

J A N U A R Y 2 0 1 2

A Newsletter from Barron County Economic Development

Welcome to the New Year!

2012 is upon us! An election year, where the politicians are going to make all kinds of promises on how they will make changes that will make our lives better and make us more prosperous.

Economic Development is so important to revitalize this great country. But Economic Development won't come from Madison or Washington. The best economic development is home grown and caused by individuals – people like us. I am so grateful for the companies that provide employment and economic activity in Barron County.

This is a new beginning – or a new era – and it is a great time to address the strategic direction of your business!

Opportunity is out there – you just need to embrace it!

I have been in a business leadership role my entire life. Never have I seen the challenges as great as they are right now. Know this, all challenges, as great as they are, create opportunity! The best leaders will capitalize on directing their business plans to meet the new opportunities!

Steve Jobs, Apple CEO, in the last days before he died talked about death and he believed it was creating an opportunity for the new, young, vibrant leaders of the future. His last words were, “Oh Wow! Oh Wow!” My view is that he had a preview of heaven. Either everyone in heaven has an iPod, or he saw the beautiful beginning of a new opportunity in heaven.

What makes a business stand out?

A few observations I have noticed that separate the well run companies from others:

- The leaders see the big picture and have a long term vision
- They have well defined business plans
- They focus on the direction of the company
- They hire people to do the technical things and keep very focused on the entire company
- They know how to capture the market share
- They know what their costs are and constantly make changes in their costs to remain competitive
- They don't get all wrapped up in daily details, but hold supervisors accountable
- Realize that on-going training for employees is essential
- Develop systems to follow and concentrate less on being ownership driven
- Use technology efficiently

How can we help you?

Barron County Economic Development cannot provide an answer to the final culmination of your personal life, but we are here to help you with any of the things mentioned here to get your business focused in the right direction. Please do not hesitate to call on us. Happy New Year!

Bob Missling
Barron County Economic Development Director