

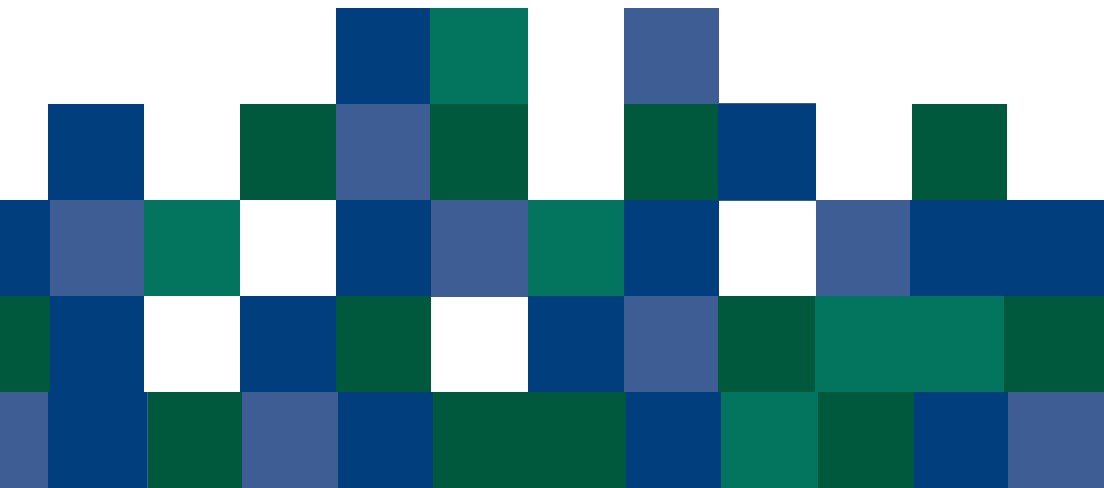


# WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate / Develop / Network / Promote

YEAR-IN-REVIEW 2016-2017

**Invest in the future.**





## **MISSION**

To drive economic growth in Waukesha County



## **VISION**

To make Waukesha County the best place to do business



## **WE BELIEVE...**

...All types of business, big or small, are important to the growth of Waukesha County.

...Empowering our member businesses to succeed is key to economic growth.

...Relationships built on integrity and trust drive growth.

...Free enterprise improves the lives of workers, residents and visitors.

...The business environment is constantly evolving, and we are committed to evolving with it.

...In giving businesses a forum to affect positive change in our community.



## **CORE VALUES**

Collaboration

Empowerment

Engagement

Evolution

Growth

Leadership





As we reflect on the past year, “**invest in the future**” stands out as a guiding principal of the Waukesha County Business Alliance. Our organization and its members have made important investments – in people, products, facilities, technologies and more – to advance the economic vitality of our region today and for many years to come. For example:

- **Workforce development** remains the number one economic development issue facing our area. This year, the Alliance created a new Talent & Education Manager position to expand our **business/education partnerships** and connect employers to the many workforce development resources available to them. In addition, the Alliance continues to introduce hundreds of the next-generation of workers to high-demand careers and is piloting innovative programs, such as **The Joseph Project**, to connect unemployed Milwaukee residents to open jobs in Waukesha County.
- The Alliance has strongly advocated for a sustainable funding solution to maintain and modernize our **transportation infrastructure**. Our state needs to ensure a safe, efficient flow of people and products for businesses to thrive.
- In May, we were thrilled to celebrate the one-year anniversary of the **Waukesha County Center for Growth**, the county’s new economic development organization. Investing in the center’s success are Waukesha County, 12 municipalities, the University of Wisconsin Small Business Development Center and the Alliance. This unique collaboration ensures that businesses have a one-stop shop to connect to the resources they need to grow.

Thank you for investing in the Alliance. We could not do all we do without the exceptional support of our members. **Together we can make Waukesha County the best place to do business!**

Sincerely,

A handwritten signature in blue ink that reads "Suzanne Kelley".

Suzanne Kelley  
President and CEO

# ADVOCATE



## **MANUFACTURING ALLIANCE HELPS BRING THE JOSEPH PROJECT TO WAUKESHA COUNTY**

The Waukesha County Manufacturing Alliance supported the expansion of the Joseph Project initiative, which was founded by U.S. Senator Ron Johnson and is run out of Greater Praise Church of God in Christ on Milwaukee's north side. The program, which connects job seekers from the north side of Milwaukee with employment opportunities in surrounding counties, received a 15-passenger van through donations from Waukesha County manufacturers.



## **WAUKESHA WATER MOVES FORWARD**

In support of the City of Waukesha's application to borrow and return Lake Michigan water, the Alliance testified to support legislation that revises the current water service supply area.



