Inside This Issue:

Monday, Nov 11th: Sales Roundtable

Open Format is BACK This Month!

Friday, Nov 15th: Monthly Meeting

Greg Aretakis, CEO
Midwest Express

Yes! Chocolate Chip Cookies at This Meeting!

LISOWSKI: IT'S STILL WORKING WISCONSIN

KARGE: 10 THINGS MANUFACTURERS GET WRONG WHEN REDESIGNING THEIR WEBSITE

DEVOOGHT: MARKETING AUTOMATION: WHY YOUR BUSINESS NEEDS IT

WIESMAN: COLLECTING ACCOUNTS RECEIVABLES

NOV. 22: PRESIDENT’S CIRCLE

TOPIC: Performance & Results

KEATING: HALLOWEEN: A TREAT FOR SMALL BUSINESS
At AT&T, we know that making connections is critical to success. In Wisconsin and across the nation, we link businesses with their customers and the world through our wireless network with access to the nation’s largest Wi-fi network. It’s just another way we help our customers stay connected.

AT&T is proud to support the Independent Business Association of Wisconsin.

Networking matters

At AT&T, we know that making connections is critical to success. In Wisconsin and across the nation, we link businesses with their customers and the world through our wireless network with access to the nation’s largest Wi-fi network. It’s just another way we help our customers stay connected.

AT&T is proud to support the Independent Business Association of Wisconsin.

IBAW thanks AT&T for its continued sponsorship.
IBAW Mission:
To advance business prosperity through insightful programming, executive networking and member-driven public policy and advocacy.
Monthly Meeting
Friday, November 15, 2019 | Time: 7:00 am - 9:00 am
Location: The Wisconsin Club, 900 W. Wisconsin Ave. Milwaukee

Ready for Takeoff!
Greg Aretakis, CEO, Midwest Express Airlines
Friday, Nov. 15th, 7:00 AM - 9:00 AM
Wisconsin Club Ballroom, 900 W. Wisconsin Ave. Milwaukee

Register at IBAW.com

LOCATION
THE WISCONSIN CLUB   900 W. WISCONSIN AVE. MILWAUKEE

7:00 AM
CHECK IN, COFFEE & NETWORKING

7:30 AM
BREAKFAST & PROGRAM

9:00 AM
PROGRAM ENDS

Register now at IBAW.com
A few weeks ago I had a conversation with a business interested in joining the IBAW.

I’m not going to name the company as not to jinx the membership gods but let’s just say when you think of the top businesses in the Milwaukee area - and Wisconsin - they are in the top 5. A big dog to be sure.

I don’t need to tell you getting in to see a major company to talk about membership or sponsorship isn’t the easiest thing in the world to do. Every organization is on the prowl for support, and the bigger the company is, the more solicitations they are going to get. Some vetting needs to happen to maintain order. Anyway, they took my meeting which is pretty cool and a good sign.

During my conversation with our possible new member they said something that made my month. I call these little points in time ‘Ah Ha’ moments because although they may flash by during a hour long meeting, they have HUGE impact and send a much greater message. ‘Ah Ha’ moments usually validate hard work which sometimes can be elusive and hard to measure.

Here’s the sentence from our possible new member: “We don’t take meetings with everyone, but we checked out your organization and you (IBAW) has a great reputation.”

That’s it. That one sentence, in a very lengthy conversation, made my day. And my month.

Why?

Having a stellar brand for IBAW has always been top priority for me. Life is just better when you have a good reputation, and while that can be a difficult benchmark to measure, it makes for a solid foundation on which to build an organization.

It can be tempting to measure success by the amount of members you have or by the amount of dollars coming in. Don’t get me wrong, membership size and funding dollars are key components of having a successful organization. Obviously you need members to have an organization or the organization wouldn’t exist. However, having members who are concerned and engaged is very important. If we had 1000 members and none of them were engaged or coming to the meeting it wouldn’t be much of an organization would it?

The same can be true for funding. We have to have funding to be an organization. Funding is vital and the lack of it limits what you can do. You simply can’t run without it. But if getting funding was our primary concern, and it drove everything that we did, we would have an organization that would really have a different look and feel. Sort of like that pushy salesman who is desperate and needs to close the sale. Nobody would like that.

In your own company I’m sure you realize doing the right thing can sometimes come at the sacrifice of advancement. There’s an old saying that goes “The true measure of wealth is what you would be worth if you lost all your money.” I don’t know who said it but it’s a great saying. Remember it when the time arrives.

This month will mark the sixth year I’ve been your director for the IBAW. In that time we doubled our membership and we’re on sound financial footing. That comes from your involvement and support of our organization. It’s because you attend meetings, events and recommend the IBAW to your business friends we have the organization we do. It’s because you are involved.

I don’t know for sure whether our possible new member / sponsor will come onboard. But whether they do or not doesn’t change the fact our efforts have made a great business organization with a great reputation.

People are taking notice. Nice work!
Advertise in the IBAW statewide magazine!

The IBAW digital magazine is sent out statewide to over 700 small business owners, elected officials, entrepreneurs and business professionals with a read rate of over 1500 views per issue.

Get your message out and support the IBAW. This quality publication is filled with informative articles and business intelligence with high exposure to a broad audience of business executives and decision makers.

For more information, contact Steve Kohlmann.

Advertise in the IBAW magazine and get your message out:

- New products or services
- Open house or seminars
- New employee introduction
- Reach a statewide audience

- Ask about special rates - Contact Steve Kohlmann by clicking here.
Influential People

Bob Gross, Gross Automation & IBAW President

“N137MA (November one three seven mike alpha), cleared to KGYY (Gary, Indiana) as filed. Climb and maintain 3000. Expect 6000 one zero minutes after departure. Departure frequency is 123.4 and squawk 4567.”

So it began. After finishing my pre-flight checklist, I taxied out onto the runway at KPTK (Pontiac, Michigan) to begin the trip home. It was Christmas Day evening and the sun had already set at the completion of a beautiful winter day. My young son was with me as well as was our gear and our Christmas gifts. My wife and daughter were staying on with her family for a couple of more days as they had taken the car over to our in-laws in the Detroit area previously for that was their ride home. The air was stable and there was no adverse weather throughout the Midwest.

I only learned to fly because I was afraid of heights. Drove everywhere so I wouldn’t have to fly. Now, here I am, flying along on one of the most beautiful nights of the year, admiring all the Christmas decorations from above, flying my own plane and enjoying every minute of it.

Throughout the flight, we were in constant contact with air traffic control. I’d check in with each area. They would clear us and wish us a Merry Christmas. Across Michigan and into Indiana we flew. We made good time as well given the weather was so good. My 180 RP (reindeer power) engine was purring.

Because I fly a single engine Cessna, it is not the brightest thing to do to head out over Lake Michigan, in winter, and at night. Not sure if it is a rule or not, but we just don’t do it. So pilots file and then fly to Gary, Indiana, descend on approach to Gary, get under about 1800 feet, terminate the approach, and then fly the lake shore below the dreaded and restricted airspace of O’Hare.

