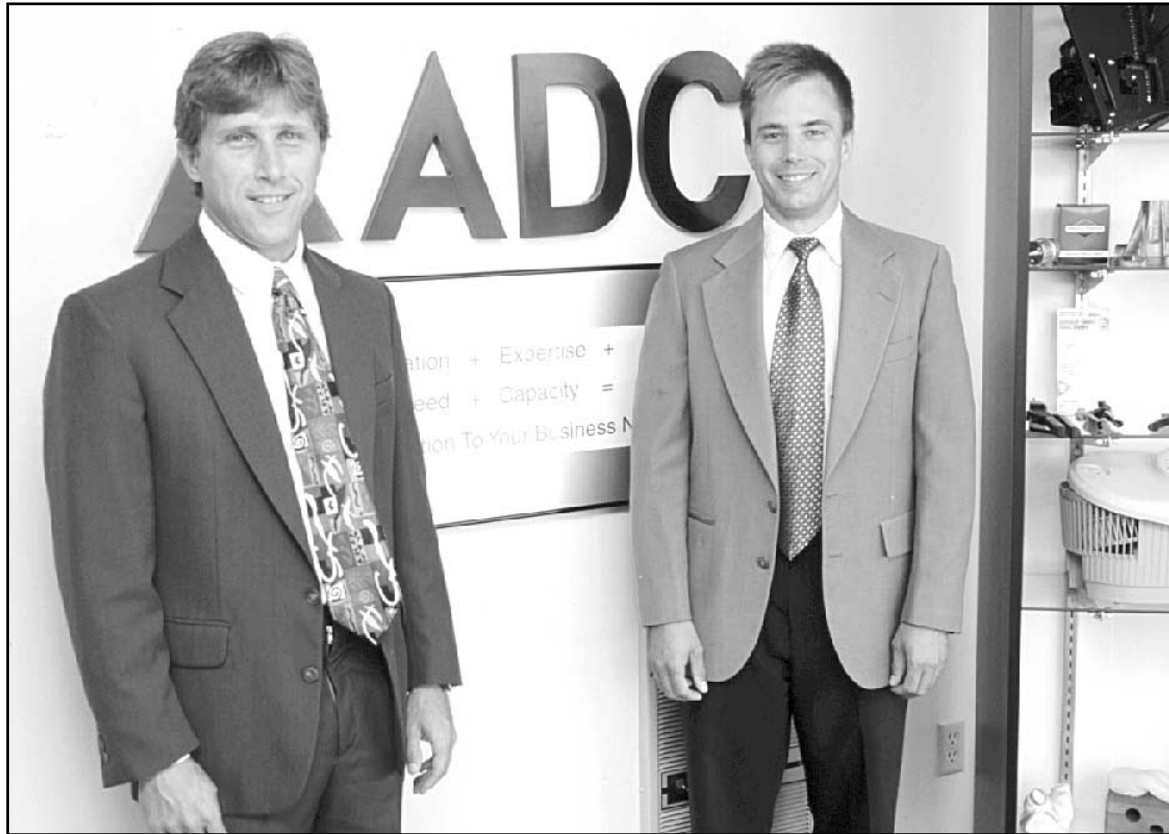


★ **FUTURE 50**

Advanced Design Concepts

Future 50 First Year Winner



Mark Schaefer and Mark Carlson

Location: W237 N2889 Woodgate Rd., Unit B, Pewaukee 53072

Web site: www.adcinc1.com

Year founded: 1993

Product or services offered: ADC is a fully integrated engineering design and prototype development studio. ADC's services include: new-product design and product refinement, rapid prototyping, tool design, first-article inspection, finite element analysis (FEA), and Pro/ENGINEER consulting and training. ADC also provides reverse engineering, first article inspection and mold verification services.

Leadership team: Mark Schaefer, president; Mark Carlson, vice president; Craig Brown: lead CNC programmer; Ben Lund: lead engineer

Projected 2001 revenue growth percentage over 2000: 12%

Business organization memberships: Pewaukee Chamber of Commerce, Badgerland Pro/E User's Group, American Society for Mechanical Engineers, Society of Automotive Engineers

Target clientele: We serve the needs of a diverse customer base including Fortune 500 companies, as well as mold shops and tool-and-die companies.

Biggest challenge your firm overcame in 2000: Our biggest challenge in 2000 was finding and hiring qualified employees.

Biggest challenge you see for 2002: With the economic slowdown of 2001, we believe one of our biggest challenges for 2002 will be to secure enough projects to keep our staff busy.

How do you plan to overcome that challenge?

We have added new services that appeal to an even more diverse customer base. We are also increasing our marketing efforts and updating our Web presence.

A technology software application that your firm has found particularly beneficial: Mark Schaefer says he owes much of his success to reverse engineering, sometimes called 3D photography. That entails scanning a 3D object and automatically processing it into a watertight surface that can be transferred into a CAD/CAM package or sent straight into a CNC machine or another type of manufacturing device. The software that enables the process is Geomagic Studio from Raindrop Geomagic in Research Triangle Park, N.C.

A business practice you are particularly proud of: ADC offers employee incentive programs for goal achievement that result in individual and team rewards. For example, ADC sponsored a company-wide Caribbean cruise in 2000.

Business words of wisdom: Be prepared to have the confidence to operate as if you are a large company, while continuing to move and adapt swiftly.