## **ALLIANCE RECOGNIZED WITH EDUCATION AWARDS FROM NEW BERLIN, WAUKESHA SCHOOLS**

This year, the Alliance's efforts to support business and education partnerships were recognized with the Friends of Education award from the School District of New Berlin as well as a Community Partner in Education Award from the School District of Waukesha Education Foundation.



## **ALLIANCE PARTICIPATES IN INAUGURAL STATEWIDE D.C. LEGISLATIVE TRIP**

Alliance members and staff had an opportunity to speak directly with legislators about federal issues impacting the business community at the inaugural Wisconsin Manufacturers & Commerce (WMC) Washington, D.C. fly-in. The event included 35+ participants from chambers across Wisconsin for Capitol Hill visits and a briefing by the U.S. Chamber of Commerce on national energy, health care, labor and tax policies.





## ALLIANCE ADVOCATES FOR TRANSPORTATION FUNDING SOLUTION

The Alliance continued to advocate for statewide, sustainable, long-term transportation funding solutions, including providing testimony before the state legislature's joint finance committee and supporting completion of the I-94 East-West corridor between 70th and 16th streets.

The Alliance *advocates* on behalf of the business community.





## **NEW MECHATRONICS APPRENTICESHIP LAUNCHES IN WAUKESHA COUNTY**

The Alliance joined Waukesha County Technical College (WCTC) and the Department of Workforce Development/Bureau of Apprenticeship Standards (DWD) to celebrate the launch of a new Mechatronics Technician Registered Apprenticeship program in Waukesha County.



## **CONSTRUCTION BEGINS ON THE WEST WAUKESHA BYPASS**

The Alliance has long supported completion of the West Waukesha Bypass, to provide a modern roadway on the west side of the City of Waukesha to safely and efficiently accommodate existing and future traffic volumes. In 2017, the project officially kicked off as construction began.



## **ALLIANCE APPOINTED TO GOVERNOR'S COUNCIL ON WORKFORCE INVESTMENT**

Suzanne Kelley was appointed to the Council, which works to craft a comprehensive workforce development strategy that anticipates employer labor needs while building and strengthening Wisconsin's workforce. Suzanne serves on the Strategic Initiatives Committee, which will seek strategies and best practices to attract, retain and develop Wisconsin's workforce.



## **ALLIANCE PARTNERS WITH CENTER FOR GROWTH ON EXPANDED EDUCATION & WORKFORCE DEVELOPMENT FOCUS**

In order to address the growing need for workforce and build a stronger connection between schools and businesses, the Waukesha County Business Alliance and the Waukesha County Center for Growth named Robyn Ludtke to the newly created position of Talent & Education Manager. The role will serve as a conduit between businesses and educational institutions in order to strengthen the workforce pipeline for Waukesha County and southeastern Wisconsin.



*The Alliance **advocates** on behalf of the business community.*



**The Waukesha County Center for Growth serves as the central point of contact for businesses looking to grow in Waukesha County. The Center for Growth works to create a vibrant economy where businesses and citizens thrive.**

- During National Economic Development Week in May, the Waukesha County Center for Growth celebrated its one-year anniversary with a ribbon cutting and open house.
  
- Tim Casey started as Director of Economic Development in 2016 and Karen Taylor began work as the Business Outreach Specialist in 2016 through a partnership with the Small Business Development Center. In 2017, the Center for Growth added Robyn Ludtke as the Talent & Education Manager through a partnership with the Waukesha County Business Alliance.
  
- With the help of the Center for Growth:
  - W.M. Sprinkman moved to Waukesha County in December of 2016. W.M. Sprinkman manufactures processing equipment for the dairy, food, beverage and craft brewing industries and employs 60 people, with plans to add additional positions in the coming years.
  - First Choice Ingredients expanded and began operations in March of 2017 in an 83,000 square-foot plant in Menomonee Falls. First Choice is expected to add 30 new jobs.
  - Metal-Era, a family-owned manufacturer of commercial roof components, celebrated a ground-breaking ceremony in July of 2017. Metal-Era will expand by 25,000 square feet and add 32 employees in the next few years.
  
- 12 municipalities have committed to working with the Center for Growth on collaborative economic development efforts:
 

City of Brookfield	Village of Dousman	Village of Mukwonago
City of Oconomowoc	Village of Hartland	Village of Pewaukee
City of Waukesha	Village of Lannon	Village of Sussex
Village of Big Bend	Village of Menomonee Falls	Town of Lisbon



# DEVELOP



## **FOTSCH FAMILY FOUNDATION RECEIVES DON RICHARDS LEADERSHIP AWARD**

This past year, the Fotsch Family Foundation was awarded the Don Richards Leadership Award for 2016. The Fotsch family is dedicated to supporting organizations and initiatives that give others the opportunity to reach their potential. The Fotsch Family Foundation has helped fund organizations that support education, veterans and a number of other causes.