“Chicago approach, 7MA, with you at 6000ft, on approach to Gary.” I was checking in with Chicago. “7MA, radar contact 10 miles northeast of Gary, how would you like to terminate your approach?” I then answered that I was doing a low pass and would follow the lake shore on up to Milwaukee under their airspace. To my surprise, he asked how far out over the water I could go to which I responded that I needed to be within landing distance of the shoreline.

“7MA cleared to enter class Bravo airspace, descend and maintain 4000 feet, follow the shoreline north.”

For the next 20 minutes, my son and I were treated to the most spectacular light show and display you have ever seen as we passed over downtown Chicago. This doesn’t happen. You don’t enter Chicago airspace in a tiny Cessna. What a treat.

Then, to top it off, we were just north of downtown and air traffic picked up a huge French jet coming in. “Air France 140, continue south at 5000 feet, pass a Cessna on your right at 4000 feet and turn inbound for runway 28R.” My tiny Cessna was as big as and as important as the jumbo jet. Then the pilot from Air France put the icing on the cake. “Zee Cezzna?”

The rest of the flight was uneventful. Stayed on instruments all the way home. Landed in Milwaukee and buttoned up the plane in our hanger. What a flight.

No matter how we plan our journey, it does not always take the path we thought. That doesn’t mean we don’t reach our destination. It also doesn’t mean that things went wrong. My flight was well planned and yet it we had the opportunity to do a minor change to make it into a memorable event. What is your flight plan and where are you on it? Are you open to opportunities? The benefit to you may be a random but incredible experience.

Thanks for being in the IBAW. Go forth and be successful!
On Friday, October 11th, the IBAW had its Business Behind the Scenes tour of Ariens’ Company in Brillion, Wisconsin. We rented a luxury coach and were treated to tours of two of Ariens’ plants followed by a lunch with CEO, Dan Ariens and his management team giving a frank - and candid - discussion on future product development plans. A big thanks to the entire Ariens team for taking time out of their busy schedule.

Thanks for putting this together. The networking time on the bus was especially meaningful for me.
- Alan Petelinsek, PowerTest

Excellent visit! It was nice to have Dan Ariens and his top managers take time out of their busy schedules to answer questions and have lunch with us after the tour.
- John Weber, Hypneumat

Arien’s has a very impressive operation. The care they have for their employees and customers is first class. Their plans to automate functions that make their employees lives better, safer and more efficient is really great to see. I would love to take this tour again in a year and see the progress their always innovating staff has come up with. Thank you for arranging this tour. It was fabulous!
- Bridget Lazio, Guardian Business Solutions

It was great to see a 4th generation business in growth mode. Can’t wait to see the 5th and 6th generation and what they will do. Core of Wisconsin manufacturing is what we saw and what will take us into the future.
- Bob Gross, Gross Automation
One of the wisest sayings in business is that you haven’t really made a sale until you have the money in hand. So if having good sales practices is important for a company, having good credit and collection policies is even more important.

We’re sure you’re familiar with the problem; every business, at some time and for a variety of reasons, has trouble or fails to collect invoices.

In worst-case scenarios, unpaid accounts receivable can cripple or bring down a business. A much greater amount of new business must be generated to make up for the lost profits of an unpaid invoice. If the invoice is paid but late, the cash flow impact can be costly, eroding your profit margin. And remember, the longer an invoice goes unpaid, the harder it is to collect.

You may not be able to escape the problem, but there are steps you can take to reduce losses from unpaid invoices.

**Proactively:**

1. The No.1 factor in collecting accounts receivables is attitude. Businesses that are proud of the product or service they provide and simply expect their customers to live up to their end of the bargain and pay the invoices always get paid faster than businesses that consider slow paying customers a fact of life.
2. Exercise due diligence in obtaining new clients. Be aware of a prospect’s market conditions and of the payment policies of prospects. These days, it’s not uncommon for larger companies to have vendor payment periods longer than 60 days - in some cases much longer. Make sure you understand the cash flow implications of such extended pay customers.
3. Some large companies have special shorter payment terms for “qualified” small businesses. Determine if you qualify.
4. First do the things you control. Speed up your internal billing process. The quicker a customer receives an invoice, the quicker you get paid - no matter what the customer’s payment cycle is.
5. Bill in increments. Several small invoices or progress billings tend to be easier for customers to pay than one large billing at the end of the project.
6. Establish clear credit policies and adhere to them. Your customers should know and understand those policies as clearly as you do. Payment policies should be incorporated in sales contracts. That will not only help ensure the prospect is aware of the policies, but it will give you leverage should a collection action become necessary. Be consistent with payment policy enforcement.
7. Set the proper tone with a new customer. It is always harder to change bad habits once they go unchallenged for a period of time than to get started on the right track.
8. Consider sending invoices electronically to avoid delivery delays, but make sure you have a clear delivery path that will enable your invoice to get past spam blockers and other filters. It is best to ask permission before e-mailing invoices. Some customers still consider this a hassle and tend to “lose” them.
9. Maintain good relations with clients, especially with people responsible for authorizing and issuing payments. If a client short on cash has to pick between two vendors to pay, you stand a better chance of being the one getting the money if you have maintained a strong relationship with the client.
10. Monitor your aging reports. Your accounting system should be able to generate daily accounts receivable aging reports, giving you information to initiate collection processes.
11. Make sure your invoices are correct. An incorrect invoice can sour a relationship and cost you time.
12. Establish a credit limit for each customer. Do not let an account build up to a level that it becomes an “impossible” burden for the customer to pay. Use your accounting software to flag orders that exceed the credit limit. If necessary, initiate semi-monthly payments to keep the balance within a reasonable range.

13. Maintain a credit file on all customers. Include trade and bank references as well as contact information. It is a red flag if a prospect is reluctant to provide trade and bank references. Keep a copy of a check that you receive from a new customer in the file. This way you have the bank and account number if you ever need to garnish their account.

Reactively:

1. Communicate internally with the appropriate departments. When an invoice passes the due date, your sales, service and delivery staff on that account should know, especially if your policies call for denial of delivery to clients with past-due invoices.

2. A simple first step for a past due invoice is to make a copy, circle the date and your terms with a red marker and write PLEASE! across the face of the invoice and mail to the customer.

3. Get on the phone. A designated person, such as the bookkeeper, should inquire about the late payment in a respectful manner. There may be a good explanation for the late payment; starting off the phone conversation in a negative way might exacerbate the problem. If the customer relates a cash flow problem, consider offering some payment plan, whereby at least a portion of the bill is paid immediately. Try to get the customer to make some commitment even if small. Small steady progress is much better than no progress.

4. Don’t forget the old adage: “the squeaky wheel gets the oil.”

5. Record your steps. After the initial phone call, consider sending a letter to the customer, detailing what you verbally agreed upon. Include a copy of the invoice. Keep records of your attempts to collect unpaid invoices.

6. Introduce e-mail into your collection efforts. It is often easier for a customer to respond to an e-mail and easier for you to remind the customer of commitments and pressure the client to live up to promises.

