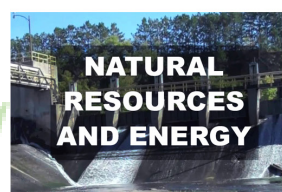


# WHERE WILL OUR FUTURE GROWTH COME FROM?

The Brainerd Lakes Area has enjoyed significant economic growth in the last 25 years, starting with the more visible retail, tourism and medical sectors and, more recently, in the technology, professional services and manufacturing sectors. Those economic sectors continue to be the focus of BLAEDC's efforts, which includes a new emphasis in natural resources and energy as well. The growth in those areas has come through a wide variety of channels but most of the businesses that have located or expanded here have a common denominator: *there was a previous connection to the area*. One or more of the decision-makers either grew up here, went to college here, vacationed here or had some other connection that helped them decide to set up shop in the Brainerd Lakes Area instead of anywhere else in the United States -- or the world. The reasons for locating here typically involve a high quality of life, endless recreational opportunities and a skilled workforce with a strong work ethic. In short, they want to work where they play . . . and who can blame them?



Looking forward  
We're ready.

## Board of Directors

BLAEDC President  
Paul Means, Riverwood Bank

Vice President  
Karlo Goerges, Pequot Tool & Mfg

Secretary/Treasurer  
Chuck Albrecht,  
Mid-Minnesota Federal Credit Union

Tom Anderson  
Minnesota Thermal Science

William Potvin, CliftonLarsonAllen

Mark Ronnei, GrandView Lodge

Bruce Buxton, Widset, Smith Nolting

Kevin Larson, Consolidated Telephone Co.

Kevin Close, Close Converse Properties

### EMERITUS BOARD MEMBERS

Timothy Bergin, CliftonLarsonAllen  
Ray Burnett, Retired  
Conrad Bye, Communications Investment, Inc  
Reggie Clow, Clow Stamping Company  
Arnie Johnson, Johnson Enterprises LLC  
Jim Kraft, Grandsen Bank & Trust  
Paul Lindbloom, Retired  
Terry McCollough, Retired  
Clint Nelson, Positive Reality  
John Newhouse, Retired  
Angella Roby, Oakridge Woodview  
Residential & Support Services  
Terry Skone, Retired

BLAEDC Board Liaisons/Gov't Reps  
Rosemary Franzen and Tim Houle.  
Crow Wing County  
Patrick Wussow, City of Brainerd  
Gordon Heitke, City of Baxter  
Matt Killian, Brainerd Lakes Chamber

## A NOTE FROM THE PRESIDENT

I frequently contemplate the uniqueness of this area -- from the natural beauty and recreational opportunities to the diverse business climate, job prospects and neighborhoods we have. We are fortunate in so many ways yet we can never rest on our laurels and past successes. We must always be diligent, stay informed and unite our community's energy and resources in organizations like BLAEDC. I am honored to be at the helm of BLAEDC this year. The people involved have endless drive to do good things for the area while working with limited resources. Our partners -- both public and private -- also do whatever they can to support the cause. I will do my best to follow in the footsteps of other wonderful volunteers who have served BLAEDC and I look forward to serving you -- our members, local governmental supporters and the businesses who are located here . . . or want to be!



Paul Means  
2014 BLAEDC Board Chair

### BLAEDC Accomplishments (1987 - 2013)

386 Projects  
\$336 million in capital investments  
4,696 jobs

### BLAEDC 2013 Accomplishments

(more than 200 inquiries and activities were vetted and managed)  
19 Projects  
\$7.6 million in capital investments  
46 jobs projected with 54 jobs retained



Brainerd Lakes Area  
ECONOMIC DEVELOPMENT  
Corporation

BLAEDC is a private non-profit 501c3 organization with a mission to expand business, build community and grow jobs and is funded by local units of government, businesses, community leaders, and individuals who believe that together we create our own destiny and make a difference in our community.

