

NEWS RELEASE

For Immediate Release

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Fox Cities Advisors Launch Business Resource Center

Advisors will offer expedient response to business needs

APPLETON (Jan. 25, 2008) — Eleven local business advisors and their firms have joined together to form the Business Resource Center of the Fox Cities (The BRC) to provide strategic business services, resources and helpful guidance to new and growing businesses along the Highway 41 Corridor.

The BRC offers access to a wide range of expertise covering key business categories ranging from cash flow, process efficiency, marketing and innovation to human resources, employee benefits, information technology and finance. BRC advisors offer free “get-to-know” consultations for inquiring business owners and The BRC’s Web site offers direct access to the 11 advisors, including an email question-and-answer portal.

The 11 firms and their lead advisors opening the Business Resource Center of the Fox Cities are:

- Citizens Bank – Tony Lee Arneson, vice president and business banking specialist
- Epiphany Law – Kevin Eismann, founder
- The H.S. Group – Pam De Leest, senior consultant
- Innovationedge – Cheryl Perkins, founder
- Kosloske & Associates CPAs – Mary Kosloske, partner
- Priora Cash Flow Management – Tony Busch, founder
- Randercom – Bob Randerson, founder
- Softspan – Katherine Westover, founder
- Tech Guides – Dave Anderson, founder
- Willems Marketing – Dave Willems, founder
- Zuleger Advisors – John Zuleger, founder (formerly Wisconsin Benefit Consultants)

As The BRC evolves it will also offer regular workshops, online resources, and special business insight for the region’s business owners and managers through a variety of community

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programs, according to John Zuleger, president and founder of Zuleger Advisors, which specializes in designing comprehensive employee benefit plans for Fox Valley employers. Zuleger is the catalyst behind the Business Resource Center concept.

“We’ve formed our group of active business advisors very carefully and we’re looking forward to working together to help the local business community in a number of ways,” said Zuleger. “Owning a business isn’t easy and there are many situations that come up in which you don’t know where to turn or to get advice quickly. With the Business Resource Center of the Fox Cities, we have created an option for business owners for those situations or for times when they are simply seeking reinforcement for certain decisions.”

The Business Resource Center of the Fox Cities is accessible through its Web site at www.brcfoxcities.com as well as through a central phone at 920-882-0226.

“The Business Resource Center was formed to help business owners gain timely access to answers, helpful advice and, if needed, the professional services of the advisors. This help and advice is coming from advisors who are business owners or managers themselves, who know the local market, and who ‘have been there, done that’ when it comes to opportunities or challenges within business,” said Pam De Leest, BRC advisor and senior consultant with The H.S. Group, a human resource consulting firm with offices in Appleton and Green Bay.

BRC Advisor Tony Busch, founder of Appleton-based Piora Cash Flow Management, said the group of advisors was formed over the past year through interviews and discussions with candidate firms. He noted that BRC advisors are available to help businesses of all sizes and are focused on businesses that are already in operation. “We see ourselves as part of the regional business services continuum. We will refer people to SCORE and the E-Seed Program at FVTC based on their needs and situations,” Busch said, noting that several of The BRC advisors are also supporters of those organizations. Both of those organizations typically assist businesses that are in the concept stage, just forming or are closer to the start-up phase.

Zuleger said individuals or companies seeking help from The BRC have the option of simply tapping advisors for advice and helpful resources or they can engage their professional services as appropriate. “First and foremost, we’re here to help. Our feeling is that if we can help bolster the local business community by strengthening businesses, it will be a plus for all of our businesses, too,” he said.

In addition to the 11 primary advisors, Adalia Jansen, owner of United Translators, will serve as an adjunct advisor to assist with cross-cultural business matters for The BRC.

Additional Note/Quote from Cheryl Perkins

Helping companies leverage their innovative ideas is the focus for BRC Advisor Cheryl Perkins, founder and president of Innovationedge and former Chief Innovation Officer at Kimberly-Clark.

“It’s important for these entrepreneurs and leaders in the Fox Valley to stay on top of cutting-edge trends and innovations to be able to leverage best practices in their industries. At the same time we will enable small to mid-sized companies to build their capability by assessing their innovation needs and creating a roadmap to get there,” said Perkins.

