



RIVERVIEWS

NEWS AND VIEWS OF MILWAUKEE'S RIVERWORKS CENTER

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Riverworks Community Welcomes Adams and Grandt to Staff

The Riverworks Development Corporation furthered its commitment to expand and improve the depth of services provided to the

community. We are pleased to announce the hiring of Steve Adams, Neighborhood Development Specialist and Chris Grandt, Neighborhood Development Fellow. Both arrive with needed experience and enthusiasm.

Steve has served in numerous capacities within the community economic development arena. Upon graduating in 1975 from Marquette University, Steve worked in the private sector in various technical and managerial roles, primarily serving commercial and industrial customers. Between 1982 and 2000, he worked in the government sector at both the county and city of Milwaukee, in various managerial roles of public works and development related projects. In 2000, he became the Executive Director of community



Left to right: Chris and Steve

development corporation serving the area around Sherman Boulevard and North Avenue. In 2003 he started a consulting business,

Community Development Management Partnerships, working primarily with organizations on community economic development and organizational development issues. Steve is a native of New York City, and is married, with one child.

Chris Grandt is a first year graduate student at UWM and comes to RDC through a fellowship from the Milwaukee Idea Economic Development (MIED) Program, an initiative of the UWM Consortium for Economic Opportunity. Chris will be working with RDC part time while he pursues his master's degree over the next two years, assisting RDC in achieving its neighborhood economic development goals.

Chris has a B.S. in finance from

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Message from the Executive Director

As we close out 2006 and plan for 2007, I am very encouraged by the positive enthusiasm and the remarkable leadership in this community. The businesses and agencies in this community have faced many challenges and difficulties but from it all they have created opportunities for success.

There are three individuals I have to acknowledge for their hard work and ever ending quest to make this community a better place for all of us. Martha Toran President of the Riverworks Development Corporation Board of Directors, Cliff Wenniger, Chairman of the Board of Directors for Riverworks Business Improvement District II #36, owner of Wenniger Compressor and Carl Nilssen, Chairman of the Board of Directors for Riverworks Business Improvement District #25, owner of Big MPG. I appreciate their leadership, their vision and their passion to help others. I thank You!

Riverworks Development Corporation is moving into the home stretch to make the Riverworks Commerce Center a reality for the community. We have been fundraising for the past two years. We have received money from foundations, corporations, county government, city government, small business owners and individuals. We knew when we took on

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Merry Christmas and a Happy New Year!



Riverworks Center Featured Business



It is a fast paced world, especially in the Riverworks area. For the guerilla marketing company Big Direct Marketing, that is a good thing. "Our equipment is perfect for the last minute idea, or the test idea," says Becky Heile of Big Direct, "We can turn projects around quickly and very affordably with our digital printers."

Big Direct's parent company, BIG MPG Design/Marketing acquired a production quality digital printer to better produce client pitches and execute short run, quick hitter projects for their national accounts.

The experience doing the work in house was very rewarding. Couple that with a growing frustration with using the inconsistent, overpriced national copy center chains and the decision was made to give Big Direct a life of its own.

"We really excel at working with clients that need knowledgeable people assisting with newsletters, direct mail campaigns, posters, etc. The kinds of things that get put off to the last minute. The kinds of things that an overworked sales and marketing department, or development person needs a reliable partner for — to get projects done on time and on budget. It's really is a natural extension from our core agency business." expressed Deb Fueger of Big Direct.

Big Direct Marketing's capabilities include digital printing, mailing and fulfillment services, list procurement, typesetting, layout and print brokerage services.

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2006 RDC Job Training program graduates provide ideal worker pool

Press operator training came to end in early December. The class combined incumbent, dislocated and entry level workers. Because of the candidates' range of work experience, there is a great opportunity for Riverworks companies to draw from this pool. If you are looking for a highly experienced and proven worker — you might be interested in the candidate who had 27 years with A.O. Smith/Tower Automotive.

If your organization is interested in a motivated entry level worker, there are several who successfully completed the class, had outstanding attendance and very positive attitudes.

All of the training participants in this course have been exemplary as it relates to course requirements. Call Vanessa White at 414-906-9650 for more information about these qualified and eager-to-work candidates.

Steve and Chris, continued

the University of Illinois and is currently enrolled in the urban studies master's program at UWM. Prior to becoming a fellow with the MIED Program, Chris served as a Peace Corps Volunteer in Ecuador for 27 months.

Executive Director, continued

this project it would not be easy; however, during this time we have met so many great people who have seen the dramatic change in the Riverworks Center area. I always share with them that my job is easy because I work with outstanding businesses and individuals that give back to this community to make it a better place to shop, live and to do commerce; that is why I love my job!

Darryl Johnson

Big Direct, continued

Their clients include Harley-Davidson Motor Company, Midwest Airlines, Mayville Products Corporation, Outpost Exchange, and Doral Corporation.

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Breakfast with Santa

A big shout goes out to the RDC and RBID board members that sponsored the 2nd Annual Breakfast with Santa held this year at *The Bricks*. The financial support for this breakfast ensured that there was plenty of food and fun for all. Thanks for your immediate response and wonderful outpouring of generosity.

A special thanks to Don Sargent who again donned (no pun intended) the red suit and bore a very striking resemblance to SANTA! Thanks Santa for touching down at Riverworks and bringing gifts and smiles to more than 50 special guests.