7. Follow up. If the first phone call brought no results after your company’s designated time period, call again with a more stern inquiry. Make sure you get a renewed and specific payment agreement. If that call brings no results, a third phone call should be made in a polite but firm manner. This may be the time to note that your company turns unpaid invoices over to your attorney or collection agency, if you have such a policy.

8. Acknowledge payment. Call the customer when the invoice is paid and, if you determine the client is still valuable to your company, stress your desire for a continued relationship.

9. COD + some amount can be a good tool if a customer needs continued product but is unable to pay the past due balance in full, e.g., COD + 10%.

10. Don’t be afraid to “cut off” a customer who is not paying or responding to your requests for payment. If you work on a 20% margin, it takes $10,000 of new sales to make up for a $2,000 write-off. The amount is much greater if you consider the cost of the aggravation of a bad account.

11. Proceed to collections. If your procedures fail, consider turning over the invoice to a collection agency or, if the amount is very large, to your attorney. Remember, the older it gets, the harder it is to collect.

Lauber Business Partners is a trusted, well-equipped advisor to small and mid-sized businesses. Contact us today www.lauber-partners.com to learn more about our team and discuss what we can do for you and your bottom line.
Industrial manufacturers, historically, have been slow to improve their bottom lines by leveraging social media, digital advertising, their websites and other digital marketing tools and techniques. We have found that many manufacturers hesitate because they don’t understand how the technology works.

Digital marketing, done right, can greatly assist manufacturers as they seek qualified prospects and top-notch employees. But doing it right calls for full investment in the medium. A lukewarm embrace and foggy understanding of digital marketing typically lead to avoidable, costly mistakes - such as the 10 that follow.

1. **Emphasizing Technology Over Strategy**
   Many manufacturers assume that a website is an IT Department issue. Wrong.

   God bless the IT Department. They keep systems running and deal with Karen who always has a complaint about something on her computer. But as wonderful and helpful as IT is, that department has no business initiating website development or redesign. Why?

   Because digital marketing is all about creating a content strategy that will reach your intended audience. Your website is all about content and content management. The content management system (CMS) is crucial. A CMS that impresses IT people might very well stick the marketers who actually use the system with software that fits neither their skill sets nor the content strategy. Frustration ensues. Marketers get mad at the IT Department because only IT can make things work. And IT gets mad at the marketers because they constantly ask for help with the website.

   **Solution:** The future strategy behind your digital presence should be the primary driver in selecting a platform to run your website. Include the IT Department near the end of the decision-making process. Yes, you want their opinion, but not their diktat.

2. **Placing Look and Feel Over Content and Utility**
   Art for art’s sake is just not a thing in a business website. Aesthetics do matter, but the aesthetics should serve the user experience and lead to conversions. If your team constantly talks about look and feel and the cool factor of the home page, make them stop. Focus on this question: “What do I want my website to do for my business?” Is the answer “sell more products”? Then a solid, well-organized product catalogue should be your focus. Is the answer “generate more leads”? Then make an easy-to-search resource library or industry thought leadership content your top priorities.

   Any answer to that seminal question will involve content. Visual design should be transparent and not call attention to itself. Content should always be the focus. If a visitor’s eyes are drawn away from content and toward design elements on a manufacturing website page, you’re getting it wrong.

   **Solution:** Begin your website’s “redesign” with a content strategy. Don’t even think about look and feel until you have a good sense of what sort of content your clients and prospects seek. Design your website from the inside out.

3. **Bad Information Architecture**
   Do clients and internal staff struggle to find what they’re looking for on your website?

   The problem likely lies in the layout of the content. Your new content strategy (see point 2, above) should drive a new or improved organization of that content. This is called Information Architecture or IA. IA architects have different skills than look-and-feel designers. Think of the difference between an architect who designs a building and an interior designer who decorates the rooms.

   Good IA creates a variety of user paths to the same result. The IA architect commands content placement. The architect must be intimate with the tools and techniques of arranging content in a way that moves the user through the content on a logical, intuitive path to conversion.

   In the site development process, the information architect creates site maps and wireframes for the key user journeys through existing or planned site content. Each step in the process focuses on moving the user through to the desired action.

   **Solution:** Usability studies identify spots where users get confused. This process gives actual people a task to complete and records their efforts. The data thus collected is golden for an information architect.

4. **Insufficient Product Catalog Detail**
   When you visit a website and can’t find the information you need quickly and easily, what do you do? You leave. Visitors to your website will behave the same way.

   They want to know whether or not you provide the products or solutions they need, and they want to know that now. If the answer is yes, they want to go directly to that product or service page, and they want to get there now.

   **What’s the industry standard for now? Amazon. Everyone uses Amazon and everyone expects every catalog website to be Amazon-fast, Amazon-intuitive and Amazon-complete. Filtered results, reviews, images, and lots and lots of product detail have become the standard for manufacturers with online product catalogs. Users want to compare options and gather the details they need to make a decision.**
For service-based websites, Google has set the standard for now. Everyone uses Google, and everyone expects ready access to the information they want. If you are a contract manufacturer, you must present content related to the tooling and machining specifications users need to know. This usually includes size specifications, tolerances, and past project examples to give the user enough information to submit a request for quote.

**Solution:** Spend quality time with your sales team before website design begins. Find out not only what sort of questions customers ask during the sales cycle, but also how they ask them. It may seem like too much information, but you will discover nuggets that will inform your content strategy. Your website should be your best salesperson, with ready answers to every customer question.

### 5. Underestimating the Scattered Content Problem

Once you have a better handle on what content will likely best serve your users, figure out where this content lives in your internal systems. Chances are, this content, which you need in order to build detailed product pages, lives in folders and servers scattered throughout your organization. None of it will be web friendly.

Most manufacturers have this problem. At Northwoods, we often hear how machine specifications are in the engineer’s folders, photos of past projects are in the marketer’s folders, and the whereabouts of the latest sales pamphlets and safety data sheets are unknown.

Thanks to Amazon and Google, users expect to see everything related to a product on one handy page at your website. Creating such pages can be a challenge when the information is siloed in databases, spreadsheets, InDesign files, ERP systems, and plain old text files in various departments.

This content-scattered-everywhere issue tends to be nearly invisible to those who use bits and pieces of the required info every day. And because that info resides across departments, no one has typically been charged with gathering it into a coherent collection.

The usual answer is to charge the web design team with gathering all the data, but that team has no librarian (or group therapist). No one on that team will have the right skill set, and no one in the departments will feel much urgency to clean up the design team’s information mess.

Awareness of the scope of the problem is a good first step, but this is hard.

**Solution:** Time, money and patience. The most successful manufacturers implement a tool called a Product Information Manager. A PIM is a data manager built into the CMS or implemented as a standalone tool.

### 6. Forgetting the Call to Action

The content strategy and IA efforts are not complete until you give the user something to do. This is one of the simplest things to add to a website and, yet, many manufacturing websites fail to prompt the user to act.

Ask yourself these questions in regard to the Call to Action (CTA):

- Is it easy for a customer to purchase a product, find a dealer/sales rep, or submit a quote request?
- Is the CTA prevalent in the user’s journey throughout the website? Does your site give users the option to reach out to you at all times?
- Is the CTA quick and easy to fill out?
- Does the CTA stand out on every page?

