Manufacturers turn to nontraditional populations for hire, like veterans
Preparing Waukesha County for Foxconn's impact
The Corners in Brookfield was completely built with money from the U.K. What do investments like that mean for the U.S.?
Welcome to our first magazine publication, Accelerate Waukesha County! At the Waukesha County Business Alliance, we believe that the business environment is constantly evolving, and we’re committed to evolving with it. In order to keep you, our member companies, up-to-date on Alliance activities and other important issues in the county, we decided to do away with our annual Magazine and Resource Directory. Instead, we will do four pieces throughout the year: three magazines and one business directory. That way, you’ll still get the same great resources you’ve come to rely on while being able to read about timely topics.

Speaking of timely topics—the Alliance is celebrating its 100th anniversary in 2018! As we kick off the year, we remember our humble beginnings in 1918 as the Waukesha Chamber of Commerce, representing just the City of Waukesha. Since then, we have grown to be a business powerhouse that represents the whole of Waukesha County, truly making us a strong voice for business in our entire region.

But we couldn’t have done it without all our member companies that so believed in our mission throughout the past 100 years. As you can see from our bylaws in 1922, we have been committed to serving the business community since the beginning. So thank you for your support over the last century. We’re excited to be at the forefront of business growth and success for the next 100 years.

SUZANNE KELLEY
President & CEO
Waukesha County Business Alliance, Inc.

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We know that sometimes things can get a bit complicated when it comes to getting healthy and managing your health plan. That’s why we’re creating solutions with “easier” in mind.

Here’s how our solutions are making things easier to help you manage your health plan.

- **Mobile Health app.** Let’s employees find an urgent care clinic, view their ID cards, check claim status and get appointment reminders.
- **LiveHealth Online.** Allows employees to see a doctor 24/7 using a smartphone, tablet or computer with a web cam.
- **Find a doctor and estimate your costs tools.** Easy way for employees to find health care providers and get an idea of how much care may cost.

Our solutions are more than just health tools. They’re designed to help your employees get the care they need, when they need it, so they can get back to work faster, healthier and at a cost that makes better sense for you and them.

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Lake Country’s favorite venue will soon become its newest. Our complete property renovations will provide the perfect setting for families, weddings, and business travelers. Featuring 40,000 square feet of meeting and banquet space and The Springs Indoor Water Park, we invite you to experience contemporary Lake Country hospitality at its natural, vibrant best.

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Waukesha County’s workforce development strategy

COMING SPRING 2018

)...
Through the years, Power Test, Inc. has enjoyed significant success recruiting, hiring and retaining United States military veterans to their workforce. For a number of reasons, veterans have proven to be cornerstone employees who provide consistency as the company grows around them. Their depth of skills, efficiency, ideas, teamwork and dedication enhance and focus a workplace culture. They are able to draw on their training and experience to envision both broad and tactical ideas, processes and procedures that are key to growth initiatives.

Functionally, the jobs they fill require extensive technical knowledge and travel experience, and veterans are well-equipped in both regards. Given their experience, the on-the-job training allows them to quickly excel as reliable contributors.

Aside from the technical know-how and experience they bring to the table, perhaps the biggest benefit of hiring veterans is the integrity that is ingrained in their character. In times where retention is especially challenging, the loyalty and passion veterans display to the company, customers and community is incomparably strong. In many ways they provide a quick and quality return on the hiring investment.

Engaging with the veteran support community has proven to be Power Test’s most successful mechanism to find quality candidates. As these groups continue to grow and organize, Power Test will continue working to optimize both in terms of quantity and quality of potential candidates.

The veteran recruiting method practiced by Power Test that has exceeded expectations is current military veteran employee referrals. Current employees are intimately familiar with the workplace culture and know the kind of people that are likely to excel in the available positions. That knowledge, when applied to the networks that they maintain, has yielded some of the best candidates Power Test has seen in recent years. As companies bring on additional veteran employees, this particular avenue will see compounding results with even the slightest emphasis.

