



# BUSINESS *matters*

APRIL 2011



*Dan McDonald*

## EXISTING BUSINESS UPDATE



### FLEXSTEEL INDUSTRIES TO RELOCATE GLOBAL HEADQUARTERS IN PORT OF DUBUQUE



Flexsteel Industries, Inc., the nation's eighth largest furniture manufacturer, recently announced plans to construct a \$12 million, four-story, 40,000 square foot corporate office building at the corner of Fifth and Bell streets in the Port of Dubuque. Construction of the building is contingent upon approval and financial assistance from governmental entities at state and local levels. If these approvals are received on a timely basis, construction would begin in July 2011 with completion scheduled for early summer 2012.

"Our corporate offices have been at the north Jackson Street location since 1936," said Ron Klosterman, President and Chief Executive Officer. "After 75 years, the office facility is out-of-date both structurally and technologically. Our business has changed over the past 118 years and continues to evolve. We appreciate the dedication shown by our associates, and we are excited about the opportunity to provide them with a greatly improved working environment, both aesthetically and functionally," added Klosterman.

Following both Flexsteel's and the City of Dubuque's commitment to environmental sustainability, the building will be designed to be energy-efficient and environmentally friendly, including a

design that utilizes large windows to make use of natural light. The new corporate office will feature Flexsteel's world-class products throughout, including their DMI commercial office, Flexsteel hospitality and home furnishings lines. The building will allow for expansion to take advantage of future growth opportunities.

"We see the new headquarters as an ideal place to conduct business and show our visitors the natural beauty of the expanding Port of Dubuque. As we expand on the success of the area and continue our investment in our vital and growing community, we are confident that this is a great location for our corporate offices," says Justin Mills, Director of Advertising & PR. "The new global headquarters building will be adjacent to the City's Port of Dubuque parking ramp," added Mills.

Flexsteel employs 1,250 people worldwide. There are 315 employees in Dubuque, including the approximately 100 associates that will be relocated to the new building. These employees provide administrative and management services to the global operations of Flexsteel and its wholly-owned subsidiary DMI. Additionally, these employees manage residential and commercial products in areas including design, manufacturing, marketing, supply-chain management, purchasing, engineering, advertising, customer service, credit management, information systems, and accounting.

Greater Dubuque Development offers its sincere gratitude and congratulations to Dubuque's own Flexsteel!



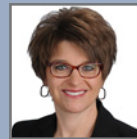
**RICK DICKINSON**  
Executive Director & COO



**DAN McDONALD**  
VP of Existing Business



**SARAH HARRIS**  
VP of Workforce Operations



**KAREN KLUESNER**  
Director of Operations



**MIKE BLOUIN**  
President



**KAREN ADAMS**  
Information Director



**SHANNON GAHERTY**  
Newcomer Relations Coordinator



**MARY KONRARDY**  
Office Assistant



**BILL BAUM**  
Existing Business Specialist





Mike Blouin

# NATIONAL MARKETING UPDATE

## MAINTAINING CONTACT WITH DECISION-MAKERS

Maintaining the personal touch with site location decision-makers is very important. Greater Dubuque Development will be participating in several events in the upcoming weeks with that exact focus.

### Community Venture Network April 15, 2011; Minneapolis MN

The Community Venture Network fosters relationships between growing businesses and communities throughout the Midwest. Six times per year, community partners are introduced to eight companies that are poised to expand their operations and employment base. Each company provides a written summary of their project, as well as an interactive presentation to the community partners.

### CoreNet Global Summit May 1-3, 2011; Chicago IL

CoreNet Global is the world's leading professional association for corporate real estate and workplace executives serving leading multinational companies from the Fortune and Global 1000.

