

**Rondele' Foods  
Merrill  
1:00 p.m.**

**THANK YOU ALL FOR BEING HERE TODAY.**

**I COMMEND C-E-O BILL DAVIS FOR SPEARHEADING  
A MANAGEMENT RESTRUCTURING THAT  
PREVENTED A POTENTIAL PLANT CLOSING.  
SUCCESSFUL EFFORTS TO KEEP RONDELE CHEESE  
PRODUCTION IN THIS TOWN OF MAINE PLANT HAVE  
RETAINED 84 JOBS. THESE JOBS WERE IN GRAVE  
JEOPARDY OF BEING MOVED FROM WISCONSIN TO  
THE STATE OF VERMONT, ONE OF OUR  
COMPETITORS IN THE CHEESE INDUSTRY.**

**AS THE NEW OWNER, BILL HAS COMMITTED A  
CONSIDERABLE AMOUNT OF FINANCIAL  
INVESTMENT AND HARD WORK TO KEEPING  
OPERATIONS IN WISCONSIN.**

**IN ADDITION, BILL PLANS TO INTENSIFY  
MARKETING EFFORTS AND BUILD THE RONDELE  
BRAND NAME. AS A RESULT, HE ENVISIONS  
INCREASED MARKET SHARE IN SPECIALTY  
CHEESES, AND THE CREATION OF ADDITIONAL  
JOBS AT THE PLANT.**

**THESE AMBITIOUS SALES PLANS SHOULD NOT BE DIFFICULT FOR RONDELE TO ACHIEVE. RONDELE HAS PRODUCED HIGH QUALITY CHEESE IN WISCONSIN FOR 25 YEARS, AND ITS PRODUCTS ARE DISTRIBUTED NATIONWIDE AND INTERNATIONALLY.**

**FURTHERMORE, THIS PLANT IS ONE OF TWO COMPANIES WITH EXCLUSIVE CONTRACT TO PROVIDE CHEESE PRODUCTS FOR BRUEGGER BAGELS FRANCHISES IN THE MIDWEST.**

**MOST IMPORTANTLY, RONDELE MAKES EXCEPTIONALLY TASTY CHEESE. I SHOULD KNOW. AT THIS YEAR'S STATE FAIR, RONDELE WON THE PRESTIGIOUS GOVERNOR'S GRAND MASTER CHEESE AWARD FOR BEST CHEESE WITH ITS FOUR-PEPPER CREAM CHEESE PIE.**

**WE WILL HAVE THE OPPORTUNITY TO SAMPLE THIS FINE PRODUCT IN A CHEESE TASTING THAT THE COMPANY HAS ARRANGED FOR THE END OF OUR VISIT.**

**IF THE COMPANY, THE STATE, AND LOCAL COMMUNITY AND BANKING LEADERS HAD NOT COME TOGETHER TO WORK OUT A WIN-WIN FINANCIAL PACKAGE, WE WOULD NOT BE STANDING HERE TODAY, IN A COMPANY**

**COMMITTED TO GROWING AND EXCELLING IN  
WISCONSIN.**

**FOR THEIR PARTICIPATION IN THE FINANCE  
PROJECT THAT RESTRUCTURED THIS COMPANY, I  
WOULD ESPECIALLY LIKE TO RECOGNIZE:**

- **THE WISCONSIN DEPARTMENT OF COMMERCE  
COMMUNITY DEVELOPMENT BLOCK GRANT  
PROGRAM**
- **MARATHON COUNTY DEVELOPMENT  
CORPORATION**
- **THE LOCAL BANKS THAT PROVIDED THE LOANS  
THAT ARE THE CORNERSTONE OF THIS PROJECT.**

**THIS FINANCING PROJECT IS ALSO MAKING  
POSSIBLE ESSENTIAL MANUFACTURING  
IMPROVEMENTS FOR EXPANSION. OVERALL, THE  
PROJECT WILL RETAIN 84 FAMILY-SUPPORTING  
JOBS, CREATE 39 NEW JOBS OVER THREE YEARS,  
AND IS LEVERAGING NEARLY 12 MILLION DOLLARS  
IN ADDITIONAL FUNDING. THESE ARE TAX  
DOLLARS WELL SPENT.**