Power Test’s purpose is ‘We Make It Better’ for our customers, our community and each other. Our success depends on each person setting their teammates up for success. There is no better way to establish this culture in our workplace than through people who have experienced this at the highest levels. Veterans have helped raise Power Test to its current position, and will continue to be key contributors to the company’s spirit and success in the future.

CHERYL WISMAN
Human Resources Director
Power Test

VETERAN RECRUITMENT AND HIRING AT POWER TEST

Wisconsin has a relatively new Veterans Chamber of Commerce that is becoming an increasingly valuable resource through which the community learns and exchanges best practices. It provides networks to potential candidates and extensive instructional resources for the recruitment and education of veterans and non-veterans alike.

Additionally, established national networks and recruiting firms have given Power Test considerable confidence in the hiring process. Recently, Power Test has worked with Absolutely American, Inc., a veteran-owned firm that mirrors the characteristics of the candidates we seek. Hire Heroes USA is another organization that seeks to bridge the gap between veterans and the companies that want to hire them. Organizations like this prove to be essential as they are integrally involved in training veterans looking to transition to the civilian workforce.

Power Test has also found significant value in veteran job fairs throughout the state of Wisconsin. The time and investment that has gone into attending and exhibiting at these events has met expectations both in terms of quantity and quality of potential candidates.

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In recent years Hydro-Thermal’s growing production and number of employees have caused us to revise, remodel and expand our facilities several times. We have more than doubled our space since 2012, even growing into two spaces on the same street as our Pilot Court headquarters. Our learnings from years of experimentation and research nudged us closer and closer to this, until we finally made the big move.

September 2017 marked a critically important step in Hydro-Thermal’s push toward innovation. Leasing a building in downtown Waukesha was not prompted by company growth though, but by the need to capitalize on what we’ve learned about innovative workspaces through the years.

With each expansion, the company further transitioned toward a more open concept, bringing down walls and making design decisions that facilitate creative flow. The new space in downtown Waukesha, called the Intellective, features movable desks, large video screens, abstract artwork and whiteboard walls, all joined together by the bright orange floor-to-ceiling walls that run throughout the space.

Although you may find many of these features interspersed at other Hydro-Thermal campuses, features you won’t find are the homey elements like hardwood floors, tin ceilings and even a beer pong table.

“But why orange?” people ask. We wanted a color that speaks to what we intend to happen here. If you think about what characteristics are associated with the color orange, everything you get is positive for a business environment – vitality, enthusiasm, power, happiness, attraction, endurance, stimulation, encouragement, success, fascination and creativity.

We’ve heard already from staff working in the building that the color really contributes to the sense of energy present there. That’s encouraging, especially since I see the color as working with our sense of being even more responsive, agile and fast. This fits with the new location as it will be used in developing new products and processes.

Hydro-Thermal’s Beer Project, the first team assigned to work in the Intellective, has been at the Intellective since its opening in September 2017. Since signing the lease for the
downtown Waukesha space, a large deal with an international beer producer has been inked as well. The new digs are not responsible for the exciting new deal, but the thought behind the innovative space is.

We’ve been striving to break down walls, literally and figuratively, to help bring people together and help creativity flow. We already do it in our products, and now we are bringing it full force to our workspace.

Hydro-Thermal has a lot of interesting and high-profile opportunities in the works. The goal for this space is to foster growth, develop new opportunities and compete in today’s manufacturing space through innovation. The thought is that the work that will be done in this space will pay large dividends for the future of the company.

What is outside the walls of the collaborative space also contributes to the perspective of the employees that work at the downtown Waukesha location. The area around Hydro-Thermal’s new innovation space reflects the vibrant tone of downtown Waukesha itself. There is an excellent assortment of businesses throughout this community and I am happy that Hydro-Thermal is part of the downtown resurgence!