Make it easy for your users to act. Display the CTA prominently throughout their journeys and keep the form simple and quick. Poor CTA manifests in your website’s analytics as a high abandonment rate on key pages and in a low number of leads.

**Solution:** During the content strategy and information architecture portions of website development, list specific actions you want your users to take on the new website. Create CTAs that help a user convert. Be certain to add Google Analytics tags and tracking to follow user behaviors on the website.

If you’ve followed the previous rules discussed in this blog, you should be set to also experiment with A/B versions of the CTAs. Add conversion options in different places or use different messaging or forms. See which versions do better, take notes, learn, improve, and repeat.

### 7. Marketing Mush

A test: On the basis of the following statement, tell us what this manufacturer does.

**At Wayne Enterprises, we provide custom manufacturing solutions to our clients.**

Any ideas? Me neither.

So many manufacturers (and other businesses) make this mistake. “Solutions” is a marketer’s go-to word they clutch at when they can’t clearly articulate what the company does or don’t care what the company does.

Be clear. Be specific:

**Wayne Enterprises is a contract manufacturer of plastic consumable products primarily used by the medical industry.**

This bias toward clarity and specificity should reach beyond the site’s text. Original images add credibility to the content on your website, yet so many manufacturers paste in stock photography.

Your users are savvy and spot this visual spam immediately. A manufacturer located in Northern Wisconsin should not have an image of a group of business attired millennials shaking hands on a shop floor. All credibility that the content may have provided evaporates when the user thinks, “What?! They wear suits to build things in Wausau?”

Vague marketing language and images will annoy or bore your users. Ads and marketing drive visitors to your website. Once they arrive, they don’t want more marketing mush. They want
content that concisely explains your products and/or services and offers evidence that you are better than your competition.

Solution: Create useful, educational, helpful, and informative content. Think about it this way. Could you post your content to Wikipedia? Wikipedia has zero tolerance for anything promotional. Editors delete anything that looks, feels, or smells like marketing copy.

Don’t fake it. Hire a photographer (intern or pro) to take pictures of real people inside your organization. If you can’t take pictures of your products or don’t specifically build products, show the tools of your trade or the people who run your shop floor. Align your imagery with your reality. Be authentic.

8. Not Having an Ongoing Content Strategy
Every manufacturer wants the top spot in Google organic search results, but few do what is needed to achieve it. Google applies hundreds of factors to its sort and filter processes; no one outside the company truly knows the full list. But we do know that consistent, strategically written content is the tried and true way to move your website up the Google list.

A new website is just the beginning. You don’t set and forget a digital marketing regimen or a website. Websites succeed because of long-term, evolving content strategies. Good marketers constantly update existing content with search-engine-rich keywords and add new content that responds to changing behaviors in the industry.

Manufacturers rarely consider the cost of a recurring content strategy and the staff time required to manage it. Digital content marketing is a time-consuming long play, a marathon rather than a sprint.

Solution: Factor recurring content efforts into your overall website budget every year. It should be as routine as paying for hosting. Then hire a vendor or a new staff member skilled in researching digital marketing trends and keywords related to your specialization. Then write. Get your staff involved as authors, interviewees and idea generators. Help them tell your brand’s story and their own stories.

9. Ignoring Privacy Trends
Manufacturers are notoriously slow keeping up with digital trends. User privacy has gained significant ground in the past few years with the news surrounding Facebook, Cambridge Analytica, and countless data breaches.

In response to these issues, the European Union passed the General Data Protection Regulation (GDPR) to give users more power in protecting their privacy. In the States, a similar law, the California Consumer Privacy Act (CCPA), goes into effect in 2020 and numerous other states are either copying, updating existing, or creating their own laws surrounding privacy.

While the laws differ in requirements and penalties, they are similar in several ways, including:

- A website must provide documentation on what is done with the information gathered during a user visit.
- A notification must tell users that the website tracks their behavior and enables users to accept or reject the tracking.
- Contacts must be easily accessible; the user must be able to reach out to the business to request more information regarding tracking practices.

Users are beginning to expect these practices as they become more prevalent. Get ahead of these changes while the laws are still in their infancy. It will be easier and cheaper to address them now than to catch up later.

Solution: Limit your risk as you show your prospects that you are concerned about their needs; incorporate privacy practices on your website. Hire a compliance staff member or vendor who specializes in user privacy to keep up with the rapid changes in privacy regulation and practice.

10. Ignoring 26% of Your Prospects
According to the Centers for Disease Control and Prevention, 61 million adults in the United States have a disability. That’s one in four Americans!

So manufacturing marketing teams can write amazing content and create award-winning user friendly designs and still frustrate or even anger some users.

Website accessibility is must-do for manufacturers. Build websites that allow individuals with disabilities to navigate and experience the content like everyone else. Disabilities can range in severity and type. Numerous best practices have been established; manufacturers can implement them to make certain their websites are accessible to all.

Some mistakenly believe that only Government-related or -funded organizations must be accessible by law. Not only is this false, but it is, frankly, disappointing. Why would anyone ignore 26% of all potential users? That’s a lot of business.

True, no specific law covers website accessibility and private business. But that has not stopped users from filing lawsuits. Be smart. Practice accessibility to both protect your business and serve your entire audience.

Solution: A good starting point is to review the Revised 508 Standards and Web Content Accessibility Guidelines (WCAG) 2.1 AA guidelines. Both standards guide web developers on how to build websites that are accessible to those with limited mobility, sight issues, and many other disabilities. Once you understand the needs, hire a professional to help implement the changes.
1. RECORD INDUSTRIAL PACE CONTINUES IN MILWAUKEE

The dog days of summer didn’t slow the leasing market. Leasing activity totaled 1.1 MSF for Q3 with the largest lease being 307,850 SF in Mt. Pleasant (SEDA Packaging). There were 30 new lease transactions in the quarter with an average deal size of 35,287SF. The recovery high water mark of 6.2 MSF of annual absorption will likely be eclipsed this year.

2. WHAT IS THE IMPACT OF THE MANUFACTURING SLOWDOWN?

Q3 continued to pile on downbeat outlooks for the manufacturing economy. The ISM Manufacturing Index contracted nationally for the past 2 months with the worst reading since the trough of the Great Recession occurring in September. Wisconsin has also shed 5,200 manufacturing jobs in the past 12 months. Reason to panic? Not necessarily. Many manufacturing executives still believe that trade volatility is driving the short term pullback.

3. THE LAST MILE LOGISTICS MARKET IS MAKING A MOVE

Manufacturing is what we are known for in Milwaukee, but Logistics Tenants continue to be the big driver for leasing activity. XPO, J.B. Hunt, JFF, Mainfreight and SMART Logistics have all recently expanded their presence in Milwaukee. Additionally, Amazon is delivering a 2.5 MSF facility in Oak Creek and they are expanding a last mile center in Sussex.
Turning Data Into Dollars
Tom Metcalf, CEO, Telenotes

Sales Professionals take notes in varied ways, each with varied levels of success. And every one of us has felt the bite of important notes that got lost or overlooked. Years ago, I drove to Kalispell, Montana to make some sales calls. My first call of the day was to the Purchasing Manager of the local plumbing supply house. We had a great discussion about a new product one of my manufacturers was introducing to the market, and he was thrilled at the prospect of offering it to his customers. His only request was that I send him a counter display. “Easy enough,” I thought, and wrote myself a note on my tattered, disorganized notepad alongside a bazillion other important notes from my week-long trip to Montana.