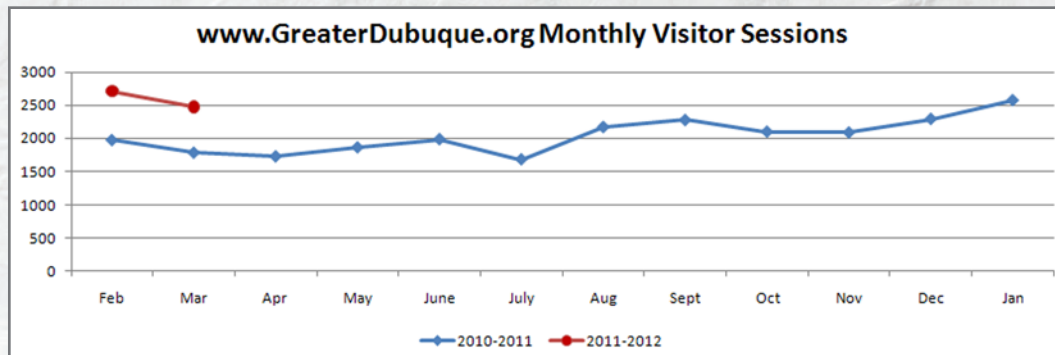
While exhibiting at the Summit, Greater Dubuque will have the opportunity to network with many of the nearly 1,600 attendees, discussing their upcoming plans, along with the advantages of locating their business in the Greater Dubuque area.

### SIOR Spring World Conference May 5-7, 2011; Scottsdale AZ

The Society of Industrial and Office Realtors® represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists. SIOR also includes associate members who include corporate executives, developers, educators, and others involved in the commercial real estate industry.

While exhibiting at the upcoming Spring World Conference, Greater Dubuque will visit with many of the nearly 500 attendees, increasing awareness of Dubuque while discussing Dubuque's economy, recent projects, and potential projects and developments being represented by SIOR members.

## WWW.GREATERDUBUQUE.ORG ACTIVITY UPDATE



## EXISTING BUSINESS DIRECTORY UPGRADE

The Existing Business Directory, found at [www.greaterdubuque.org/businesses\\_directory.cfm](http://www.greaterdubuque.org/businesses_directory.cfm), is currently being upgraded to be more informative, inclusive, and user-friendly.

Your company should have recently received a mailing from Greater Dubuque Development that outlined your current

information included in the directory, along with some additional questions and categories. Please be sure to furnish your information as soon as possible for inclusion in the site upgrade.

If you did not receive our mailing, or have not previously been listed in the directory but would like to be listed, contact Mary Konrardy at [maryk@greaterdubuque.org](mailto:maryk@greaterdubuque.org) or by phone to 563-557-9049.





Sarah Harris

# WORKFORCE DEVELOPMENT

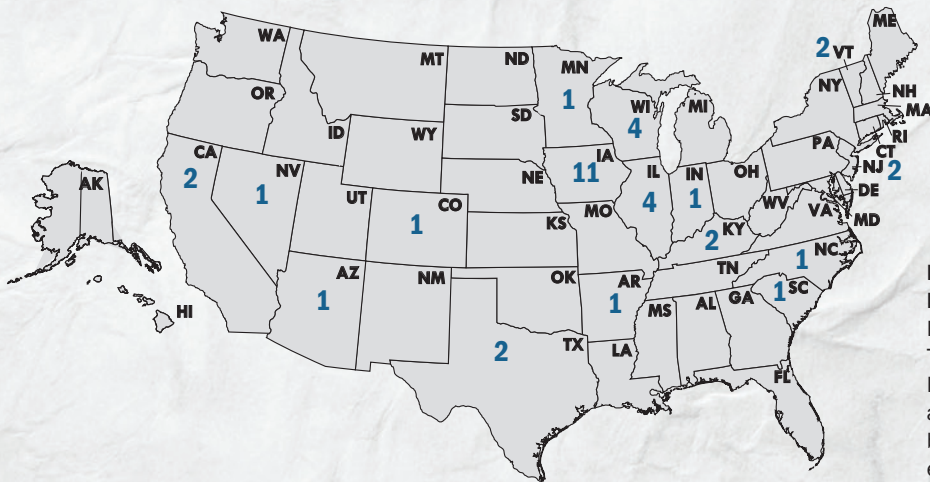


## RELOCATION GUIDE UPDATE

Relocation Guides were sent to 37 individuals throughout the United States during the month of March, while local businesses requested 63 for recruitment of potential employees. A total of 814 Relocation Guides have been distributed year-to-date (since 7/1/10).

The Relocation Guide contains community resources including information on employment, housing, education, and entertainment, as well as a DVD presentation that highlights the great things that are happening in our community. A personal postcard is sent to the individual two weeks later, and a follow-up email is sent two weeks after that to answer any questions they may have, regardless of whether they have received the guide in the mail or viewed it online.