THE BLAEDC TEAM - Sheila Haverkamp, Chris Robinson, Erika O'Brien  
www.growbrainerdlakes.org - 218-828-0096 - 888-322-5232



Brainerd Lakes Area  
ECONOMIC DEVELOPMENT  
Corporation

## A Quarter Century with BLAEDC

**Thanks**  
To the following new members of Brainerd Lakes Area Development Corporation

- Wiseth Smith Nolting and Associates, Inc.
- Kummel, Larson, Bluth & Company
- John A. Knutson & Company
- Borkenhagen/Russell & Associates, Inc.
- James & Demaris Holle
- Mills Motor, Inc.
- Gerald Stromberg

**Join Today!**  
Call 828-0096

**Wasnies hired by BLAD**  
8-23-87  
SHEILA WASNIE  
Brainerd Lakes Area Development Corp. recently hired Sheila Wasnie as administrative assistant. She will replace Valarie Mitchell, who has held the position for several months. Wasnie was graduated from Brainerd High School and Brainerd Community College. Recently, she was graduated from Moorhead State University with a major in business administration and concentrations in finance, management and marketing. While attending MSU, she worked with the Small Business Development Center, specializing in consulting and training. She was a member of the Phi Kappa Phi Honor Society.

**Building economic development through cooperation**  
John Callender, Chairman of BLAD's Advisory Committee, welcomes Arnold Johnson of Universal Pensions as a Charter Member of BLAD. Our thanks to Johnson and all new members. "JOIN TODAY!" Call 828-0096

**looking back**

**2013 Annual Report**

# REMEMBERING HOW FAR WE'VE COME . . .



Brainerd Lakes Area  
ECONOMIC DEVELOPMENT  
Corporation

# . . . AND KNOWING WHERE WE NEED TO GO

During the mid-1980s, Brainerd-area business leaders felt that a coordinated effort was needed to work toward a diverse economy with full-time, year-round job opportunities for local residents. Although the area had healthy and thriving tourism and retail service sectors, along with a successful paper plant, the complexion of the local economy was changing, requiring communities to start actively promoting business growth and offering assistance to companies looking to expand. With the support of Brainerd Lakes Area communities, BLAEDC was formed and an organized economic development effort was launched.

### Reflecting back . . .

- BLAEDC'S office had a typewriter, a computer with no software and file cabinets with resources for local businesses needing information to make expansion decisions.
- The Brainerd Industrial Park had only one phase of development.
- There was no city infrastructure in Crosslake.
- Highway 371 went through downtown Brainerd -- no bypass yet.
- Pequot Lakes didn't have an industrial park.
- Mills Fleet Farm was the only "big box" business on Highway 371.
- Baxter City Hall was in a one-room schoolhouse.
- The Cuyuna Range did not have its state recreation area.
- Family-owned resorts were still commonplace.
- Paul Bunyan Land was located at the corner of Highways 210 and 371.

Since those early years, Crow Wing County has had tremendous economic growth, including more than 750 new companies and 12, 000 new jobs. BLAEDC and its partners have played a key role in advancing many projects that have contributed to that growth over the past 25 years. The numbers tell the story. . .

	1987	2012	Difference
Companies	1369	2132	+ 763
Employees	14,940	26,984	+ 12,044

Today, broadband services through fiber optics are available in many homes, major resorts compete nationwide for events, the area is home to a diverse manufacturing sector, high-tech companies provide expertise around the world, lake homes are occupied by executives of Fortune 500 companies, professional athletes and movie stars, recreational amenities are nationally recognized, national chains vie for prime sites, malls and retail areas are redeveloped and enhanced, city and county facilities are updated, medical facilities and services are state of the art, and many publicly traded companies have a presence here.

As the saying goes, "If you don't know where you're going, any road will take you there." BLAEDC's road is one in which all residents have access to job opportunities with livable wages that provide for a high quality of life. That's the result of a diverse economy and business base, strong communities and neighborhoods that provide a sense of place to live and raise families. The future is exciting for the Brainerd Lakes Area. Can you imagine what might be possible? Perhaps there will be:

- a technology campus that thrives at the former Brainerd Regional Human Services Center site,
- energy-related companies operating successfully from the Brainerd paper mill site,
- mining returns while using state-of-the-art techniques,
- companies use innovative processes for our wood sources,
- Nisswa and Pequot Lakes attract east and west coast boutique owners,
- the Mississippi Riverfront project attracts visitors from across the state,
- Cuyuna mountain biking is home to Olympic training, and
- area schools are leading the nation in innovative new teaching techniques.

### Can you imagine?



1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013

### BLAEDC Events through the years . . .



### BLAEDC Board Presidents through the years . . .

Arnie Johnson - Ray Burnett - James Holle - Tom Green - Conrad Bye - Tim Bergin - Paul Lindbloom - Clint Nelson - Jim Kraft - Reggie Clow - John Newhouse - Kevin Larson - Tom Anderson - Bruce Buxton