But persistence and tenacity result in huge opportunities and rewards for those who are smart, savvy, and strategic about pursuing federal R&D funding to support their innovative product development.

Wisconsin-based companies, like the Rice Lake company mentioned above, need to be encouraged to leverage the knowledge, expertise, and relationships in government, academia, and the private sector to successfully compete for federal SBIR/STTR funding.

MEMBER-TO-MEMBER NEWS

The Duck is Coming! - Deb Christopherson from AFLAC will be coming to the March Meeting. She will share with us how voluntary benefits can be beneficial to your business and give you a competitive advantage in today's challenging environment. If you have questions prior to the meeting, please feel free to contact Deb at (715) 834-0911



Wrestling Regional Programs—Axis Publishing will be making the programs for the WIAA Wrestling Regional on February 14, 2009.

Axis may contact local businesses to solicit advertising monies. This is a legitimate endeavor. The contact person at Axis is Dave Blascoe at Axis Publishing and the phone is (815) 332-9199, if you have any questions.

"SEND OFF TO MADISON" LEGISLATIVE LISTENING SESSION

Provided by Chippewa County Economic Development Corporation (CCEDC)

Chippewa County Economic Development Corporation (CCEDC) will be hosting a "Send Off to Madison" legislative listening session on Friday, January 16, 2009 from 7:30 to 9:30 a.m. at the CSP Office Building located at 770 Technology Way in Riverside Industrial Park in Chippewa Falls.

This event will provide Chippewa County business leaders and elected officials an opportunity to discuss issues important to Chippewa County such as transportation (including rail), manufacturing, workforce, and banking. Then our state legislators will be given the opportunity to respond as well as a provide question and answer time. Legislators who will be

attending include Sen. Pat Kreitlow, Rep. Scott Suder, Rep. Jeff Wood and Rep. Kristen Dexter.

The issues discussed at this session will then be finalized and taken to the Chippewa Valley Rally on January 21, 2009 and the Wisconsin Manufacturing & Commerce Business Day on February 11, 2009 in Madison. CCEDC will be attending both events and meeting with additional state legislators.

Space is limited so anyone interested in attending the Listening Session should RSVP online by clicking [here](#) or call Chippewa County Economic Development Corporation at 715-723-7150 or email ccedc@hippewa-wi.com.

TIME TO SELL... OR TIME TO BUY?

provided by Adam Smit, an Edward Jones Financial Advisor—adam.smit@edwardjones.com

We're in a recession, which could be severe. Several financial services companies have either collapsed or been bailed out by the government. And the stock market is down about 45 percent since hitting its peak in October of 2007. Is this a "perfect storm" that should blow investors out of the market — or is it actually an opportunity for investors to jump back in?

If you're an investor, your first impulse might be to join the "get out while you can" camp. After all, it's no fun seeing the market plunge hundreds of points one day — and then hundreds more the next day. And we keep getting hit by waves of bad economic news. What possible reason could there be for remaining invested in the market, or even adding more dollars to your current investments?

Actually, you might be surprised. Some strong historical evidence suggests that, during a period such as we are now in, you may indeed benefit by not only staying invested, but also increasing your investment dollars in the financial markets. Consider this: In nine of the last ten recessions, dating back to 1949, the S & P 500 had moved up by at least 29 percent just 12 months after hitting its lowest point during the recession. Of course, as you've no doubt heard, past performance is no guarantee of future results, but it's interesting to note that the market eventually recovered after each recession.

However, no one can really predict when stocks will reach that low point. It's possible we've already hit it, but it's just as likely that we'll see further drops.

And yet, even if you can't say that we've hit a market low,

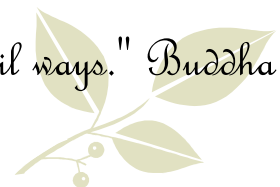
should you sell your stocks to "cut your losses" and use the proceeds to buy what you perceive as less risky investments? Before making this move, you need to consider some important facts. For example, if you pulled out of the stock market and purchased certificates of deposit (CDs) from a strong financial institution, you could reasonably expect that your principal will be safe and that you will receive the interest payments promised to you. But the interest rate you receive may not even keep up with inflation, so, over time, your investment could end up costing you purchasing power.

