

At MCD, Inc, a Madison-based manufacturing company, we care a great deal about the regional economic development and quality of life efforts of Thrive. This may surprise some – we are not in Thrive’s targeted sectors, we are not growing exponentially, we don’t seek venture capital, and to top it off – few people have ever heard of us.

We are a manufacturing company that sells to other manufacturing companies, mainly printers, publishers, and direct mail companies. This brings up the first reason we care – while we are not on the “front line” of the targeted sectors, healthy growth in those sectors will bring business to our customers and their vendors in the region, which in turn will bring business to us. For example, a biotech company introducing a new product will often require printed materials explaining the new product and they will work with local printers and graphic design firms – who in turn are our customers. We love new product introductions.

MCD employs about 85 people in good paying jobs, and generally another 30 people in temporary employment positions. This brings the second reason we care – our people live in the communities who will benefit from quality of life initiatives, which in turn decreases our turnover and increases our ability to hire good people. In fact, eighty-plus percent of our people live in communities throughout the region from Columbus to Deforest, to McFarland, to Beloit. We want them to return home each day to an ever more vibrant local community. It should be noted that we provide an outflow of cash to those regional communities from Madison – this is where our people spend their earnings.

While we do most of our own training within MCD (a benefit to the region), one of the ways we stay in the top tier of companies in our industry is to hire talent from outside our region. We recently hired a Production Manager from the Cleveland area. He worked for a large national printing company and was on a management fast track, but was attracted to Madison. Chalk one up for both MCD and the region.

So here we are – a local manufacturing company who is thriving about three steps below the “action” on the front lines of economic development. We appreciate the efforts Thrive and its founders have begun in the region. We know it’s a long-term effort, but then again so is our 35 years of success with good jobs and great customers in this region.

Dave Boyer
CEO, MCD