Monday rolled around and I was back in my home office eagerly following up on all those important notes. I followed up on everything I could remember or decipher from that well-used notepad and felt fairly confident that everything was taken care of. Life was good. My fax machine was churning out the orders, and the money was rolling in.

Six weeks later I was back in Montana and dropped by to check on that plumbing customer in Kalispell. I’ll never forget the Purchasing Manager’s dissatisfied greeting. “Go look on the counter.” I walked to the front of the store and instantly noticed a beautiful counter top display of plastic sink strainers, the exact product I had told him about just six weeks prior, only the display wasn’t mine. It was from my competitor. In the mess of my notebook, I’d missed the note about ordering him the display.

Missing that data cost me money. And perhaps even more damaging, my lack of follow through was embarrassing, and placed a seed of doubt with that customer. He continued to buy from me, and our relationship stabilized for the most part, but he never bought even one sink strainer from me.

Peter F. Drucker, in his book “The Effective Executive,” talks about putting first things first. He gives the example of a juggler. Even the most proficient in their field, can only sustain all the balls in the air for about ten minutes max before they will inevitably start dropping them. This is a perfect example of how we, as sales people, try and juggle all the information flowing through our brains. We can only juggle the details so long before something important gets dropped. And when it does, that dropped ball can disappoint customers, thwart deals and cost us money.

The information we gather from sales calls is how we make money. Capturing that information and using it effectively is vital. This is why I started my company, Telenotes. Whether you use our services, or find another method that works for your business, the goal is to find an effective system that helps you get the most out of the data you collect from each sales call. Here’s a quick formula that I use to help sales teams remember what information is important to capture. It’s called REAL Data!

Remember. We’ve all jotted down notes like, “Bill and I talked about our line card, F/Up next week” hoping that later we’ll remember that it really means, “I talked about Line X, Bill said they are interested but have not placed an order yet because they lack training. Bill and I scheduled training with his sales team for next Monday at 4:00. I need to remember to bring samples for 7 people and bring donuts”. This is one of the top reasons we drop the ball. We think we’ll remember, but we don’t. Good notes should remember for us. They should capture the what, why, when and how of everything we’ve promise to do and follow up on.
Easy to Access. Business details, promises and price quotes usually last longer than the yellow notepad has page life. If your sales rep’s current note taking system (CRM or otherwise) doesn’t allow them easy access to all their notes, past and present, find a system that will. Having everything in one place, easily accessible will save everyone valuable time and money.

Actionable. If a note doesn’t drive us to action, then why take it? We’ve all done it. Scribbled out, “LM, F/U Wed” (which translated means, Left Message, Follow Up Wednesday). Notes like this are virtually worthless. How much better would it be to note the vital action items that will seal a deal? “I left a message with Bill regarding our promotion starting first of next month for product X. His voice message said he was out till Tuesday, so I said would call him back Wednesday morning to follow up on the promo. I also asked that Steve in our Houston branch send him the sample so he has it prior to my call”. Actionable call notes lead to more effective use of our valuable time.

Leverageable. It’s tempting to dismiss difficult sales call altogether and simply move on. “Sally said they’re not going to buy line X from us, we are way too high for the market”. But keeping record of a caveat might just turn that deal around. “Sally said we were too high for the market, however after we talked, I found out that if we can waive the freight, we line up perfectly on the deal. I will call the manufacturer about freight.” Capturing those leverage-able details can transform a hard no into a yes.

You can learn more about Telenotes by contacting IBAW member Randy Brice by clicking here.

Join the IBAW new ‘Company’ page on LinkedIn

IBAW has a new “Company” page on LinkedIn. Click the link below to follow us and keep up to date on all the latest happenings. Since it is fairly new, we’d like to get the word out so please share our page with your business associates.

LINK: https://www.linkedin.com/company/independent-business-association-of-wisconsin-ibaw/
$7.2 billion in income and sale tax cuts, $5.8 billion in property tax cuts, and $131 million in general fund tax cuts total staggering figure - but some of the most sizable tax cuts, such as those stemming from Act 10, aren’t even included in the figure

A new memo from Wisconsin’s nonpartisan Legislative Fiscal Bureau (LFB) shows that Wisconsin taxes have fallen by more than $13.1 billion since 2011.

Just over half, or 55 percent, of the total tax cut comes from income and franchise tax cuts along with economic development surcharges totaling $7.2 billion. Another $5.8 billion in cuts went to property taxes, and general fund taxes have fallen by $131 million.

The LFB memo examines total fiscal effects of tax changes from January 2011 through 2021, when the current budget biennium ends. In income tax cuts alone, the median Wisconsin family will have saved more than $2,000 over the ten year period.

The Republican-led state Legislature has long championed pro-growth tax reform. Legislative leaders celebrated the news on social media, noting that they have also increased the rainy day fund to more than $600 million, have balanced the budget, and sent more funding to schools.

As impressive as the $13 billion figure is, many of the state’s most notable changes aren’t included in the count. Increased sales tax revenues allowed through the South Dakota v. Wayfair case will reduce individual income tax rates for every taxpayer in the state, beginning in July 2020. Lawmakers finalized those rate reductions in the 2019-21 state budget.

In 2020, the lowest individual income tax rate will fall to approximately 3.76 percent from the current 4.0 percent. Regardless of total earning, every Wisconsin taxpayer will reap those benefits. The average Wisconsinite will see a $91 income tax cut in 2019 and another $124 cut in 2020. Those earning between $30,000 and $60,000 will see the biggest benefit.

Savings to public benefits costs from 2011’s Act 10 also aren’t included in the $2.56 billion figure. Former Gov. Scott Walker’s hallmark legislation has saved state taxpayers more than $5 billion from 2011 to 2016. School districts alone saved more than $3.2 billion in benefits costs.

Wisconsin’s total personal income is on the rise which has led our overall tax burden to fall to its lowest level in 50 years.

Back in 2011, the Tax Foundation ranked Wisconsin as one of the top ten worst taxed states in the country. Today, our rank has dropped all the way to #32. Wisconsin is one of 22 states considered to be in a strong position to weather the effects of recession, according to a recent analysis by Moody’s Investor Services. In 2017, Moody’s upgraded Wisconsin’s state credit rating for the first time since 1973.

At the time, then-Gov. Scott Walker said the improvement reflected the “fiscal stability driven by bold reforms and accountable stewardship of the taxpayer dollars.” When Walker entered office in 2011, the state was facing a $3.6 billion budget shortfall.