## **ALLIANCE NAMED TO U.S. CHAMBER OF COMMERCE TALENT PIPELINE MANAGEMENT ACADEMY**

Robyn Ludtke, a staff member for the Waukesha County Business Alliance and the Waukesha County Center for Growth, was accepted to participate in a cohort of 20 members as part of the U.S. Chamber of Commerce's Talent Pipeline Management Academy. The U.S. Chamber of Commerce Foundation (USCCF) is engaging employers and their partners across the country in developing a new demand-driven approach—talent pipeline management—to close the skills gap.



## **LEADERSHIP WAUKESHA COUNTY GRADUATES RECORD-BREAKING NUMBER OF PARTICIPANTS**

Leadership Waukesha County (LWC) is a personal and professional development program that has graduated more than 500 leaders in its 28-year history. Participants from a variety of ages, industries and backgrounds come together to learn leadership skills and grow as individuals and as a group through professional leadership facilitation. This year, the Alliance graduated a record-number of 39 students from the program.



## **OTHER DEVELOPMENT OPPORTUNITIES WITH THE ALLIANCE**

Programs such as SmallBiz Alliance, Professional Women's Development Network and Young Professionals of Waukesha County meet the distinct needs of targeted audiences.







## INAUGURAL SCHOOLS2SKILLS™ SCHOLARSHIPS DISTRIBUTED

The Waukesha County Business Alliance announced seven recipients of the Mary Baer Schools2Skills scholarship, available for students in machine tool, metal fabrication/welding, tool & die and industrial maintenance programs at Waukesha County Technical College (WCTC).

*The Alliance **develops** your organization and your employees.*



# NETWORK



## **ALLIANCE MEMBERS FOCUS ON NETWORKING**

Last year, more than 100 attendees took part in the Alliance's "Art of Networking" program, a free workshop with Mervyn Byrd, vice president of sales & leadership development for the Alliance (and networking guru), to understand the art of networking and how to build a networking toolbox. The Art of Networking is now a quarterly series.



## **SAVOR THE FLAVOR OF WAUKESHA COUNTY DRAWS RECORD CROWD**

Nearly 400 business and community leaders attended the Alliance's annual Savor the Flavor of Waukesha County food tasting and networking event at the Legend of Brandybrook in Wales. This signature networking event gives attendees an opportunity to socialize as well as enjoy food from area restaurants.



## **WAUKESHA COUNTY TAKES PART IN STATEWIDE YP WEEK**

The Waukesha County Business Alliance, the City of Waukesha, the Waukesha-Ozaukee-Washington (WOW) Workforce Development Center and Habitat for Humanity of Waukesha County collaborated to participate in YPWeek Wisconsin in April, which is designed to retain, excite and grow the state's young professionals talent pool. Waukesha County participated by hosting programs, events and community projects along with 24 other communities around the state.





The Alliance provides opportunities to **network** and build strong business relationships.



# PROMOTE



## **OWNERSEDGE INC. TAKES HOME #1 HONOR AT TOP 10 BUSINESSES OF THE YEAR**

In partnership with BizTimes Media, the Alliance celebrated 10 highly esteemed businesses that exhibit exceptional growth, a history of outstanding employee relations and a commitment to the community.


The 2017 winners include:

- Best Version Media, Brookfield
- Fairchild Equipment, based in Green Bay (with locations in Menomonee Falls and Racine)
- Gross Automation, Brookfield
- Lakeland Supply Inc., Waukesha
- L.H. Krueger and Son Inc., Waukesha
- Metal-Era Inc., Waukesha
- OwnersEdge Inc., Brookfield
- Prairie Financial Group, Oconomowoc
- Ruckert & Mielke Inc., Waukesha
- Winter, Kloman, Moter & Repp S.C., Brookfield



## **EMERGING LEADERS OF WAUKESHA COUNTY HIGHLIGHTED WITH AWARDS**

This year, the Alliance recognized eight recipients at the Emerging Leaders of Waukesha County awards program, celebrating young professionals who have shown personal initiative, determination and commitment to their careers and their community:

- Taylor Jannsen, PerformanceMax Basketball Training, LLC
  - Patrick McNally, Froedtert & The Medical College of Wisconsin
  - Ann Marie Moss, The Women's Center
  - Sarah Prince, Hydro-Thermal Corporation
  - Sarah Resch, Boys & Girls Clubs of Greater Milwaukee
  - Jason Schneider, VJS Construction Services, Inc.
  - Jeremy Wedell, WorkWise Software LLC
  - Jessica Zeratsky, von Briesen & Roper, s.c.
- 





The Alliance provides opportunities to **promote** your business.



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