

# MADE IN WISCONSIN

continued growth or stagnation.

For Emmerich, the future is less about what she or someone working with economic development might want, but rather is about helping people achieve their dreams for business or manufacturing opportunities.

"I don't know what the future will bring, but I hope that if you have the dream of having a little mom and pop shop in downtown Medford that you could still realize that dream. And if your dream is to have an industry that ships nationally and internationally you could do that as well. And in Medford I believe we have both," Emmerich said.

For Walker, the goal for the future is to have many smaller employers. He explained that his organization's economic development target is for firms with 10-25 employees. "We want to have a lot of little eggs in baskets," Walker said. "We work to get them going and get them very solid and healthy," he said.

Nyberg sees the future as having a blend of large and small businesses. She said diversity of industries will need to be a key. "If everybody is making the same kind of widget we are in trouble," she said.

"The diversity of the economy in our area is important so that we don't end up with all our eggs in the same basket again," Nyberg said. That said, she supports the concept of clustering businesses as a way to benefit all those involved. In business clustering, businesses of complimentary industries are located in close proximity to reduce transportation costs and improve cooperation. She said this contributes to longer term stability for the industries.



## Leap of faith leads to success for business

The front office of DJ's Metal Art in Withee is filled with everything from soaring birds and leaping fish to hands clasped in prayer and a couple ready to kiss. This menagerie is actually just a small sample of the thousands of designs available to customers.

Dennis Jasmer started DJ's Metal Art seven years ago as an add-on to his fabrication and machine shop, which he had been running since 1975.

"In 2007, I decided to take a leap of faith and go for something I have dreamed of for so long," he writes on his website. "Working with metal art, I find the designing and cutting out of each design for customers is a real joy, especially when their smile comes from the heart in the relation to their satisfaction in the end product."

All of his products are cut from 16-gauge to 1/4 inch metal and powdercoated black, which offers the best contrast with lighter backgrounds, or when posted outdoors. However, most of his plant-type art is not powdercoated and will become more rustic over time.

Customers' personal sketches or designs can be cut to any size. Names or other words can included into almost any of the pieces as a personal touch. Jasmer can also design a logo or sign to dress up someone's front yard or cabin property.

He encourages the use of e-mail with his customers so they can convey their wishes to him and he can send them a pdf file of his design before creates it. A catalog of his thousands of designs is online at [www.djsmetalart.com](http://www.djsmetalart.com).

Jasmer is planning to get a laser table running by the first of the year so he can do engraving and etching work. He'll be able to work on any surface, including wood, leather, glass, and acrylics.

He also continues to offer custom metal cutting of parts for equipment, using a CNC cutting table capable of plasma, oxy torch cutting and plate making with thicknesses up to 2



Dennis Jasmer and his wife, Barbara, run DJ's Metal Art in Withee, where thousands of custom-cut metal art pieces are available to choose from. Customers may also submit their own ideas or words.

and 1/2 inches and sheet size of 60 by 120 inches.

DJ's Metal Art is located at 602 E. Mill Street, Withee, and can be reached by calling 715-229-2969 or by sending an e-mail to [DJ@DJMetalArt.com](mailto:DJ@DJMetalArt.com)

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