



# THE FLASH

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## SUCCESS UPDATE: SUNNY INDUSTRIES

In 1994, a Madison accounting firm made a referral on a potential new business venture to Forward Wisconsin. The referral was to contact Mike Spitz from Sunny Industries of Wheeling, Illinois about an idea he had for a new printing plant. Sunny Industries had secured a five-year contract to print TV Guide and saw the opportunity to build a new facility to fulfill the need. Spitz had an interest in putting a plant in the Madison area and was seeking assistance. Forward Wisconsin made an initial call and soon the Department of Development (now Commerce), utility economic development professionals and several communities were working to secure the project.



After several months, a site in the Mazomanie Industrial Park was chosen. In early and mid-1994, the Department of Development awarded a \$2,272,500 loan for the project, the Department of Transportation provided an \$800,000 grant for roadway and rail improvements, and Mazomanie officials took out a \$700,000 loan to purchase and prepare the industrial park lot. In January 1995, Sunny Industries opened an 112,000-square-foot printing plant that employed 125 people representing a \$38 million investment.

Sunny Industries has experienced steady and strong growth since 1995. In fact, just recently the firm purchased a new printing press and the future looks very promising for more expansion in the coming months and years. The company has gone through two major expansions in the past nine years. The original 112,000-square-foot facility now stands at 225,000 square feet and the workforce has doubled from the original 125 to 250 employees.



Sunny Industries has shown ongoing growth by its commitment to quality and customer service. This has allowed the company to maintain its customer base, including TV Guide, while adding new customers due to a recently expanded sales staff. The firm is a true Wisconsin success story in the quiet community of Mazomanie. Congratulations to everyone at Sunny Industries!

## JERRY FRANKE ELECTED FORWARD VICE-CHAIR

Jerry Franke, president of WISPARK, the real estate development subsidiary of Wisconsin Energy Corporation, was elected Vice-Chair of the Forward Wisconsin Board of Directors at our February 11<sup>th</sup> board meeting in Madison. Jerry has been involved with WISPARK since 1988 in various capacities and was named president in August 2000. Prior to his career at WISPARK, he served as vice president of Forward Wisconsin as well as city manager and director of community development for the City of Janesville. Congratulations to Jerry!



## INCENTIVES RISE IN IMPORTANCE FOR FIRMS SEEKING EXPANSION

Area Development magazine annually surveys executives responsible for their companies' site selection decisions with the results appearing in their December issue. In late 2003, the magazine surveyed 114 executives and asked them what they considered the most important site selection factors. For the first time ever, state and local incentives have topped Area Development magazine's annual Corporate Survey, moving up from the fourth most important site selection factor in 2002 to the top spot in 2003. Labor costs, availability of skilled labor, highway accessibility and occupancy or construction costs rounded out the top five most important site selections factors.

## UPCOMING EVENTS

- Business Development Mission to China  
March 19-30 in multiple Chinese cities
- Chicago Area Marketing Mission  
April 20-22 in Chicago metro area
- WEDA Spring Conference  
May 5-6 in Brookfield
- CoreNet Global Summit  
May 15-19 in Chicago
- BIO 2004  
June 6-9 in San Francisco
- Greater Milwaukee Open Event  
July 23 in Brown Deer
- PGA Championship Business Development Day  
August 12 or 13 in Kohler
- International Woodworking Fair  
August 26-29 in Atlanta



Contact Forward at 608.261.2500 for further information