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EntrepreNews

News & Events

The CREATIVE HOME for more than 60 ARTISTS



16TH Street Studios

22ND ANNUAL STUDIO OPEN HOUSE

SATURDAY, DECEMBER 2, 2017
11am-4pm

RACINE BUSINESS CENTER • 1405 16TH STREET • RACINE, WI

Free Admission

Start your HOLIDAY SHOPPING with UNIQUE GIFTS

GALLERY on 16TH

262.637.3958
www.racineartsandbusinesscenter.com
f /16thstreetstudios

Also Featuring:

Spirit of Racine Entrepreneurs Exhibit
Call 262.637.3958 for hours or private tours

Chez Bob's - Racine's hidden gem for breakfast & lunch
Open during the STUDIO OPEN HOUSE

Sarah Anderson
Jerry Ballard
Rebecca Basi
Karen Brown
Jane Rose Brown
Trace Chado
Aurora Contreras-Howe
Mary Dorris
Ashley Faircloth
Allan Filson
Maureen Fritschen
Joshua Gage
Samira Gibbs
Rick Geller
Dinah Harner
Alice Hazzan
Greg Holding
Janet Hoffman
Julie Janewicz
David Jewell
Christopher K. Johns
Emily Jones
Judith Kaplan
Bridget Kelly
Bridget Lambert-Hewford
Bradford Lee
Maria Minus Lee
Mary Ellen Lee
Diane Lenneman
Tony Macias
Erica Mendez
Theresa Metz
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Charlotte Miller
Emily Montgomery
Cynthia Murgensmith
Crystal Neubauer
Tony Nunez
Mallory Oleson
Peter O'Keefe
Gwen Parysek
Erica Paul
Lyle Peters
Kaitlin Phillips
Dale Savin
Janet Sawell
Linda Schubert
Jeff Shawhan
Dan Simonneau
Jim Siscock
Susan M. Sorenson
Colleen Steenhagen
Don Stewart
Jim Tavernese
Emily & Sarah Velos
Maggie Venn
Liesel "Chae" Villarsa
Don Voss
Eden Voss
Kryta Voss
Marilyn Ward
Jeanette L. White
Gary Wille
Cathy Yoder
Belle & Suzi Zornen

Meet Your Neighbors

Jim Springer
Everlite
www.everlite.us
(866) 895-9172

Have you ever been rolling slowly down a residential street at night looking desperately for the house numbers? Perhaps Mr. Herbert C. Curtis did too, because he invented Illuminated House Numbers in 1934.



Jim Springer, owner, EVERLITE®

According to the EVERLITE® website, "The initial purpose of the business was to fulfill the emerging demand for house numbers after the establishment of a uniform house numbering system for Milwaukee in 1930. The EVERLITE product line was developed to coincide with the numbering scheme as a more functional house number by means of low voltage illumination."

RBC entrepreneur Jim Springer starting working for Curtis Industries in 1989 and bought EVERLITE in 2003. While interviewing Jim for this issue, it was clear what really made him light up was talking about his family. He moved to Racine from Lake Geneva with his wife to be closer to their children and grandchildren. The fact that he said it costs 70% less to operate here than in Lake Geneva seemed like just an added bonus. Jim's workbench is peppered with family photos and his business is a family enterprise. His wife, two sons, a daughter and a brother all work for EVERLITE.

Jim orders blank tile and then he and his crew glaze and assemble the Made in America componentry here. The frame is a weather-resistant die-cast aluminum and the black-fired numbers on ceramic tile are easy to read, providing high visibility day or night. These are easy to install and they're illuminated via your doorbell transformer by warmly lit incandescent bulbs that come with a free lifetime bulb replacement warranty with purchase. Their three main customers are direct end-users, lighting showroom distributors and contractors/builders. With the increase of internet shopping and Google, business doubles every year. The Illuminator is their bestselling product. EVERLITE has distributors from California to New York and from Texas into Canada.



Estate Series

The EVERLITE website states, "While the product is now going through several enhancements and feature improvements to meet the changed municipal code specifications and esthetic tastes of a more sophisticated home market, the principals of FIRST QUALITY MATERIALS offering a LIFETIME OF SERVICE with EXQUISITE TASTE continues as the product's mission."

When asked what's unique about his business or product, Jim answered simply, "Its longevity." What does he want other tenants to know about him? "If a neighbor believes I can help, I'd be happy to."

Under Construction

Road construction is well underway on 16th Street. According to the City of Racine, "the resurfacing work will include the cracking and seating the concrete pavement, adjusting the manholes and storm water inlets, sanitary and storm sewer repairs/replacements, repair of the existing curb and gutter, lawn restoration, and the placement of asphaltic overlay.

Parking on the street will be allowed at night and on weekends, but all vehicles should be moved off the roadway by 7:00 am each morning on normal work days. Your cooperation in keeping off of the street during the construction period will be greatly appreciated. There will be days when the contractor is working at another location on one of the other streets on the contract and there will be no construction activity on your street, so please be patient."

Due to an increase in traffic through the RBC parking lot from the west side, please be extra cautious when driving behind the building at the blind curve. There have been some near misses.

The construction foreman assured us that they will be done in November some time. Considering the 16th St. Studios Open House is coming up quickly, we surely hope he's right!



Would you like your business to be highlighted in an upcoming EntrepreNews issue? Please contact us. 262.637.3958
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