Let’s look at the math. Like $100 million for our local economy. Or the thousands and thousands of jobs they create. Or the 50,000 kids who do better in English and science and, you guessed it, math. But there’s also 50–as in the 50 years UPAF has supported the arts in Greater Milwaukee, and the $300 million we’ve raised to set the stage since 1967. Let’s keep it going. Donate today at UPAF.org/donate

Special thanks to Meijer Foods for their support of UPAF’s West Side Initiative.

Affinity Chiropractic & Wellness, LLC is a chiropractic practice located in downtown Waukesha that consists of myself, Dr. Bryan Pries, and my wife, Dr. Jamie Pries. Our mission is to provide the members of the community with quality and affordable care in a comfortable and caring environment.

How did you start Affinity Chiropractic?

Most know us as the chiro-couple because we come as a package deal. Jamie and I are the team behind Affinity Chiropractic & Wellness, LLC. We practice modern, patient-centered, evidence-based chiropractic care.

Together, we attended Muskego High School, Carroll University and chiropractic school at National University of Health Sciences. After all that it was only natural we start a business together rather than be employees at separate offices.

The process to go from creating our business plan to opening our doors took about 10 months, which was way longer than we expected. We ended up in downtown Waukesha, a few doors down from the parking garage on South Street, in a space that gives us room to grow.

We took some time to furnish the space, and more importantly, develop processes to make the patient experience smooth and comfortable. We developed our identity and started marketing.

What sets Affinity Chiropractic apart?

Many people believe knowledge comes with age. In fact, I grow a beard so that I appear older.
But while experience is surely helpful, I think compassion is the key to success for a doctor. Putting patients first has been the mission of Affinity Chiropractic since the beginning.

Every chiropractor is different but, in general, we are experts in spine and musculoskeletal care. When we started Affinity Chiropractic, we needed something to distinguish ourselves. Rather than pursuing some funky technique that would be eye-catching for marketing purposes, we chose to hone our culture and our mission.

We believe that when you stick with your principles, good things happen. Our principles are honesty, kindness and love. We started this practice because we believe that our approach is refreshingly honest for the community, and that sets us apart.

What are your biggest challenges as a new business?

A mistake we made early on was spending too much time on marketing methods that weren’t effective long-term solutions for us. Shaking hands and conversing with someone at a local coffee shop or restaurant is free, and developing a deeper connection with the community has demonstrated the most success for us. Many businesses have great products or services that could really sell themselves, but when you see the people behind that product as welcoming and kind, it magnifies the whole experience.

With any business, there are certain ‘bureaucratic barriers’ to success. For us, this related to becoming participating providers with major insurance companies. The process required a lot of patience. Navigating insurance reimbursement has also been a challenge as every company has separate rules that one must follow. The frequent denials for medically necessary care are by far our biggest frustration and learning experience.

Practicing together as husband and wife was also a new challenge because roles in business can be hard to define. Jamie and I had to really work to identify each other’s strengths and weaknesses to properly delegate the duties of running our business. She is far better at talking to the public than I am and I enjoy creating meaningful content for our website or social media pages.

What have been your biggest successes?

We have seen some great success with the patients we treat. We always start with simple solutions and interventions for pain, and a lot of people are astonished when simple movements or stretches can provide significant relief of their symptoms.

Communication has also been a success. We usually call our patients the day after their initial treatment to confirm that they are feeling okay, and free from any adverse treatment effects. It’s clear that our patients love the level of communication we maintain.

As our patient list grows, so does our level of expertise. Humility is one of our greatest strengths, and when that is combined with compassion, we are poised to help a lot of people. As progressive chiropractors, it’s okay for us to say, “I don’t know,” as long as we follow that up with, “I will research this to find out.” The best doctors don’t have all the answers, but they do know where to find them.

One of the things that sets Waukesha County apart is the way that businesses, government, nonprofits and educational institutions all work together to make our community stronger. The Alliance, Waukesha County and the Center for Growth will work together to honor those top-performing businesses and nonprofits who have a significant presence in Waukesha County and are making our community a great place to work, play and live.