The MacIver Institute has released its own plan for continuing the state’s progress on tax reform and growth: A Glide Path to a 3 Percent Flat Income Tax. A flat 3 percent individual income tax would be a tax cut for everyone in Wisconsin, significantly impacting the income of all Wisconsinites and allowing working-class people to keep more of their income.
When Halloween rolls around, I think about candy, scary movies, and of course, small business. Specifically, on the candy front, I’m a fan of most things made of, to varying degrees, milk or dark chocolate.

As for a Halloween movie selection, how about “Ghostbusters”? I saw an anniversary showing in the theater recently. I was reminded of how funny it was. And the fact that the human bad guy was an EPA bureaucrat meant that a bit of the real world made it into the film. Thumbs up for “Ghostbusters.”

Halloween is the sweetest time of the year for many small businesses.

What about small businesses? SBE Council traditionally takes a look at the role of small business in key Halloween-related industries. Consider the following examples (from most recent Census Bureau data 2016):

- Among chocolate and confectionery manufacturing from cacao beans employer firms, 80.5 percent have fewer than 20 workers, and 91.5 percent fewer than 100 employees.

- Among firms in the confectionery manufacturing from purchased chocolate sector, 75.5 percent have fewer than 20 employees, and 93.8 percent fewer than 100 workers.

- As for employer firms in the non-chocolate confectionery manufacturing business, 74.0 percent have fewer than 20 workers, and 89.7 percent fewer than 100 employees.

- Among employers in the confectionery merchant wholesalers sector, 87.8 percent have fewer than 20 workers, and 96.1 fewer than 100 employees.

- As for firms in the confectionery and nut stores sector, 91.6 percent have fewer than 20 workers, and 97.7 percent fewer than 100 employees.

- And among formal wear and costume rental firms, 89.8 percent have fewer than 20 workers, and 97.4 percent fewer than 100 employees.

In turn, Halloween is big business for businesses of all sizes. The National Retail Federation (NRF) reports that Halloween spending is expected to register $8.8 billion this year. That would be down slightly from last year’s $9 billion, but still comes in at third highest among the 15 years the NRF survey has been conducted.

NRF also found that 172 million people will celebrate Halloween this year. That includes 29 million people who plan to dress their pets in costumes. That last point reminds me that if you want to launch a successful business, you may consider a business that caters to family pets. It is amazing what people will spend on their kitties and pooches (I’m a dog person, but no costumes for our pug or our golden retriever mix). The American Pet Products Association estimated that $75.38 billion will be spent on pets in 2019.

Halloween very much is a treat for small businesses.

Raymond J. Keating is chief economist for the Small Business & Entrepreneurship Council.
Marketing Automation: Why Your Business Needs It

Tyler Devooght, Keystone Click

Do you hate having a messy inbox?

Is your calendar filled with endless marketing activities that you’re struggling to find time for?

One change you can make is implementing marketing automation. Marketing automation is a technology software that streamlines and automates your marketing activities. It can help with marketing functions such as email marketing, social media, workflow activities, lead management, and customer relationship marketing. Over 67% of organizations have implemented marketing automation, with B2B companies leading the way. Another 21% of companies plan to implement automation software within the next few years to continue the growing trend. In fact, annual marketing automation spend is expected to increase to $25.1 billion by 2023.

Benefits of Marketing Automation
There are three primary benefits of implementing marketing automation into your marketing strategy.

Time-savings
According to a study by Adestra, 74% of marketers said the number one benefit to marketing automation was saving time.

The streamlining and automation of your marketing activities such as email marketing, social media, and lead management allows you to focus on other areas of your business. This means that if you have a physical store location, you can focus on sales and managing your team.

Marketing automation acts as a database to store your marketing data and receive feedback on marketing analytics. Having your marketing data stored in one place makes for more convenient access to content.

Cost-savings
A study by Nucleus Research shows that companies using marketing automation not only saw a sales increase of 14.5% but also saw a cost savings of 12.2% due to the reduction in marketing overhead.

Time is money. Being able to spend your time doing other organizational activities leads to more revenue and a greater marketing return on investment (ROI). The marketing analytics provided through marketing automation allows you to optimize marketing ROI by testing new strategies and finding the best way to connect with your target market.

Efficiency
TFM&A Insights, an industry analysis company, performed a study that shows 36% of companies use marketing automation to automate repetitive tasks.
Having a streamlined marketing automation strategy ensures that you’re connecting with your customers and prospects at the optimal time. Don’t miss out on other sales and upsells due to being too busy with repetitive work activities. Marketing automation will also help remove long-term non-responders from your email list (subscribers who don’t open your emails), which otherwise would have a negative impact on your performance numbers.

How Marketing Automation Helps
Marketing automation can help with many activities in your marketing plan. The following are the most common areas to automate:

Social Media
Marketing automation can provide multichannel statistics to compare the effectiveness of each social channel, which in turn saves time from needing to transfer data from each channel individually.

E-mail
Using automation for email allows you to segment your customers and send emails that will appeal to the reader. A MailChimp study determined that email recipients are 75% more likely to open an email if it is customized to their interests through segmentation.

Marketing automation also allows you to send the proper follow-up or “triggered” email to their action. For instance, if a reader downloads a case study, a triggered email could thank them for downloading. Another email could follow suit days later with an additional offer such as a discount on a service. Triggered emails receive a 152% higher click-through rate and a 70% higher open rate compared to standard emails, as reported by an Epsilon Email Institute study.

Lastly, email marketing automation saves time from sending each email manually and can save you from potentially emailing your customers too often. A HubSpot study showed that 78% of consumers have unsubscribed from email lists in the past due to the volume of messages received from a brand. If you’d like to learn more about email marketing, check out our blog post about building an effective email campaign.

Lead Management
Lead generation is an essential strategy for any business. Marketing automation allows you to streamline the lead management process, making it less time consuming and more organized. A 2017 study revealed that companies using automation for lead management saw an increase in revenue of over 10% within 6-9 months.

Up-Selling
While many organizations use automation for lead generation, you can also use marketing automation to drive more sales from current customers through tactics such as up-selling. Outside of saving time and lead generation, 58% of marketers find that up-selling is one of the next best advantages of marketing automation.

Customer Relationship Management
Managing your customer relationships will tie all of the prior functions into an overall plan. This will provide your customers with high-quality content when and where they need it.

Difficulties of Marketing Automation
While it’s been well recognized that marketing automation can be an effective resource for your business, some have experienced a couple of difficulties.

Difficult implementation process
One study showed that 61% of marketing personnel found the marketing automation implementation process was difficult, while only 16% found the process to be easy. Getting your marketing automation processes set up can be slightly time-consuming. However, when the set-up is finished, the time-saving benefit kicks in immediately.

Lacking the needed personnel
Another survey by Aberdeen discovered that 73% of companies did not have the right personnel to manage their marketing automation platform. This shows that some companies do not have an employee capable of making the time commitment to get the marketing automation platform rolling, in which case the service can be outsourced.

Tips to Implement Marketing Automation
1. Use marketing automation for both outbound AND inbound marketing activities. Using automation for inbound marketing allows for timely responses to customers and prospects.
2. Customize your messages towards each of your customer personas. The segmented messages allow you to connect with your prospects based on their personalities or interests. If you have not created your company’s customer personas, check out our guide on how to do so here.
3. Don’t forget about your customers! Many businesses that implement marketing automation focus on bringing in new customers, but it can also be a great tool to keep your current customers coming back.

