



The Connector: November 2008

Networking begins December 9th

Mark your calendars for **Tuesday, December 9th** from **4:30-6:30pm** at the **Grohmann Museum** on the MSOE campus at Broadway & State for the first official **BizStarts Network** event!

Take advantage of this opportunity to connect with entrepreneurs and service providers along with the BizStarts Milwaukee board of directors and governing council members. Two featured entrepreneurs will also briefly tell their stories.

Meet Dr. Eckhart Grohmann, a legacy Milwaukee entrepreneur who donated his Man at Work collection to the Milwaukee School of Engineering. View the entire collection, which comprises about 700 paintings and sculptures that span more than 400 years of history, beginning around 1580.

This event is free of charge, except for a cash bar for hard liquor. You can **RSVP** early by contacting Monica Graham at We Energies at 414-221-3225 or at monica.graham@we-energies.com. The Grohmann museum is located at 1000 North Broadway, Milwaukee. Watch your email for future notices about the event.

September 30th Kickoff a Success!

BizStarts Milwaukee officially launched on September 30th with a splash at the Pilot House atop Discovery World, presenting some good news and bad news. The bad news? Milwaukee ranks 45th among the 50 largest cities in the U.S. for business creation. The good news? BizStarts Milwaukee is here to help fix that. In fact, the goal was set: to launch or accelerate 50 new businesses by the end of 2010 – which is not as far away as it may seem.

"We used to be world leaders in starting companies," noted Dan Steininger, Vice President of BizStarts, "but we've lost that mindset."



Dan Steininger announces the start of BizStarts at the kickoff on September 30, with John Torinus, Randy Spaulding and Tina Chang looking on.

BizStarts' four main initiatives seek to reinvigorate that mindset: **BizStarts Connect**, which is all about networking among entrepreneurs and financial resources; **BizStarts Venture Track**, which will support high-growth, innovative companies by connecting them with mentors, tools and guidance. **BizStarts Learn**, which will serve as a consortium for entrepreneurship educators; and **BizStarts Buzz**, which will champion new businesses, tout new deals and share news about cash-outs to create the proper "buzz."

We'd like to thank the sponsors and our Board of Directors who helped make BizStarts possible. In return, BizStarts will work to make many new businesses possible.

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Why is the work of BizStarts important? Here's why!

The Milwaukee area experiences economic booms when determined Milwaukee area entrepreneurs are able to create products that the world welcomes. Think motorcycles, outboard motors, typewriters, new brands of beer. The companies these entrepreneurs began employed thousands of people, many through multiple generations. It's happened before; we're ready for this to happen again.

According to a national study*, the most entrepreneurial regions in the United States have:

- 125 percent more employment growth
- 58 percent more wage growth
- 109 percent higher productivity than the least entrepreneurial regions
- 67 percent more patents per labor force participant
- 63 percent higher percentage of high-tech establishments
- And spent 54 percent more on R&D

* Study: *A National Assessment of Entrepreneurship and Regional Economic Growth and Development*, prepared by Advanced Research Technologies, LLC

Featured Entrepreneur: Anne Zizzo



Many have heard of Zizzo Group Advertising + Public Relations, but not many have heard the story of how it started.

Anne Zizzo, President and CEO of Zizzo Group, started her company in her basement after quitting her dream job because of family demands. Her little company continued to grow, thanks to Anne's dedication to her craft and keen business savvy. After a year, Anne and her seven employees had \$7 million in sales.

Now, her "Future 50" company, named as one of Milwaukee's best places to work has a well-respected, national client roster, including the Milwaukee Brewers, Fifth Third Bank, U.S. Cellular, U.S. Bank Championship, and Marquette University. In 2007, Zizzo Group had \$40 million in billings.

Anne's secret is her motto – be fearless.

"At Zizzo Group, we've remained true to my entrepreneurial roots," said Zizzo. "Our mission is to be the region's most fearless, results-driven communications firm."

However, fearless does not mean reckless. Being fearless means being entrepreneurial.”

To Anne, fearless also means having a sense of empowerment, openness to curious thinking, a belief that anything is possible, and that there are no boundaries for solutions the company provides as marketing counsel.

“It has been rewarding for me to fulfill my entrepreneurial dreams – I get to work with phenomenal staff, terrific clients and we’ve sustained double digit growth over the last several years in an extremely tough climate,” said Zizzo.

