

GENROCO INC  
Form SC 13G  
August 21, 2001

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934  
(Amendment No. 0 )

Genroco Inc.  
(Name of Issuer)

Common Stock  
(Title of Class of Securities)

372449108  
(CUSIP Number)

December 31, 2000  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which  
this Schedule is filed:

Rule 13d-1(b)  
 Rule 13d-1(c)  
 Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a  
reporting person's initial filing on this form with respect to the  
subject class of securities, and for any subsequent amendment  
containing information which would alter the disclosures provided  
in a prior cover page.

The information required in the remainder of this cover page shall  
not be deemed to be "filed" for the purpose of Section 18 of the  
Securities Exchange Act of 1934 ("Act") or otherwise subject to the  
liabilities of that section of the Act but shall be subject to all  
other provisions of the Act (however, see the Notes).

CUSIP No. 372449108  
13G

1  
NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Firstar Corporation

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-----  
2

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)

(b)  
-----

3

SEC USE ONLY  
-----

4

CITIZENSHIP OR PLACE OF ORGANIZATION

Wisconsin  
-----

|                                   |                              |
|-----------------------------------|------------------------------|
| NUMBER OF                         | :5. SOLE VOTING POWER        |
|                                   | : 500,000                    |
| SHARES BENEFICIALLY OWNED BY EACH | :-----                       |
|                                   | :6. SHARED VOTING POWER      |
|                                   | : -0-                        |
| REPORTING PERSON WITH             | :-----                       |
|                                   | :7. SOLE DISPOSITIVE POWER   |
|                                   | : 500,000                    |
|                                   | :-----                       |
|                                   | :8. SHARED DISPOSITIVE POWER |
|                                   | : -0-                        |

-----

9

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

500,000  
-----

10

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

-----  
11

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

5.4%  
-----

12

TYPE OF REPORTING PERSON\*

HC  
-----

CUSIP No. 372449108

13G

-----  
1

NAME OF REPORTING PERSON

S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Firstar Investment Research & Management Co., LLC

39-1357350  
-----

2

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CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)

(b)

3  
SEC USE ONLY

4  
CITIZENSHIP OR PLACE OF ORGANIZATION

Wisconsin

|                                   |                              |
|-----------------------------------|------------------------------|
| NUMBER OF                         | :5. SOLE VOTING POWER        |
|                                   | : 500,000                    |
| SHARES BENEFICIALLY OWNED BY EACH | :-----                       |
|                                   | :6. SHARED VOTING POWER      |
|                                   | : -0-                        |
| REPORTING PERSON WITH             | :-----                       |
|                                   | :7. SOLE DISPOSITIVE POWER   |
|                                   | : 500,000                    |
|                                   | :-----                       |
|                                   | :8. SHARED DISPOSITIVE POWER |
|                                   | : 0                          |

9  
AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

500,000

10  
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11  
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
5.4%

12  
TYPE OF REPORTING PERSON\*

IA

Item 1(a).  
Name of Issuer:

Genroco Inc.

Item 1(b).  
Address of Issuer's Principal Executive Offices:

255 Info Highway  
Slinger, WI 53086

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Item 2(a).

Name of Persons Filing:

Firststar Corporation  
Firststar Investment Research & Management Co., LLC

Item 2(b).

Address of Principal Business Office or, if none, Residence:

Firststar Corporation and  
Firststar Investment Research & Management Co., LLC  
777 E. Wisconsin Avenue  
Milwaukee, Wisconsin 543202

Item 2(c).

Citizenship:

Firststar Corporation and  
Firststar Investment Research & Management Co., LLC

Wisconsin

Item 2(d).

Title and Class of Securities:

Common Stock

Item 2(e).

CUSIP Number

372449108

Item 3.

If this statement is filed pursuant to Rules 13d-1(b), or 13d-2(b) or (c), check whether the person filing is a:

- (a) [ ] Broker or Dealer registered under Section 15 of the Act (15 U.S.C. 78o).
- (b) [ ] Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c) [ ] Insurance Company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d) [ ] Investment Company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e) [ X ] An investment adviser in accordance with Section 240.13d-1(b)(1)(ii)(E).
- (f) [ ] An employee benefit plan or endowment fund in accordance with Section 240.13d-1(b)(1)(ii)(F).
- (g) [ X ] A parent holding company or control person in accordance with Section 240.13d-1(b)(1)(ii)(G).
- (h) [ ] A savings association as defined in Section 13(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813).
- (i) [ ] A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3).
- (j) [ ] A group, in accordance with Section 240.13d-1(b)(1)(ii)(J).

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Item 4.

Ownership:

- (a) Amount beneficially owned: 500,000
- (b) Percent of class: 5.4%
- (c) (i) Sole power to vote or to direct the vote: 500,000
- (c) (ii) Shared power to vote or to direct the vote: 0
- (c) (iii) Sole power to dispose or to direct the disposition: 500,000
- (c) (iv) Shared power to dispose or to direct the disposition: 0

Item 5.

Ownership of Five Percent or Less of a Class:

Inapplicable

Item 6.

Ownership of More Than Five Percent on Behalf of Another Person:

Inapplicable

Item 7.

Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company:

Firstar Investment Research & Management Co., LLC IA

Item 8.

Identification and Classification of Members of the Group:

Inapplicable

Item 9.

Notice of Dissolution of Group:

Inapplicable

Item 10.

Certification:

By signing below, I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

Signature:

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

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FIRSTAR CORPORATION

August 13, 2001 By: /s/ Jennie P. Carlson  
Date Jennie P. Carlson, Executive Vice President

Firstar Investment Research & Management  
Co., LLC

August 13, 2001 By: /s/ Jeff Squires  
Date Jeff Squires, Sr. Vice President