

**BRIEFCASE**

**STATE**  
**Report: State adds 24,500 jobs in 2010**

A new economic forecast says there has been more hiring in 2010 than expected, but employment won't return to pre-recession levels in Wisconsin until 2013.

The quarterly Wisconsin Economic Outlook from the state revenue department was released Friday.

It says the state had been forecast to add 20,150 jobs in 2010, but it has already added 24,500 since January. Manufacturing led the way with 10,900 jobs.

The forecast calls for 1.7 percent employment growth in 2011 and 2.5 percent in 2012.

— The Associated Press

**GREEN BAY**  
**WS Packaging Group names Lane new CEO**

Rex Lane has succeeded Terry Fulwiler as CEO of WS Packaging Group Inc. Fulwiler will be chairman of the company until his retirement in 2011.

Fulwiler said he's been planning his retirement for five years. He joined the company founded by his father as Wisconsin Label 38 years ago and has been CEO for nearly 25 years.

Lane comes to WS Packaging from Apex Tool Group of Sparks, Md., where he was vice president of global supply chain and operations.

Fulwiler is chairman of Bellin Health and is a director of the Green Bay Packers, Baylake Bank and EMT International, among other companies.

— Richard Ryman/Press-Gazette

**BELLEVEUE**  
**Walmart donates \$20K in local grants**

Walmart donated \$20,559 to three organizations as part of the grand opening Wednesday of its new Walmart Super Center at 2292 Main St.

The existing Walmart store was expanded and remodeled to a full line of groceries and other products and services.

The store has 350 employees, include 70 resulting from the expansion. The company said the average wage of full-time employees in Wisconsin is \$12.05 an hour.

Recipients of grants from the Walmart Foundation were the Green Bay Police Department, Green Bay School District and Children's Hospital of Wisconsin.

With the expansion, the store is 116,000 square feet with a grocery store and more than 30 merchandise departments. The store is open 24 hours.

— Richard Ryman/Press-Gazette

**GREEN BAY**  
**UWGB to offer 8-week aviation course**

The University of Wisconsin-Green Bay is partnering with Space Education Initiatives and Tailwind Flight Center to offer the course Aviation and Aerodynamics for Private and Sport Pilots.

The non-credit course is open to the public and designed to help students understand the aerodynamic principles and physics of powered flight.

Upon completion of the eight-week course, students will receive an endorsement to take the FAA Private Pilot or Sport Pilot Knowledge Test.

The class meets from 7 to 9 p.m. on Tuesdays, Oct. 5 through Nov. 23, at Tailwind Flight Center at Austin Straubel International Airport in Ashwaubenon.

The registration fee is \$300 and includes books and supplies. Register before Sept. 24 at [www.uwgb.edu/education/outreach/html/0743NC.htm](http://www.uwgb.edu/education/outreach/html/0743NC.htm) or contact the UWGB Outreach Office at (920) 465-2480 or (800) 621-2313.

— Press-Gazette

**SATURDAY Q&A**



FulfillNet president/CEO Kate Burgess stands in her company's Ashwaubenon distribution center Friday with Under Armour point of purchase materials. **M.P. King/Press-Gazette**

**FulfillNet helps others reach marketing goals**

Ashwaubenon company selected for Microsoft case study

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**KATE BURGESS**

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The Green Bay Press-Gazette talks with business leaders in its Saturday conversation feature.

This week, Kate Burgess, president and CEO of FulfillNet of Ashwaubenon, talks about how her company became a Microsoft case study.

A graduate of Marquette University, Burgess worked several years at Anchor Food Products in sales, marketing and human resources.

Her husband, Tom, started FulfillNet in 1997 in their home. The company now is on Waube Lane and serves more than 200 clients. Burgess has 35 full-time employees and several part-time employees during peak seasons.

**Q.** What is your business?

**A.** FulfillNet delivers clients brand power through direct-mail distribution, fulfillment services of marketing materials to the right location and at the right time, and inventory and database management.

**Q.** How did your business become a Customer Solution Case Study on Microsoft's website?

**A.** While Microsoft was visiting Skyline Technologies, FulfillNet's technology partner, in December of 2009, FulfillNet had the opportunity to showcase its proprietary software, ShopDev.

ShopDev is a program that streamlines the process for managing multiple brands at one time, in one place and for multiple locations. This easy-to-use software allows the clients'

sales/merchandising teams to customize their marketing package to what they need, what they'll use, and what they want.

ShopDev also reports on in-store fixtures and merchandising. Most point-of-sale displays are managed by individuals who visit retailers, take photos, record observations and forecast needs. The information is then compiled with written reports, which are sent to regional managers who take action on the reports. ShopDev makes it possible to easily and quickly enter data, images and text electronically, allowing for centralized data collection, analysis and maintenance capabilities.

Following the demonstration, one of the Microsoft representatives submitted ShopDev as a candidate for a Microsoft case study. The case study was approved on a fast track by Microsoft, versus the normal approval process which can take more than six months.