If you haven’t implemented a marketing automation strategy for your business, you risk falling behind. Reportedly, 79% of industry leaders have already been implementing an automation strategy for over 4 years. If you have any questions or simply lack the personnel needed to implement a marketing automation strategy on your own, feel free to connect with us at Keystone Click.

The Best Way to Get Candid Feedback on Your Culture
Scott Seroka, Seroka Brand Development

Culture is the combination of beliefs, behaviors and attitudes that make up the social construct of an organization.

By its definition, it’s easy to understand why culture is a key point of focus for so many companies. In fact, many prominent CEOs of very large and successful organizations agree that culture is more important than strategy. And they are correct. After all, you need people to execute on your business strategy, and if you have an unhealthy or dysfunctional culture, your strategy will not be executed very well, if at all. And that’s a problem.

Click on the video to learn the best way to get candid feedback on your culture so that you can acquire the insights you need to ensure your culture is always operating at peak performance.

https://youtu.be/ZhPS4I4J4q4
As the CEO, President, or Owner you are asked to produce more results with fewer resources, meet and exceed competition, innovate and motivate. This creates very difficult teams and leadership challenges. Leaders must encourage teamwork, bottom-up idea generation, alignment, loyalty and above all commitment. Rather than direct and dictate, leaders must inspire and motivate!

The Presidents Circle:
The IBAW and Dale Carnegie Training have developed an exclusive Leadership program for IBAW members only. The Presidents Circle combines peer group engagement and highly targeted executive Dale Carnegie Training among peers to help you achieve significant results. These results will be achieved by providing insights, peer challenges, and developing leadership skills which are aligned with your organization and which will help drive agendas. By combining corporate mission, vision and values with our unique methodology employees will begin supporting a world they helped create.Ultimately, the only sustainable competitive advantage is the innovation, motivation, and creativity of the employees of an organization. Establishing a strong leadership culture provides the environment where innovation and creativity can flourish.

Program Specifics:
• Meetings with other IBAW CEOs/Presidents/Business Owners
• 10 monthly meetings
• Dale Carnegie Executive Leadership Training workshop each session.
• Round Table Issues Discussed and Resolved
• Guided Yearly planning
• Accountability among peers.
• Business Results

The President’s Circle will help you achieve results by:
• Providing training among peers
• Creating and sustaining change initiatives
• Ensure continuous improvement and bottom-line impact
• Align the organization behind a common vision
• Develop a habit of fact-based decision making at every level.
• Strengthen and implement strategic planning
• Create a value based culture to ensure loyalty
• Build energy and trust up and down the organization to insure customer loyalty.

Commitments:
• Attend meetings
• No cost for meetings, a benefit of IBAW membership
• Referrals or 3 enrollments

2019 - 2020 Class Schedule
1. September 27, 2019 - Building Effective Teams
2. October 25, 2019 - Innovation
3. November 22, 2019 - Performance & Results
4. December - No meeting due to Holiday
5. January 24, 2020 - People-First
6. February 28, 2020 - Delegation Process
7. March 27, 2020 - The People Side of Change
8. April 24, 2020 - Module Seven: Acceptance Finding

For more information, contact Program Leader Steve Bobowski by clicking here.
Sales can be a tough road of ups, downs, potholes and a few bumps.

But it can also be fast paced, exhilarating and rewarding.

If you’re in sales, you know there are things only other sales people understand; the thrill of scoring the big account, the uncertainty of “let me think about that.”, the frustration of phone calls or emails that don’t get returned. IBAW’s **Sales Roundtable** is a support and knowledge resource for sales professionals, business owners, marketing and branding experts who are charged with driving sales.

Join us to discuss the strategy, tactics, inspiration, and motivation to increase sales. It’s a **FREE** benefit of your membership!

**Who should attend:**
- Sales professionals of any level.
- Business owners
- Sales Managers

**BONUS:**
Join the IBAW Sales Roundtable and get a compact disc with the BEST in Sales Survival Music. Play it to pump you up before that big meeting or to console you if you hit a sales slump. Guaranteed to make life better.

“For many years I ran sales meetings for as few as 3 and as many as 22 sales rep’s now I can go as a participant once a month to **IBAW’s Sales Roundtable**.

It’s a focused meeting and everyone wants the same thing – to be more effective at selling.”

- Jerry Wick, CEO, Custom Data Too Mail
The IBAW Public Policy Committee hosts a Legislative Roundtable every spring and fall featuring representatives from Madison to discuss important issues business owners face. It’s your opportunity to speak to your elected officials. Past meetings have had representatives State Senator Lena Taylor, Senator Chris Kapenga, Dave Craig, Representative Rob Hutton, Joe Sanfelippo, Christine Sinicki, Samantha Kirkman, Jason Fields, and State Senator Dale Kooyenga. Meetings are held at the offices of Sikich in Brookfield.

Welfare reform, excessive business regulations and the ever increasing shortage of a competent workforce were the main concerns of business owners as well as crime and the state of Milwaukee Public Schools.

Look for the next Legislative Roundtable this fall!
IBAW is on an upward trend of growth and we are actively recruiting businesses just like yours to join!

When you join IBAW your entire company is a member - anyone from your team can attend our fine educational and networking events.

Help yourself, your business AND your Team Members.

**Come on in...we’re open for business!**

---

**2019 Membership Committee**

Bob Gross  
Gross Automation

Jake Hansen  
Jacsten Holdings

Mike Poludniak  
Merrill Lynch

Rick Fong  
Primerica
In IBAW meetings and publications in recent years we have introduced you to Wisconsin’s new tax incentive – the Wisconsin Manufacturing and Agriculture Credit (referred to as the “MAC”). The MAC came about in 2011 to provide an incentive for Wisconsin manufacturers and agricultural companies to remain and grow here, and also perhaps to have out-of-state companies move here. It was scheduled to begin in 2013, and when fully phased in by 2016 it would essentially exempt any Wisconsin manufacturing and agricultural income from Wisconsin income tax. The MAC was championed by Representative Dale Kikens and Senator Glenn Grothman in the legislature.

The MAC, however, had some problems for individual taxpayers when it was drafted and this glitch was recently identified. Here is the issue in a nutshell: the MAC would reduce a taxpayer’s Wisconsin individual income tax, but then would trigger a Wisconsin Minimum Tax for nearly the same amount. Thus, there may be little, if any, net savings for the MAC in 2013 (i.e. “MAC Attack”). The legislature is trying to remedy this situation now so that taxpayers can realize the proper tax savings with the MAC on their 2013 Wisconsin individual income tax return.

Legislative Update: It seems that all key legislative leaders now see the need to correct this issue. It was approved by the legislature’s Joint Finance Committee last week. The Senate and Assembly will be in session in March and voting on final passage for several bills, one of which is the tax bill with the MAC correction. It looks like the legislative timetable will have the bill passed near the middle of the March, before going to the Governor. Thus, a best guess now is that the bill will be enacted into law somewhere in the latter half of March, 2014.

