



FOR IMMEDIATE RELEASE
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The Waukesha County Center for Growth names Lucy Waldhuetter as Business Consultant

(Waukesha, WI) – The Waukesha County Center for Growth, Inc., in partnership with the Waukesha County Business Alliance and the Wisconsin Small Business Development Center (SBDC), has added a second business consultant with the hire of Lucy Waldhuetter.

The Center for Growth is a 501(c)(3) nonprofit organization created to be the economic development organization for the county. The Center for Growth serves as the central point of contact for businesses looking to grow in Waukesha County.

The business consultants work at the Center for Growth through a collaboration between the Center for Growth and the Wisconsin SBDC that began in late 2016. Consultants facilitate improvement and growth for small and emerging mid-size companies and help launch successful enterprises. This includes working with companies to develop a business growth strategy, assist with financial or operations management, navigate access to targeted loans and support marketing and sales growth.

“The partnership between the Wisconsin Small Business Development Center network and the Waukesha County Center for Growth created a strong team focused on helping businesses successfully grow and obtain additional financing when needed,” said Neil Lerner, associate state director for the Wisconsin SBDC. “Lucy has a wealth of experience in strategic business planning, new product innovation and more, and we look forward to supporting her as she helps our businesses grow.”

Waldhuetter brings nearly 20 years of business consulting experience to the Center for Growth. She has consulted in diverse business environments ranging from small to large fortune 100 businesses utilizing her global expertise in business growth strategy, manufacturing, new product innovation, market research and commercialization strategies. She has led teams on a multitude of high-growth potential projects and also has proven experience evaluating new technologies, products and related market opportunities supporting strategic business planning and operational execution. She also performs as a team leader at the Business Intelligence Center, an independent services provider at Center for Technology Commercialization, and as an adjunct counselor at several UW Small Business Development Centers. She also teaches several MBA courses at Concordia University as adjunct faculty. Prior to business consulting she worked in a corporate manufacturing environment evaluating and budgeting for strategic growth opportunities, leading teams and managing projects in capital expansions, new product developments and scale ups.

“I am passionate about growing businesses and creating jobs in Wisconsin,” said Waldhuetter. “I have a lot of business consulting experience, and I’m excited that the collaboration between the Waukesha County Business Alliance, the Center for Growth and the Wisconsin Small Business Development Center is allowing me to continue that work and contribute to business success in our area.”

Waldhuetter joins Scott Alderton, business consultant, and Tim Casey, director of economic development for the Center for Growth. Together they will connect businesses seeking to grow with municipalities, organizations and resources that can assist them.

“We are thrilled to have Lucy join the team at the Center for Growth,” said Casey. “Since we opened our doors in 2016 we have had dozens of companies come to us for help, and Lucy has the experience necessary to hit the ground running in working with the business community in Waukesha County.”

“The partnership with Wisconsin Small Business Development Center has been a great asset to the Center for Growth,” Casey said. “We appreciate SBDC’s commitment to providing this enhanced level of service to the local business community.”

To connect with Lucy Waldhuetter, please call 262-409-2622 or email her at lwaldhuetter@waukeshagrowth.org. The Center for Growth is located at the Waukesha County Business Alliance office: 2717 North Grandview Blvd., Suite 300, Waukesha, WI, 53188.

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Photo attached.

Photo caption: Lucy Waldhuetter, the newly hired Business Consultant for the Waukesha County Center for Growth

About the Waukesha County Center for Growth, Inc.

The Waukesha County Center for Growth, Inc. is Waukesha County’s economic development organization. Created in 2016 by Waukesha County in partnership with the Waukesha County Business Alliance, the Wisconsin Small Business Development Center and local municipalities, the mission for the Center for Growth is to serve as the central point of contact for businesses looking to grow in Waukesha County. The Center for Growth works to ensure each organization doing business in Waukesha County will reach its fullest potential. For more information, please visit www.waukesha.org/EDO.

About the Wisconsin Small Business Development Center

The Wisconsin Small Business Development Center (SBDC) is a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and targeted educational programs. Regional SBDC experts facilitate improvement and growth for small and emerging mid-size companies and help launch successful new enterprises. The Wisconsin SBDC is hosted by the University of Wisconsin-Extension and is funded in part through a cooperative agreement with the U.S. Small Business Administration. Learn more: <http://www.wisconsinsbdc.org>