Map of Relocation Guides Sent to Individuals in March 2011



## ACCESSDUBUQUEJOBS.COM UPDATE

**New Investors** – RT&T Enterprises Inc. and Mediacom.  
**Renewed Investors** – Bodine Electric Company; Eagle Ridge Resort & Spa; East Dubuque Savings Bank; Sedgwick CMS; Theisen Supply, Inc.; Universal Tank & Fabrication; Vanguard, Inc.; and WS Live LLC. If you would like more information about how **AccessDubuqueJobs.com** can benefit your business, please contact Sarah Harris at 563.557.9049 or email to Sarah@greaterdubuque.org.

## ACCESSDUBUQUEJOBS.COM SITE UPGRADES

Powered by the Telegraph Herald, **AccessDubuqueJobs.com** is a unique, targeted, and proven tool for the attraction of a qualified workforce. Local employers and job seekers from across the country use the site to promote and find career opportunities in the Greater Dubuque area. Significant upgrades to the site have been made recently, benefitting both employers and job seekers. They include:

- the ability for job seekers to upload resumés in PDF and Microsoft Word formats (although the Resumé Wizard is also still available);
- a new appearance to the Site Statistics page, including an increase in the frequency that the statistics are updated;
- a “print all” feature for employers to view and print submitted resumés in one click;
- a “save a draft” feature for new jobs being entered, allowing employers to leave the posting and return later for completion;
- increased visibility of the “Internships” link;
- updated references to the Relocation Guide; and
- the addition of the new “Post It” campaign videos to the site.

Future improvements slated for the site include a Facebook application for job searches; automatic daily posting of new jobs to the **AccessDubuqueJobs.com** Facebook page; an entire site redesign, including a mobile site; and automatic e-mail alerts to job seekers when their current resumé is about to expire.

Thank you to the Telegraph Herald for partnering with Greater Dubuque Development on **AccessDubuqueJobs.com**, allowing our investors and job seekers to maximize the benefits of this cutting-edge recruitment website.



## JUST A FEW SEATS REMAIN IN UPCOMING DISTINCTIVELY DUBUQUE SESSION

**Distinctively Dubuque: A fun way for newcomers to experience Dubuque!** is a signature program designed especially for those new to the community in the past few years. The final spring session runs **April 20 - May 25, 5:30 - 8:30 pm**. Register now by contacting Northeast Iowa Community College's Town Clock Center for Professional Development at 563.557.8271 ext. 380, or emailing knightw@nicc.edu. Classes meet weekly on Wednesdays for six weeks. Cost of \$75 includes meals, transportation during sessions, and materials.