**WHILE I AM HERE I WOULD ALSO LIKE TO  
ANNOUNCE THE CREATION OF TWO NEW  
ECONOMIC DEVELOPMENT MARKETING PROGRAMS  
THAT WILL HELP THE REGIONS OF OUR STATE  
PROMOTE THEMSELVES TO OUT-OF-STATE**

**BUSINESS EXECUTIVES AND CONTINUE THE  
ADVANCE OF WISCONSIN'S STRONG ECONOMY.**

**THE NEW PROGRAMS, WHICH WILL BE  
ADMINISTERED BY FORWARD WISCONSIN, ARE THE  
GOVERNOR'S EMERGENCY AWARD PROGRAM AND  
THE FORWARD WISCONSIN REGIONAL GRANT  
PARTNERSHIP PROGRAM.**

**I HAVE SAID IT MANY TIMES BEFORE AND WILL SAY  
IT MANY TIMES AGAIN: WISCONSIN IS A GREAT  
PLACE IN WHICH TO LIVE AND DO BUSINESS. WE  
TAKE THAT FOR GRANTED SOMETIMES BECAUSE  
WE HAVE BEEN SO ECONOMICALLY SUCCESSFUL  
IN WISCONSIN FOR SO MANY YEARS.**

**YET, WE MUST REALIZE THAT THERE ARE PEOPLE  
IN OTHER STATES AND COUNTRIES THAT DO NOT  
KNOW ABOUT THE WISCONSIN SUCCESS STORY.  
WE MUST TELL THEM WHY IT IS IMPORTANT FOR  
THEIR COMPANIES TO DO BUSINESS HERE AND  
WHY THERE ARE ADVANTAGES TO LIVING,  
WORKING AND RAISING A FAMILY HERE!**

**SENDING OUT THAT MESSAGE IS WHAT THESE TWO  
NEW FORWARD WISCONSIN ECONOMIC  
DEVELOPMENT MARKETING GRANT PROGRAMS  
ARE ALL ABOUT.**

**THE GOVERNOR'S EMERGENCY AWARD PROGRAM OFFERS IMMEDIATE HELP TO REGIONS ADVERSELY AFFECTED BY A SUDDEN ECONOMIC DOWNTURN. AREAS CAN RECEIVE GRANTS OF UP TO \$ 5000 IS TO HELP MARKET THE REGION TO OUT-OF-STATE AUDIENCES. AND MOST IMPORTANTLY, IT CONTAINS MANY FLEXIBLE REQUIREMENTS TO ALLOW A QUICK DECISION WHEN FUNDS ARE NEEDED.**

**THE FORWARD WISCONSIN REGIONAL GRANT PARTNERSHIP PROGRAM IS OPEN TO ANY ACTIVE PUBLIC/PRIVATE ECONOMIC DEVELOPMENT ORGANIZATION.**

**FORWARD WISCONSIN WILL PROVIDE A MATCHING GRANT UP TO \$2000 OF A REGIONAL MARKETING EFFORT TARGETING OUT-OF-STATE AUDIENCES FOR A ONE-TIME, SPECIAL MATCHING GRANT AWARDS OF UP TO \$4000 FOR UNIQUE REGIONAL PROJECTS.**

**TO GIVE YOU MORE DETAILS ON THESE TWO NEW INITIATIVES, I WOULD LIKE TO INTRODUCE THE PRESIDENT OF FORWARD WISCONSIN, BRENDA BLANCHARD.**

**SHE HAS HELPED FOCUS FORWARD WISCONSIN ON RECRUITING COMPANIES TO HIGHER UNEMPLOYMENT AREAS AND RURAL AREAS, AS**

Source: Marquette University Libraries; Tommy G. Thompson Collection; Series 2:  
Gubernatorial Speeches

**WELL AS TARGETING HIGHER TECHNOLOGY  
BUSINESSES FOR LOCATION IN WISCONSIN.**

**BRENDA.**