



## **NEWS RELEASE**

*June 18, 2009*

*For more information,  
contact Julie Granger  
414.287.4131  
414.788.4333 (mobile)*

*Mary Steinbrecher  
414.287.4128*

## **2009 Future 50 Winning Companies Find Ways to Grow Despite Economic Downturn**

Milwaukee, WI . . . Amidst dire reports of closings, layoffs and cutbacks, the 2009 list of Future 50 companies represent a bright spot of business strength in an otherwise stagnant economy. In 2009, the 50 companies are projecting 6% average growth over 2008 and universally plan to add to staff in the coming year.

Several of this year's winning companies are from "clean and green" industries, such as Franklin Energy Services, which implements energy efficient programs. Their growth is a direct result of increased demand for their services. Also, many of the companies are doing a significant amount of business with customers outside the region, thereby bringing new income back home to the Milwaukee Region. For example, winning company Trissential, a management consulting company, conducts more than 75% of its business outside the region.

All companies on the list are employing creative strategies to combat the economic conditions. More than 30% report that providing superior customer service and reducing costs and overhead are contributing to their success. According to Dave Griffith of winning company Crosstowne Machining, "While we have focused on reducing any unnecessary costs, we have increased our spending on marketing as it is critical to our future growth. As a result, we have picked up two new clients."

Manufacturers and technology companies each make up about 20% of the list, while a wide variety of other services account for the largest percentage – 36%.

“The Future 50 list is a representative sample of the Milwaukee Region’s business strengths,” said Tim Sheehy, president of the Metropolitan Milwaukee Association of Commerce (MMAC). MMAC’s small business arm, the Council of Small Business Executives (COSBE), has conducted the Future 50 program for the past 22 years. “These companies point to where our economy is headed and with a strong mix of traditional and emerging industries, we are headed in the right direction.”

Companies must submit an application to be considered for the Future 50 and meet the criteria of having local headquarters (within the seven counties of southeast Wisconsin); independent ownership; and strong growth in revenue and employment.

Combined, this year’s Future 50 had a total employment of 4,037 jobs and \$621 million in revenue by year-end 2008—a 39% increase over their combined revenue for 2007. Half the winners are being recognized for the first time (companies can win the award up to three times). Of this year’s winners, 24 were started in the past 10 years; 14 were established between 1987 and 1998; and 12 were founded prior to 1987.

The 2009 Future 50 companies will be recognized for their achievements at the annual awards luncheon, to be held Thursday, September 17, 2009 at the Hilton Milwaukee City Center. Park Bank has been the long-standing partner and sponsor of the Future 50 program.

The Metropolitan Milwaukee Association of Commerce promotes and protects the interests of its 1,800 business member firms through a variety of programs and services. Members with 1-300 employees are represented through the MMAC’s Council of Small Business Executives.

- END -