



[L to R] Bill Rubin, Executive Director, SCEDC and Lorri Riek and Ron Riek of Woodville Warehousing and Distributing & Woodville Logistics



**MEMBER
SPOTLIGHT**

Woodville Warehousing & Distributing and Woodville Logistics

107 Hagen Drive
Woodville, WI 54028

www.woodvillewarehouse.com

SCEDC CASE STUDY

BUILD IT AND CUSTOMERS WILL COME

When Ron Riek, who had a small trucking business, built a 20,000 square foot warehouse in Woodville near Interstate 94 in 1999, he had no customers. "What I did know, from my years of driving, was that most every warehouse had poor customer service," Riek says. "I could do better." Riek's idea to fill a perceived need was spot-on. His first customer resulted from a cold call to a business he thought might need storage. "I called a guy in North Dakota who supplied French fries to Hardees' franchises," recalls Ron, who had been a corporate pilot before getting into trucking. "I found out he happened to love airplanes, so I flew my plane out to get him to see the warehouse. He was my first customer."

While that kind of customer service is not the norm, it's in the spirit of Woodville Warehousing & Distributing's business philosophy. When Ron and wife Lorri joined forces, the overall goal of the company brightened their success through their team cohesiveness of finance, modern technology, inventory control and online options through today's high standards of audits and customer demands.

The business has grown to 270,000 square feet of dry and cold storage with blast freezing capabilities. Sister company Woodville Logistics maintains a fleet of five semi-trucks, and trucking remains a large part of the services WWD offers.

WORKING WITH SCEDC

Throughout their growth, the Rieks have worked closely with the SCEDC and has credited the organization with its ability to coordinate business deals and create jobs in St. Croix County. "The SCEDC is one of my first contacts when I have looked to expand my operations and grow my workforce and I have been very impressed with their knowledge and ability to help facilitate growth in this area," Ron said. "I would encourage any business looking to relocate or expand operations to first look at St. Croix County and work closely with the staff at SCEDC."

Established 1999

12 employees (2015)

Growth for 10-12 new positions

270,000 sq. feet

USDA-CCC Approved

SERVICES OFFERED

- Blast Cell & Freezer
- Refrigerated & Dry Storage
- Product Tempering
- Heat Treated Pallets
- Pallet Replacement
- Pallet Tipping
- De-Spacing
- Bulk Out Loads
- Cross Docking
- Hand Loading Containers
- Paperwork for Exporting
- Case & Each Picking
- Pallet wrapping up to 108" high
- Inventory Control
- Re-pack, Label, & Wrap
- Label Product[s]
- Steel and Plastic Banding
- Sorting
- Bag to Bulk Transfers
- Corrugated Boxes & Boxing
- Direct Mailing
- Residential Shipping
- Cardboard Recycling
- Local Trucking

SCEDC MEMBERSHIP BENEFITS

ASSOCIATE (\$100-\$249)

- The Chronicle (quarterly)
- St. Croix Business Facts (monthly)
- Business of the Year Banquet (one ticket)
- Special meetings and events
- Link on SCEDC website
- Advertising opportunities

BRONZE (\$250-\$999)

In addition to the benefits listed for the Associate level:

- Business Briefing Reception (two tickets)
- SCEDC Legislative Networking Event (one ticket)

SILVER (\$1,000-\$2,499)

In addition to the benefits listed for the Bronze level:

- Upgraded link on SCEDC's website
- Business of the Year Banquet (two tickets)
- Annual meeting with SCEDC Executive Director

GOLD (\$2,500-\$4,999)

In addition to the benefits listed for the Silver level:

- Banner ad on SCEDC's website
- Business of the Year Banquet (four tickets)
- Advertising insert in The Chronicle

PLATINUM LEVEL (\$5,000+)

In addition to the benefits listed for the Gold level:

- Business of the Year Banquet Reserved Table (eight tickets)
- Display ad in The Chronicle



Through its professional staff and diverse board of directors, St. Croix Economic Development Corporation (SCEDC) encourages economic growth and capital investment to enhance the tax base, create jobs and ensure businesses expansion and retention in St. Croix County. More than 100 public and private members provide financial support or in-kind services to this member driven organization.

If you are a local, regional, national or international business looking to begin, relocate or expand, connect with us and find out all the possibilities that St. Croix County has to offer.

RESPONSIVE. THOUGHTFUL. RESPECTED.

- Monitors business markets and provides information to members
- Maintains critical data on employment, financing and business activities
- Interfaces with state and federal elected officials on legislative issues
- Governed by a 19-member board with representatives from public and private organizations

WANT TO LEARN MORE?

Contact us at 715.381.4383
for an informational meeting

St. Croix Economic Development Corp.

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www.stcroixedc.com