

August 27, 2007

Holzauer Graphics, Inc.

Holzauer Graphics Prepares for the Future!

Holzauer Graphics, Inc. was established in 1984 by David and Barbara Holzauer. It is primarily a large format digital printing company, focusing on out-of-home and outdoor advertising, such as billboards, transit advertising, banners, and fleet graphics. Over the last several years, the company has seen significant growth. Sons Hayes and Ryan Holzauer, both Vice Presidents, have been involved in the business since 1999.

Recognizing that Dave and Barb would eventually retire, both sons felt it important to be positioned to lead the company through an emerging double digit growth period, from both a sales and technology perspective. Hayes said, "We find ourselves at a critical time where controlled and measurable progress is important." Both sons saw it was necessary to have a business plan to guide their strategy and direction, and also to hone their business and leadership skills. Hayes wanted to focus on understanding business financials, while Ryan wanted to ensure a sound marketing/sales plan was created.

They both enrolled in the Entrepreneurial Training Program held March – June 2007. During the program, their objectives were met; the program was the perfect solution for them. Both brothers learned new business skills. Hayes took charge of the financials and Ryan led the marketing and sales strategies. A clear, concise Business Plan was developed, with integrated marketing and operations strategies. Solid financial 3-year forecasting was also incorporated into the plan. They both agreed this was the plan that would successfully take them into the future.



"The marketing research training and the financial planning techniques were the most valuable. I wish it had been part of my Undergrad program at UWM."

– Ryan Holzauer, Vice President - Marketing

"I learned so much about financials and how to dissect them; I now have a much better understanding of how to analyze 'the numbers' to make better decisions."

– Hayes Holzauer, Vice President - Operations