**Q.** How did FulfillNet and Skyline Technologies cooperate on this project?

**A.** FulfillNet has partnered with Skyline Technologies on the development of ShopDev since 2004. FulfillNet continually seeks ways to improve

ShopDev with the ultimate goal of enhancing the support of our clients and helping them reach their sales and marketing goals.

In addition to custom software development, Skyline provides visibility to emerging technology, enabling FulfillNet to position itself as the leading edge of technology and innovation within the marketing-support services industry.

This strategic partnership allows FulfillNet to differentiate itself by combining disciplined technological innovation with an insightful understanding of its clients' needs.

**Q.** How does the program help your business?

**A.** FulfillNet in the point-of-purchase and point-of-sale fulfillment industry, taking marketing collateral management to a new level of efficiency, accuracy and effectiveness. This provides increased sales opportunities both within FulfillNet's current client base, such as Under Armour, as well as with new prospective clients.

**Q.** What does it mean to your business to be included as a case study?

**A.** Being featured as a Microsoft case study provides a platform for FulfillNet to further its presence and visibility in the marketing-collateral fulfillment industry locally, nationally and globally.

Additionally, it walks the talk with our dedication and success in leveraging technology to deliver effective and cost-saving solutions to our clients, and provide actionable data for their marketing programs in a competitive environment.

**Wrightstown grocers win service award**

Gannett Wisconsin Media

**MADISON** — The Wisconsin Grocers Association Inc. recently named John and Rick VandenWymelenberg, operators of Dick's Family Foods in Wrightstown, Community Service Award recipients.

The VandenWymelenbergs are one of three

grocers in the state to receive the award.

This is the third year the WGA has presented the Community Service Award, which was introduced to recognize grocers who play a role in the betterment of their community.

The VandenWymelenbergs have supported

Wrightstown for more than 100 years. John and Rick participate in numerous community organizations and events, including St. Paul's Church finance committee, Wrightstown Businessmen's Alliance, Wrightstown Historical Society members, Taste of Wrightstown board

members, Lion's Club and Christmas Wish Club to benefit Area Families in Need. They also have supported community events and fundraisers.

The formal award will be presented at the Chairman's Banquet during the WGA Innovation Expo Sept. 22 at the Milwaukee Hilton.

**Port approves Cat Island Chain funding**

Press-Gazette

Terminal operators along the Port of Green Bay have approved the use of about \$500,000 of harbor fees to help meet Brown County's local share requirement for the restoration of the Cat Island Chain.

"We have been able to

leverage the harbor fees to obtain more than \$10 million in state and federal grants to help restore the Cat Island Chain and secure the port's future for decades to come," port manager Dean Haen said in a news release.

Funding will be used to build a wave barrier to

provide immediate protection to the islands, which have been eroding for the last three decades.

The barrier will also provide a location for the U.S. Army Corps of Engineers to place clean dredged materials on an annual basis for decades. The total project is

expected to cost about \$34 million. Brown County's projected costs are about \$10 million.

The federal portion of the project will be funded and completed by the U.S. Army Corps of Engineers.

Restoration of the Cat Island chain could begin in 2011.



**Cattle, coffee prices on rise**

Cattle prices rose sharply this week as meat packers bought beef in preparation for Labor Day grilling demand.

October live cattle futures reached \$1 per pound on Thursday morning, a record price for that contract. Cattle prices leapt nearly 15 percent during the last two months, following corn and soybean prices higher. Both corn and beans are primarily used as animal feed in the United States, with 43 percent of corn and 98 percent of soybeans being fed to animals.

Over the last two months, corn prices rose 25 percent while beans climbed 13 percent, reducing profit margins for livestock producers.

There are thoughts throughout the cattle industry that cattle and beef prices could fall sharply once Labor Day demand has been satiated. As of midday Friday, October live cattle futures were trading at 99.25 cents per pound.

**Coffee stays energized**

Coffee prices rose to a new 12-year high, reaching \$1.82 per pound on Friday morning. The market has been driven primarily by supply concerns from the world's top producers, Columbia and Brazil.

Those two nations produce nearly half of the world's coffee and have recently been suffering heavy rains, which can damage the sensitive coffee "cherries" that hold the immature coffee beans.

For now, American consumers may have to accept paying higher prices for their daily caffeine fix as coffee prices have perked 38 percent over the last three months.

**Dollar up, euro down**

With global equities lower this week, investors sought the perceived refuge of the U.S. dollar over the eurocurrency, sending the euro to a one-month low on Friday morning.

The eurocurrency was further damaged by a European Central Bank statement that indicated growth prospects remained grim across Europe.

As of midday Friday, the euro was trading at \$1.27, down 0.5 percent. Alex Breitinger, of Breitinger & Sons LLC, a commodity futures brokerage firm, can be reached at (800) 411-3888 or [www.indianafutures.com](http://www.indianafutures.com).



Coffee prices rose to a 12-year high after world harvests were damaged by heavy rains. **File/Gannett Wisconsin Media**