On the other hand, if you were to remain invested in the stock market, and if it does follow historical patterns, you do have a chance of making up your losses. Will there be continued volatility in day-to-day price movements? Almost certainly. But keep in mind that, over the long term, a portfolio that contains a reasonable amount of stocks, along with bonds, government securities and other investments, gives you the best chance of achieving your financial goals.

And here's another reason to keep investing: As measured by the price-to-earnings ratio (P/E), stocks are currently inexpensive. If you buy more shares when prices are down, your increased ownership stake should become more valuable when stocks recover — as they have done following every bear market in the past.

It's tough to stay positive during a gloomy market environment. But the most successful investors are often the ones who have the courage to be optimistic when everyone around them is not.

"It is a man's own mind, not his enemy or foe, that lures him to evil ways." Buddha



WEBSITE REPORT

Visitor traffic to the Cadott Chamber Website decreased 16% in November, then increased 1% in December. Page views have decreased to 799 in December. And finally the average number of pages viewed per visit are down 14% to 3.27 pages.

During December 80% of the visitors were new visitors, which suggests that we have been successful at letting new people know about the website.

Visitors usually arrive at our site through several sources. The number of direct

visitors decreased in December to 4% (People who clicked a bookmark to come to our site or who typed the website address directly into their browser), 15% of the visitors are referral visitors (visits from people who clicked to our site from another site), and 81% of the visitors were referred from search engines.

If you would like access all available traffic information available from Google Analytic please send your Google account name to webmaster@cadottchamber.org.

Top 5 most visited pages :

Home—188 visits ↓
Members—153 visits ↓
Community—53 visits
Winter Wonderland—38 Visits↑
Newsletter—27 visits ↑

Top 5 most visited member pages :

Cadott Sentinel—21 visits ↓
Cadott Auto Recyclers —13 Visits ↑
General Been Northwest—9 Visits ↓
Cadott Food Liner—8 visits ↑
Southridge Village Apts—8 visits ↑

CADOTT CHAMBER OF COMMERCE

PO Box 84
Cadott, WI 54727
Phone: 715-289-3338
E-mail: info@cadottchamber.org
Website: www.cadottchamber.org

W E L C O M E N E W M E M B E R S !

Welcome Back!

The Chamber would like to welcome a new-old business back to Main Street. Dan and Carol Schmitt reopened the bakery and are back in business. Welcome back to them!

Now is the time for you to **start encouraging local business to join the Chamber of Commerce.**

The full list of Chamber Members is available on the Members page at www.cadottchamber.org/members

J A N U A R Y M E E T I N G

The January meeting will be held at 5:30 p.m. on the 21st at the VFW Hall in Cadott. Please mark your calendars and try to come!

A tentative agenda for the meeting is as follows:

1. Call to order
2. Minutes of November meeting
3. Finance report
4. Correspondence
5. Cadott Brochure Update
6. 2009-10 Officer Nominations
7. 2009-10 Membership Dues
8. Other business
9. Adjournment

If you have anything you wish to add to the agenda, please contact Sue Shakal 289-3795 (work) or 667-3531 (home) or at info@cadottchamber.org

If you have anything you would like posted on the website, please contact Dale Lotts at webmaster@cadottchamber.org or (715) 289-4545.

Dues Reminder

Just a reminder that we have turned the page on a new year and it is time to pay your 2009 Chamber Dues. Membership is still available at the bargain price of \$40 for the year. Invoices will be mailed as a reminder, but, beat the rush and send your check today. Checks should be sent to: Cadott Chamber of Commerce, PO Box 40, Cadott WI 54727. Please include your business name, contact person, address, phone number, email address and

website address, if applicable. Thank You!

2009-10 Chamber Officer Election

At the February meeting, election of officers will be held. Offices open are Vice-President, Secretary/Treasurer and two director positions. Please consider becoming more actively involved in your Community and your Chamber by serving a term as an officer.

Christmas Display Reminder

Just a reminder to those who have had a display at Riverview Park during the Holiday season...if you have not already done so, please send your \$25 payment to cover the expense of this. Thank You!

Welcome Back!

Dan and Carol Schmitt reopened the bakery!