Mini-Bios for BRC Advisors

Citizens Bank

Tony Lee Arneson

With hundreds of office and ATM locations across Wisconsin and the Midwest, Citizens Bank is a diversified financial services company offering flexible business banking and financing services including checking and savings accounts, credit lines and investment management. Citizens Bank also provides 24/7 online and phone banking options and rank among the highest for client service satisfaction.

www.citizenonline.com

Epiphany Law, LLC

Kevin Eismann

As a Business Law Boutique, Epiphany Law helps clients handle all the details in starting, running, buying and selling their companies. The team of 12 attorneys and legal staff assists clients in franchising, succession planning, human resources, trademarks, contracts and business litigation. Epiphany Law also handles real estate, leasing and construction law. www.epiphanylaw.com

The H.S. Group, Inc.

Pam De Leest

The H.S. Group has 40 years of experience providing companies with expert assistance in their day-to-day HR challenges. The firm's consulting professionals specialize in talent management, career transition counseling/outplacement and executive management recruiting. As the only locally owned, full-service HR consulting firm serving Northeast Wisconsin, The H.S. Group can help companies evaluate their business needs and implement innovative, customized HR solutions to complement their strategic and long range planning initiatives. www.thehsgroup.com

Innovationedge, LLC

Cheryl Perkins

Founded by Cheryl Perkins, former Chief Innovation Officer for Kimberly-Clark, **Innovationedge** is a unique strategic innovation company. The group helps businesses achieve long-term growth by transforming insights, designs, technologies and capabilities into total solutions and new-to-the-world innovations. It also helps inventors bring their ideas to the market and make the necessary connections to achieve success. www.innovationedge.com

Kosloske & Associates CPAs

Mary Kosloske

This team of certified CPAs provides accurate and timely accounting services with a wide range of financial knowledge and expertise. Clients receive personalized service in everything from tax planning and return preparation to payroll and business valuation. Kosloske & Associates CPAs also provides management advisory service in pension administration, investments and more.

Priora[®] Cash Flow Management, LLC

Tony Busch

With over 30 years in business banking, Priora[®] owner Tony Busch provides business owners with financial education and advisory services related to cash flow management. In addition to assistance in preparing cash flow budgets, break-even analysis reports and business plans, Priora[®] offers several innovative software programs to help business owners apply effective principles to improve the performance of their business. www.prioracfm.com

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RanderCom, Inc.**Bob Randerson**

A full-scale telecommunications company, RanderCom has over 30 years of experience in providing comprehensive telephone, cable and video surveillance and security systems and services to companies of all sizes. RanderCom boasts a team of specially trained technicians who offer 24/7 support services.

www.randercom.com

Softspan, LLC**Katherine Westover**

Softspan delivers comprehensive process, information and internal accounting solutions for small- to medium-sized businesses throughout Northeast Wisconsin. Softspan is committed to thoroughly understanding each client's business needs and its key focus areas include accounting software solutions, database design, ongoing financial review, part-time CFO services and planning facilitation.

www.softspan.com

Tech Guides, Inc.**Dave Anderson**

With experience in complete IT solutions and services, Tech Guides, Inc. works with your business to identify your technology needs and implement the most appropriate solutions. Strong relationships with leading hardware and software suppliers help Tech Guides to ensure you are investing your technology dollars wisely. From fixing what is broke to analyzing, programming, training, and planning, Tech Guides takes the guesswork out of technology decisions. www.techguidesinc.com

Willems Marketing, Inc.**Dave Willems**

This full-service marketing firm is known for its strategic and creative execution as well as a unique, down-to-earth "un-agency" approach. Serving a broad base of businesses and non-profit organizations, Willems Marketing specializes in brand-building, comprehensive PR and integrated marketing solutions while also delivering strategic communications, direct marketing and online marketing services.

www.willemsmarketing.com

Zuleger Advisors, Inc.**John Zuleger**

Serving the area since 1990, Zuleger Advisors, Inc. (formerly Wisconsin Benefit Consultants, Inc.) is an industry leader in the design, implementation and management of employee benefit programs. As the originator of the first Chamber Plus Health Plan in the Fox Cities, our firm is known for innovation. With RHU, FICF and LUTCF certifications, our staff assists businesses in setting up group medical, dental, vision, life and disability plans, as well as Section 125 Cafeteria Plans, various spending accounts and 401K programs. www.zulegeradvisors.com