

Welcome Back Home.

BRAUN CORP. COMMENCES MAJOR LOCAL EXPANSION

“THE BRAUN CORPORATION remains committed to manufacturing excellence in the place where our business started with the people who have been the source of its success for more than 40 years.” So wrote Braun President & CEO Nick Gutwein in “Build it Right. Build it in Winamac.”, the last section of a letter wherein he detailed the company’s plans for growth in the small town where Ralph Braun built a multi-million-dollar enterprise from his parents’ garage on Franklin Street.

After considering risk-management needs and evaluating other location options, the company ultimately chose to focus its future growth where it all began. The company’s history and track record in Winamac contributed to this decision, as did State and local incentives. In August, the Pulaski County Council offered a ten-year tax abatement on new machinery and other personal property as requested by the company and Pulaski County Economic Development (PCED); Braun also received income-tax-credit and training-grant incentives from the Indiana Economic Development Corporation.

As reported in the SB-1/PP form filed as part of its tax-abatement request, Braun will retain 30 local employees and expand its workforce in

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DID YOU KNOW ...

that the Valparaiso-based Regional Development Company can help you to get up to 90-percent financing at a lower interest rate for business growth and expansion?

Contact us to learn more!

Winamac hotel project moves forward

Following the completion of a feasibility study funded by the Town of Winamac, BriMark Builders, and PCED, land and investors are being sought to bring a Winamac hotel from vision to (no) vacancy.

A comprehensive market-study report was produced in August by Hospitality Marketers International (HMI). In addition to analyzing hotel-industry data for the region, HMI’s consultant met with representatives of major local employers, acquired visitor statistics from tourist attractions, and met with local civic leaders.

HMI’s study calls for the construction of a 40-unit facility, at a maximum cost of \$3,608,977, to be opened in late 2014 or early 2015. A representative of BriMark Builders has intimated that a 36-unit hotel, with flexibility for future growth, would be recommended to project investors, and that total project costs likely would not exceed \$2.5 million.

The proposed lodging facility is expected to be a Cobblestone Inn & Suites franchise and to be located along U.S.-35 North. PCED and BriMark Builders will be conducting an informational-session luncheon for potential investors on Wednesday, 20 November

For more information about the project or the potential-investors information session, contact PCED Executive Director Nathan P. Origer. To learn more about the Cobblestone family of accommodations, visit <http://www.staycobblestone.com>.

CONGRATULATIONS TO ...

Plymouth Tube Co. on the 25th anniversary of the Hot Mill!

the Link Family on 10 years of cigars, accessories, and investment in downtown Winamac!

Dan Foster, the new Superintendent of Eastern Pulaski Schools!

Tim and Lisa Wiegand on 10 years of offering parts, tools, and that helpful Ace service!

State and local incentives help to secure Braun expansion

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Winamac by 65 as part of this investment in Pulaski County. The combined salaries of these nearly 100 individuals total nearly \$3.5 million annually. Tax-abatement-eligible equipment being installed as part of this three-year project has an estimated assessed value of more than \$2 million; the total investment in the entire project is significantly greater.

A particularly exciting component of this project is the relocation of Braun's rear-access-van line from Kalamazoo; 28 positions at the former Viewpoint Mobility are moving hither. (Braun has offered positions in Winamac to all employees.) Additionally, Braun will be opening a new truck/SUV line and upgrading and internally relocating its Chrysler assembly line, as well as making necessary upgrades elsewhere to support this growth. The thirty employees whose jobs are being retained would have otherwise lost their jobs to the coming obsolescence of their current line.

This expansion project is a reassuring sign to a community for which Braun has long been and continues to be a major economic engine. The job growth and commensurate impact on the area, indirect job creation, and the increased property-tax base all will contribute to the continued vibrancy of Winamac, Pulaski County, and the region.

Founded in 1972 by Ralph W. Braun, the Braun Corporation is a world leader in mobility based in Winamac.

Established in 2005, IEDC is charged with overseeing tax credits, workforce-training grants, public-infrastructure assistance, and other economic-development programs. Responsible for supporting and guiding efforts to improve Indiana's economy, IEDC is governed by a 12-member board chaired by the governor. Pulaski County is served by IEDC's Northwest Region, based in Crown Point.