MAC Attack Options: For any of our individual taxpayers taking advantage of the MAC, this may present some filings logistics. Here are the possibilities:

1. Best case scenario – In some cases the taxpayer’s share of the MAC for 2013 will be used and not result in a Wisconsin Minimum Tax. A taxpayer in this situation could go ahead and claim the MAC and file their 2013 Wisconsin individual income tax return. There would be no need to wait for the legislation to pass.

2. Next, a taxpayer has generated a MAC for 2013, but it will trigger a Wisconsin Minimum Tax. The taxpayer in this case could wait until the law is changed and then wait a little for the WDR to update their computer programming systems, and then file their Wisconsin tax return and claim the MAC, and not incur the Wisconsin Minimum Tax. This could present a tight timeline for the April 15 deadline, and you may need to file for an extension.

3. Similar case as #2, but this taxpayer could file their Wisconsin individual income return with the MAC, but also incur a Wisconsin Minimum Tax. Thus, the overall correction is to amend your 2013 Wisconsin tax return to obtain the proper tax benefit of the MAC. You would not need an extension, but you would need to amend.

We’ll keep you posted as this legislation moves forward.

If you have any questions, please contact Jim Brandenburg or Brian Kelley at Sikich, LLP in Brookfield (262)754-9400.

**2014 Wisconsin Manufacturing Knowledge Summit**

On June 20, 2014 the IBAW partnered with the Tool, Die & Machining Association of Wisconsin (TDMAW) to offer Wisconsin manufacturers and their suppliers a unique look at trends within the industry and to also report on some of the challenges the industry faces in the next 5 years. Special thanks to the event sponsors, First Business Bank for their efforts in helping organize this event.

**Articles submitted by our members & sponsors.**

**Welcome New IBAW Members!**

**Power Test**

Power Test, Inc. is an industry leader in the design, manufacture and implementation of production test systems and control systems.

For more than 17 years, Power Test has provided specialized test equipment to manufacturers, including facilities and distributors globally. Our products can be found in use at these facilities in nearly 100 countries on six continents.

Our headquarters and manufacturing operations are located in Sussex, WI with sales representatives worldwide. Our experienced customer service is well known throughout the industry.

Power Test employs a dedicated staff of talented machine technicians, electronics technicians, assembly, programmers, engineers, software developers, and administrative and customer service personnel.

Our exceptional product life and excellent customer service is well known throughout the industry.

Our headquarters and manufacturing operations are located in Sussex, WI with sales representatives worldwide. Our unparalleled customer service is well known throughout the industry.

Power Test employs a dedicated staff of talented machinists, fabricators, service technicians, assembly, programmers, engineers, software developers, and administrative and customer service personnel.

Our exceptional product life and excellent customer service is well known throughout the industry.

Our headquarters and manufacturing operations are located in Sussex, WI with sales representatives worldwide. Our unparalleled customer service is well known throughout the industry.

**Advanced Waste Services**

Advanced Waste Services is an environmental services company that provides wastewater recycling and other waste and risk elimination services to manufacturers in all industries. Each day, AWS helps hundreds of businesses, small and large, meet their environmental and performance obligations. Although we often work and move tons of hazardous material, we ensure that all waste is managed in a responsible and environmentally sound way.

Advanced Waste Services also partners with Forest County Potawatomi Community to help Wisconsin food and beverage manufacturers convert their food waste into clean, green renewable energy. For example, we recently partnered with Forest County Potawatomi Community to help Wisconsin food and beverage manufacturers convert their food waste into clean, green renewable energy.

AWS helps hundreds of businesses, small and large, meet their environmental and performance obligations. Although we often work and move tons of hazardous material, we ensure that all waste (e.g. hazardous, oil, sludge, and other valuable resources) is safely and efficiently processed.

Established in 1993, AWS employs 50 people in the Milwaukee area and a total of 150 people company-wide in 5 states.

Contact Steve Kohlmann for details.

**Spotlight on new members**

**Legislative Fix Moving Ahead for Wisconsin’s New Manufacturing & Agriculture Credit**

Jim Brandenburg, CPA, MST - Sikich LLP
THANK YOU TO OUR SPONSORS.
Click on their name to visit their website.

AT&T
ITU AbsorbTech
Park Bank
Ixonia Bank
Advantage +
Johnson Financial Group
Sikich
Lauber Trusted Business Partners
RW Baird
von Briesen
Vrakas
Boerke Co.
Rickert Industries
Bentley World Packaging
Merrill Lynch

BSI - Design, Build, Furnish
Annex Wealth Management
BMO Harris
Powertest
Red Elephant Chocolate
Reinhart, Boerner, Van Deuren, S.C.
Hypneumat Mfg
Ogletree Deakins
Wisconsin Lutheran College
Gross Automation
Ollenburg, LLC

Sponsor support helps IBAW continue to bring insightful programming to small business owners.

Help keep Wisconsin business strong!
Ask about becoming a sponsor today!
Thank you to our Corporate Sponsors who make your IBAW programing possible. Click on their logo to visit their website.

Senior Sponsors

Benefactor Sponsors

Defender of Business Sponsors

Small Business Champions
As an advocate for small business, the IBAW offers intimate meetings on relevant topics such as Leadership, HR, Sales, and Political Issues.

Business Leaders...Leading Business

Join us.

“I almost always come away from an IBAW meeting with useable material that helps me with my business. Many times, a speaker will give me something that applies to ITU AbsorbTech. Other times, it is a conversation over breakfast that gives me value.”

Jim Leef, President & CEO, ITU AbsorbTech

“Being involved with a business organization like the IBAW is critical for small business owners in Wisconsin for growth and to have a voice with government.”

Rich Meeusen, CEO, Badger Meter.
Membership Application

Name______________________________________________ Company_________________________________________

Address____________________________________________ City, State, Zip_____________________________________

Phone______________________ Email Address_____________________________ Website______________________________

MEMBERSHIP INVESTMENT

IBAW membership is based on the number of full time employees in your company.

<table>
<thead>
<tr>
<th>Number of employee in your company</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 15 Employees ..................$300.00</td>
<td></td>
</tr>
<tr>
<td>16 - 25 Employees ..................$400.00</td>
<td></td>
</tr>
<tr>
<td>26 - 49 Employees..................$500.00</td>
<td></td>
</tr>
<tr>
<td>50 or more Employees..............$600.00</td>
<td></td>
</tr>
</tbody>
</table>

SPECIAL OPTION: Prepay breakfasts meetings. Get 12 for the price of 10! $320.00

MEMBERSHIP BENEFITS apply to your entire team.

- Monthly Sales Roundtable - free with membership
- Monthly 5 Star Breakfast Program
- C Level Peer to Peer Networking
- Monthly Digital Statewide Magazine - free with membership
- Informative Workshops
- Business Behind the Scenes Tours
- Legislative Updates and Representation from Madison and Washington D.C.

... AND MORE!

Paying By Check? Please make check payable to IBAW. Want to pay credit card? If you would like to pay by Visa, MasterCard or American Express, you can pay online at IBAW.com or by calling the IBAW office at 262-844-0333.