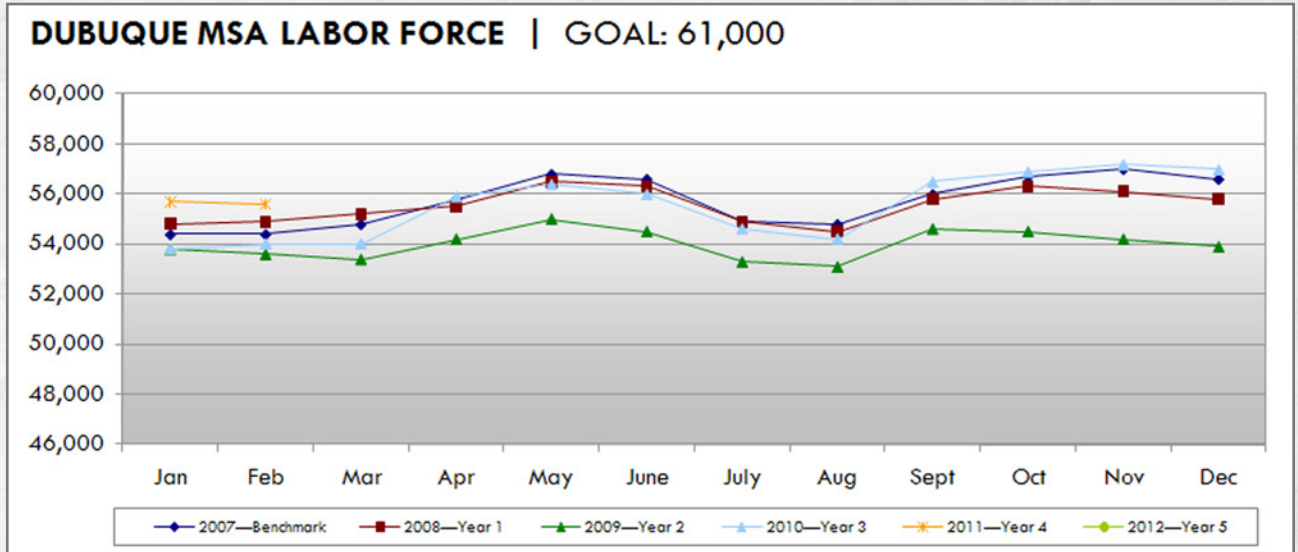
Rick Dickinson

# DESTINATION FOR OPPORTUNITY



## JOB CREATION UPDATE

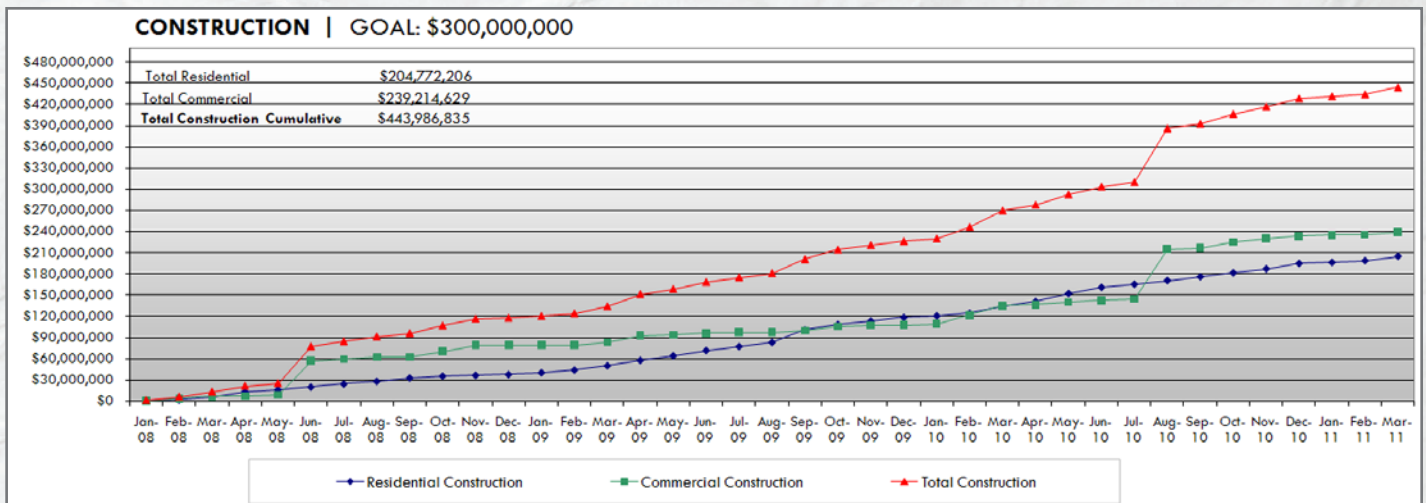
The resident unemployment rate for February 2011 was reported as 6.8% and the non-farm employment was 55,600.



SOURCE: **Estimates** from Iowa Workforce Development (sampling error +/- 7.5% @ 95% confidence level.)

## NEW CONSTRUCTION UPDATE

Since the beginning of the Greater Dubuque Destination for Opportunity Campaign (1/1/08 through 3/31/11), residential construction totals \$204,772,206. Commercial construction totals \$239,214,629. Total construction equals \$443,986,835.



SOURCE: City of Dubuque and Dubuque County, incorporated and unincorporated.