PCED and partners investigate workforce-development opportunities

This summer, PCED and Ivy Tech developed a training-needs survey for major local employers to begin comprehensively to assess and to address the skills gap and other workforce needs that they face. In mid-October, representatives of many of the employers attended a luncheon discussion to review the responses and to develop a cooperative strategy for local workforce improvement.

A key resultant action item of this initial session is the creation of a leadership/supervision course in which local businesses will be able to enroll appropriate employees, particularly those in floor-leadership roles. This class will likely begin in the first quarter of 2014, with follow-up sessions eventually to be offered. Depending on the success of the first class, sufficient interest, and logistical capabilities, other classes may follow, with potential topics including maintenance/mechanical/electrical, and environmental health and safety.

Additionally, PCED has been working with WorkOne Northwest Indiana and the Center of Workforce Innovations. PCED and WorkOne will offer a Department of Workforce Development workshop covering employment statistics, workforce training, and unemployment-insurance topics on Friday, 15 November.

For more information, contact PCED Executive Director Nathan P. Origer.

UPCOMING EVENTS OF NOTE:

Friday, 15 November, noon, 9:00 a.m. EST, Jasper County Fairgrounds 4-H Community Building: Greening Your Bottom Line (For information or to register, contact cstradling@nwiswd.org.)

Friday, 15 November, noon, Winamac Events Center: DWD/WorkOne/CWI Workshop (*R.s.v.p.* with PCED.)

Wednesday, 20 November, noon, Winamac Events Center: Hotel-project potential-investors information session (*R.s.v.p.* with PCED.)

(*Bonus!*) CONGRATULATIONS TO ...

Monterey and Francesville, recent recipients of OCRA grants for wastewater-system planning!

The late Ralph Braun, named one of the 10 Mega Successful People with Disabilities! (*Huffington Post* picked up on this!)

Wastequip on the openings of Mountain Tarp and Parts Place in Winamac!

Terry L. Howard II, our new assistant at PCED!

Savoring that *ExtraordINary* Pulaski County

Pulaski County: coming to a television near you! As previously reported, PCED has been working with Associated Images to develop a Pulaski County episode of the PBS-aired *Savor Indiana*.

In early October, PCED Executive Director Nathan P. Origer and content specialist Karen Fritz trekked across the county with the production team for four days of filming. Now in the editing stage, the episode should begin to air across the state and in Chicagoland in late November or early December.

The featured venues offer diverse recreational opportunities and were selected to appeal to vast swaths of potential tourists. The episode will be composed of the following segments:

- an overview highlighting the Panhandle Pathway, the Tippecanoe River (including kayaking, tubing, and canoeing at Riverside Rentals), and Tippecanoe River State Park
- a visit to Five Loaves Bakery and Café and the Prairie Moon Orchard and Market, with an emphasis on entrepreneurial cooperation (and delightful foods!)
- an arts-and-crafts segment displaying the handmade works of Stonewheel Pottery's Gene Speicher
- a "land of milk and honey" exploration of robotic milking at Jones Dairy Farm, and

bees, beekeeping, and honey-infused beer at Apple Blossom Honey Farm

- a fun-filled, slightly violent trip to Fort Knox Paintball (where Director Origer accidentally shot *Savor* host Kevin Gardner in the neck and drew blood!)

- a decadent, gluttonous visit to Francesville's celebrated Patio Drive-In

In November, Director Origer will again join forces with Associated Images, this time to begin work on a Pulaski County episode of *Savor's* brand-new sister program, *ExtraordINary Indiana*.

This is a business-profile show spotlighting well-established, generational, young-entrepreneurial, and woman- and minority-owned companies, as well as interesting local entrepreneurial-, economic-, and workforce-development efforts. Letting the world know how and why companies do business here, this will tell the story of our community's successes — and show other companies why they should consider Pulaski County.

The featured businesses have not yet been determined, but Pulaski County offers a surfeit of worthy candidates. Just as this place offers voluminous great recreational opportunities that we sometimes take for granted, our business community offer some wonderful stories that should be heard and that we hope to tell.