Another secret to Anne’s success is her commitment to being a full-service agency. Zizzo Group specializes in advertising, public relations, marketing, strategic media buying, consulting, Web design and interactive marketing, research and creative development.

“We execute a variety of deliverables, from branding, positioning and strategic planning



to media buying, media relations and creative services,” said Zizzo. “We have some clients who access the talent in each of our areas of expertise, and others who rely only on one practice area. It is a great model that allows us to achieve results.”

But Anne’s commitment to her work extends beyond the walls of Zizzo Group. Active on several community boards, including the Boys & Girls Clubs, Marquette University, and BizStarts Milwaukee, Anne is dedicated to giving back to the region in which she grew up and which has given so much back to her.

“I decided early on that even a small business like mine can lead by example, can make a difference and can give what we’re able to give to help promote this region and help the organizations that need it. That’s why I am committed to BizStarts Milwaukee and to growing our entrepreneurial base,” said Zizzo.

Inc.com *The Daily Resource for Entrepreneurs*

Blue is the New Green

...and water is the oil of the 21st century! We’ve been saying it; now *Inc.* magazine is weighing in with an article about entrepreneurs working their magic in water-related businesses... truly a fountain of innovation! However, none of the entrepreneurs profiled are from the Milwaukee Region. BizStarts will work to change that! Check out the article here:

<http://www.inc.com/magazine/20081101/blue-is-the-new-green.html>



Looking for Angel Investors?

Are you looking for angel capital? If so, you have plenty of opportunity to seek out your funding in Wisconsin. Wisconsin has sixteen active angel organizations, with three of them located in Southeast Wisconsin. Angel investments tend to range from \$250,000 at the lower end to \$1 million at the very upper end. Raising angel capital usually takes two to four months.

The majority of angel investors invest through an angel organization as opposed to operating as a solo angel investor. By joining angel organizations, angels see more deal flow and can share the work of vetting and investing in each deal with like-minded investors. Individual angels usually invest between \$25,000 and \$100,000 in each company and often invest in 8 to 10 companies at one time

Angel investors are usually wealthy, experienced business people who make high-risk, potentially high-yield investments in start-up companies or existing small businesses which are looking to expand their market opportunities. In addition to offering significant capital to launch business entities, many angel investors also offer their business expertise and actively participate in the management and operation of the business.


Angel investors typically focus on companies that have already developed a basic concept and business strategy, are in the seed stage of investment and have the potential for rapid growth. A representative rapid growth company would be one that grows to \$50 million or more in revenues during the first 5 to 7 years of operations.

The three angel organizations in Southeast Wisconsin are:

- Marquette Golden Angeles Network
- Silicon Pastures
- Successful Entrepreneur Investors

A great resource for accessing other angel groups in Wisconsin is the **Wisconsin Angel Network**. The Wisconsin Angel Network provides access to all Wisconsin angel organizations in addition to providing great resources for both entrepreneurs and angel investors.

For links to the angel group web sites and additional information on securing angel funding, [click here](#).



Legacy Entrepreneur: Dr. Eckhart Grohmann

Our featured Legacy Entrepreneur is Dr. Eckhart Grohmann, whose name has become more familiar to people around the Milwaukee Region thanks to the Grohmann Museum, which holds a beautiful collection of industrial-themed art. Dr. Grohmann is the former chairman and president of Milwaukee's Aluminum Casting & Engineering Co., a firm he acquired in 1965 and grew from a small foundry of 35 employees to a company ten times that size when he sold the business in last year. A successful entrepreneur, Grohmann co-founded Central Control Alarm Corp. in 1980 and developed it into the leading alarm company in Wisconsin before selling it to Ameritech in 1997.



Dr. Grohmann at the Grohmann Museum Opening

Dr. Grohmann received a Diplom Kaufmann (MBA) from the University of Mannheim in 1962 and received an honorary Doctor of Engineering degree from MSOE in 1999. He has served as an MSOE Regent since 1990.

Dr. Grohmann's legacy includes strong contributions not only to Milwaukee's economy through the years, but also to our arts and cultural base – a well-rounded legacy, indeed!

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<http://www.bizstartsmilwaukee.com>