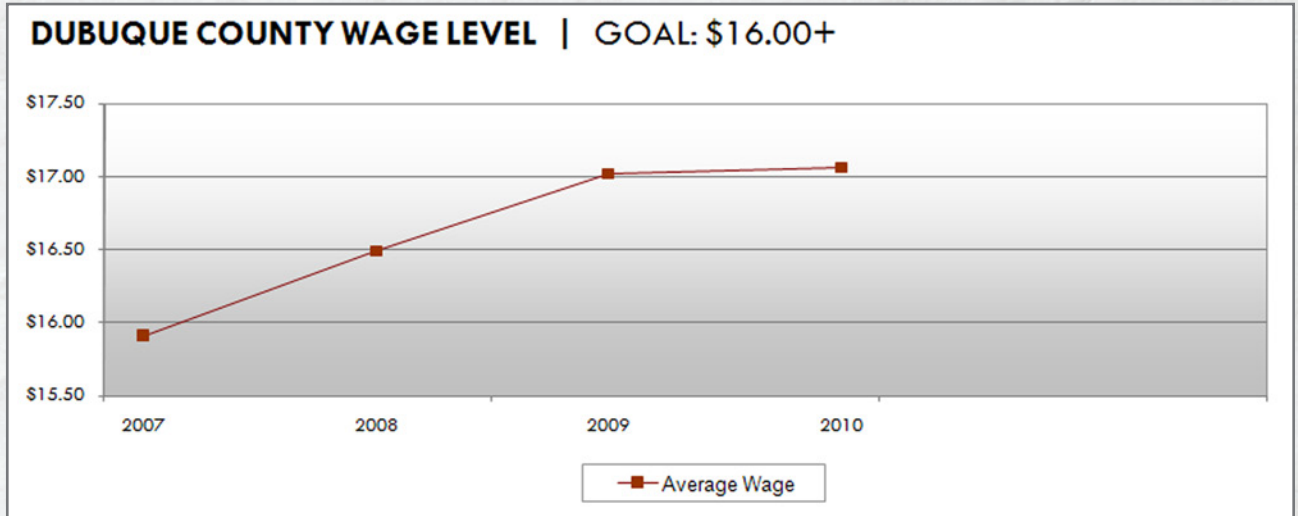
Rick Dickinson

# DESTINATION FOR OPPORTUNITY



## WAGE LEVEL UPDATE

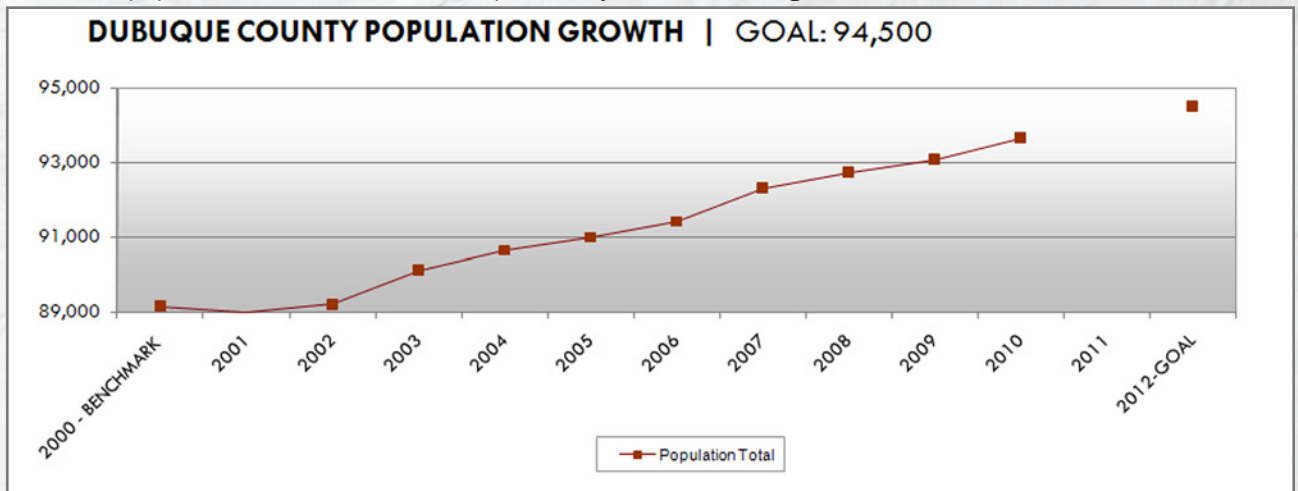
The Dubuque County average wage was reported at \$17.06 for the period of 7/1/10 through 6/30/11.



SOURCE: Iowa Department of Economic Development County Wage Thresholds.

## POPULATION GROWTH UPDATE

The population benchmark for Dubuque County is 89,143. The goal is to increase the benchmark to 94,500.



SOURCE: U.S. Census Bureau, Population Division