Young-Entrepreneurship Initiative Continues

Another batch of local students is learning what it takes to open the doors of a new business. PCED, with support from the Northwest Indiana Small Business Development Center (SBDC), is again working with Winamac Community High School teacher Brandon Burgess to coordinate a business-plan competition, this time for the eleven students in his Entrepreneurship course.

Five two-member teams and one soloist have been researching business-planning strategies, and the SBDC's Ron Gifford has provided an overview of what a good plan should entail, with particular emphasis on a complete financials section and the need for a comprehensive marketing strategy.

In the near future, students will hear from a lending officer who will provide detailed instruction on what information a banker would expect to see in a plan's financials section and executive summary before deciding to read the entire thing.

Students' business ideas represent a broad spectrum of sectors, many geared toward improving quality of life: a hotel, a miniature-golf/fun-center business, a gym/health center, a frozen-yogurt shop, a tutoring service, and a bowling alley (a plan for which took second place in the spring).

Anyone interested in helping with this project should contact PCED Executive Director Nathan P. Origer.

PULASKI COUNTY, HOME TO ...

- the Power from the Past antique-engine-and-tractor show.
- the Chamber's Winter Wonderland.
- the Francesville Fall Festival, Monterey Days, Star City Day, the Medaryville Decorating Committee Annual Poker Run, and much more!

**PULASKI COUNTY:
WELCOME BACK HOME.**

A new (virtual) face for Pulaski County

Pulaski County will soon receive an online makeover. After months of stakeholder discussions, solicitation and review of proposals, and interviews, PCED expects to select, in early November, a firm to rebuild *Pulaski Online*, and then to request formal approval from the County Commissioners.

An archaic, complicated content management system and a stale, unresponsive design with stock photography led to the undertaking of this project; recognition of the importance of a fresh, inviting, and informative Web presence for the attraction of businesses, tourists, and new residents cemented the decision.

Running on an administrator-friendlier new content management system, the new *Pulaski Online* will offer improved and expanded access to public records; an aesthetically pleasing balance of educative text and graphics, and white space; and an economic and tourism-development toolkit with increased functionality and appeal. Community organizations currently hosted on the Website will continue to be tenants.

THE PULASKI ONLINE JOB BANK

*IF YOU'RE AN EMPLOYER IN PULASKI COUNTY
LOOKING FOR QUALIFIED LOCAL WORKERS,
THEN CONTACT PCED TO ADD A JOB LISTING,
FREE OF CHARGE, TO THE ONLINE JOB BANK.
([HTTP://WWW.PULASKIONLINE.ORG/CONTENT/
VIEW/178/609](http://www.pulaskionline.org/content/view/178/609)). CHECK IT OUT IF YOU'RE
LOOKING FOR A JOB IN PULASKI COUNTY, TOO!*

WHY PULASKI COUNTY?

DIVERSIFIED, ENTREPRENEURIAL, AND HERE
TO GROW WITH YOU.



CONTACT PCED @ 574-946-3869, OR VISIT
[HTTP://WWW.PULASKIONLINE.ORG/](http://www.pulaskionline.org/)

Our Mission

Pulaski County Economic Development holds to a mission to promote and improve the quality of economic development throughout Pulaski County in pursuit of excellence through the following endeavors:

- *Supporting the expansion and continued investment of Pulaski County businesses.
- *Recruiting new business and industry into Pulaski County.
- *Promoting tourism and the increase of transient spending in Pulaski County.
- *Developing and supporting business services such as workforce development, infrastructure, planning, financial programs, technology initiatives and entrepreneurial programs.
- *Conducting charitable and educational activities.

**Pulaski County
Community Development Commission/
Economic Development
2013-2014 Leadership**

President: Bill Champion, Frasco
Vice-President: David Broad, Alliance EMS
Secretary: David Zeltwanger, DK and Sons, LLC
First Past President: Rod Button, Town of Winamac
Membership Officer: Jamie Bales, Alliance Bank

Executive Director: Nathan P. Origer
nporiger@pulaskionline.org

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