

## *Paul W. Arsenault*

Paul is the President and Owner of Concepts Consulting, Inc., a Business Finance Consulting Company. He has provided business consulting to small business for over 17 years. Concepts Consulting specializes in SBA and USDA financial packages and hard-to-place loans. In 2006, Concepts helped its clients obtain over \$15,000,000 in loans.

Paul has owned and sold several different businesses including a restaurant, clothing store, video rental stores, and toy store. He is also certified in Manufacturing Assessment Methodology (MAM).

Paul is currently involved with the following public and private organizations:

**Past Chairman – K.I. Sawyer Economic Development Committee (5 years).** The Committee was comprised of four County Commissioners and three Township Officials. The Committee was responsible for the overall development and conversion of the former KI Sawyer Air Force Base.

Under Mr. Arsenault's leadership, the KISED C took the time to understand the unique needs of each individual business interested in locating at K.I. Sawyer. Through creative financial deal structures, the KISED C facilitated the attraction, growth and development of those businesses. In some cases, escalated lease rates assisted companies by reducing start-up costs. Other companies benefited from land contracts to help them build capacity and value. When appropriate, building improvement costs and/or equipment costs were included in the rent structure.

In addition to providing flexible financial deal terms, the Committee applied for and received \$1.5 million loan from the U.S. Department of Agriculture and State of Michigan to create an Intermediary Revolving Loan Program. Mr. Arsenault was instrumental forming a loan committee and has provided leadership as a member of that committee since its inception. The program has provided nearly \$2 million in needed capital and investment to existing and start-up ventures. Direct or participation loans are available from \$50,000 or 75 percent of a borrower's total project cost up to a maximum amount of \$250,000. Loans are made directly to companies looking to invest in the former base facilities or in participation with other private and/or public lending sources. Since 1999, the committee has approved 11 loans and one grant. Principal and interest payments of nearly \$1 million have been made and revolved. The initiatives and leadership provided by Mr. Arsenault and the KISED C have contributed to Sawyer's ability to achieve the following milestones:

- Recruitment of international and national corporate residents including **Delphi Automotive, Louisiana-Pacific, American Eagle/Regional Aircraft Maintenance Center and American Communications Network North American Customer Service Operations, Superior Extrusion;**
- Sawyer has been the creation of **1,100 new jobs;**

- Commercial property has been leased or sold to **67 new employers**;
- Lease revenue from 1999 to 2004 was **\$5,025,131**;
- Real Estate sale proceeds to date are **\$8,870,401**;
- In 1999, Sawyer was named **Facility of the Year** by the National Association of Installation Developers (NAID);
- In 2000, Sawyer received three NAID marketing awards;
- In 2001, Sawyer received an **Excellence in Rural Economic Development Award** from the Department of Commerce Economic Development Administration;

Today Sawyer International Airport and Business Center is an award-winning, thriving, economic development engine for not just Marquette County, but the entire region. As an advocate for small business, Mr. Arsenault has used his leadership role with Marquette County as a vehicle for the enhancement of small business county-wide, resulting in the creation of a population of successful small businesses that are the cornerstone to Marquette County's positive economic climate.

**Current Chairman – Six-County Employment Alliance (WIA LEO Board – 19 years)**

The board, comprised of two County Commissioners from each of the six Central Upper Peninsula Counties, makes policy and oversees a budget of nearly \$5 million annually for workforce investment activities in the Six-County area.

**Board Member – Michigan Works Job Force Board.** The board, a strategic workforce investment board, is responsible for the Central Upper Peninsula Six-County area. Its 25 members are mostly private sector business people. The Job Force Board's overriding objective is regional "Business Community Development," and focusing on helping businesses create and retain good jobs; preparing workers for jobs; and improving Michigan's business climate through the Workforce Development System. Michigan Works! The Job Force Board has received much recognition and numerous awards from national, state, and local entities.

**Commissioner – Marquette County Board of Commissioners (since 1988)**

Marquette County has a population of approximately 65,000. It is 1,873 square miles. There are 9 County Commission districts.

**Current Chairman – Small Business & Technology Development Centers – State of Michigan Board**

This organization oversees the Michigan Small Business Development Centers, which have the responsibility to enhance the state's economic well being by providing counseling, training, research and advocacy for new ventures, existing small businesses and innovative technology companies.

**Chairman – Central Upper Peninsula SBTDC Board of Directors, First Step**

First Step oversees the operation of a Small Business Development Center located in Delta County but services the majority of the Upper Peninsula. The SBTDC provides business planning and advice at no charge to start-up and existing businesses. The operation is funded by private donations and an appropriation from SBA. Paul's role as a member is to advise the staff

on efficient use of their budget, business development, and the most efficient way to use their funding to assist small business.

**Charter Member - Upper Peninsula Business Capital Corporation**

This organization was formed in 2002 as a loan program to fund the startup and growth of Upper Peninsula firms by providing loans with equity enhancements, equity investments, and technical assistance to creditworthy businesses. Its investment program is designed to deliver new and expanded sources of business investment and business services to facilitate and promote the sustainable growth of the region's economy with the goal of increasing employment and the growth of the UP-based businesses. UPBC works with entrepreneurs to build a successful business.

Past Director – North Country Bank & Trust Board of Directors (8 Years)

Director – Argonics, Inc. Board of Directors

Member – Keweenaw Industrial Council

Paul earned:

Small Business Administration – Financial Services Advocate of the Year Award  
Michigan (2003)

Small Business Administration – Financial Services Advocate of the Year Award  
Midwest Region (2003)

Paul resides in Ishpeming Township with his wife Sandra. They have five grown children.