There will be a Small, Medium and Large Business of the Year award and a Small and Large Nonprofit of the Year award.

NOMINATE AN ORGANIZATION TODAY!

Nominations due March 7, 2018.
Visit waukesha.org for more information.
Recently Washington County officials sent a letter to its neighbors, including Waukesha County, opening discussions surrounding consolidation of public services and possibly going as far as merging two counties.

As someone who holds taxpayers in the highest regard, I am looking to save money, staff time and resources whenever possible. As soon as I received the letter, my staff and I got to work identifying new ways to increase collaboration between our two governments.

Waukesha County has a long history of working with our neighboring communities. In fact, Waukesha County has already privatized, partnered or collaborated with other governments or businesses to improve over 100 government functions.

With Washington County alone, we already collaborate on juvenile secure detentions, aquatic invasive management in lakes, home buying, workforce development and rehabilitation assistance for income-eligible citizens. Our county’s Medical Examiner also serves both Washington and Walworth counties in a truly regional partnership.

In addition, some of our municipalities maintain their own 911 call centers. Again, they could save money on costly equipment and staffing by partnering with the county’s 911 dispatch center.

Our pride and history of self-reliance can complicate efforts to shrink the size of our government. Sometimes those complications stop governments from working together.

In the future, the questions for residents will be: Does it matter who is providing the services to you as long as the job is done efficiently and effectively? If county and city roads are kept clear in the winter, parks are well maintained and public safety calls are answered quickly, does the name on the side of the fire truck or snow plow matter?

I believe the answer to that question is no—that collaboration is the future of local government. Today, Wisconsin has 72 counties, but in 10 years a state map may show dashed borders, with some lines completely erased. As county governments realize that local services can be provided at the same quality but more efficiently on a regional level, I hope we see changes at the town, city and village level as well.

In addition, many of our municipalities; our recycling program partners with the City of Milwaukee to operate our Materials Recovery Facility; and our Bridges Library System serves residents in Waukesha and Jefferson counties.

At this time, while Waukesha and Washington County do not have plans to fully merge, we do plan to continue working closely together to make each of our governments as efficient as possible. By sharing resources, we can do more with less, keeping the tax burden low while delivering exceptional services to residents.

Like many people in Waukesha County, I want a smaller government—but there are some challenges when it comes to sharing services; mainly, people are proud of their individual communities and want to hold on to those special identities.

For example, many municipalities have their own fire departments and their own fire trucks and emergency vehicles. They could join forces with the community next door, share equipment with their neighbors a mile or two away, and provide the same level of service at half the cost.
The number one concern we hear from the business community is workforce. In a survey we conducted in 2017, 67% of businesses in Waukesha County report finding a skilled workforce to be the primary challenge they face when starting or growing their business. It's time for us to address this issue.

With increased resources available in our area, we now have the capacity to tackle this problem. In partnership with Waukesha County, the Waukesha County Center for Growth and Waukesha-Ozaukee-Washington Workforce Development, we've created action teams and employer collaboratives to ensure our businesses have a voice in the process and we're coming up with solutions.

We believe there are three tenets that make up a comprehensive workforce development strategy: developing our future workforce through partnerships with educational institutions, attracting new talent to our area and retaining and skilling up our existing workforce.

With our population aging and retiring out of the workforce, this is a problem that isn’t going away anytime soon. But we're working hard to show our region and the state as a whole that Waukesha County is a leader in fostering a community where businesses and citizens thrive.

See the outline of our strategy on the next pages.

SUZANNE KELLEY
President & CEO
Waukesha County Business Alliance, Inc.

"IT’S TIME FOR US TO ADDRESS THIS ISSUE."
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WEAKESHA COUNTY BUSINESS ALLIANCE, INC. | WAUKESHA.ORG JANUARY 2018 MAGAZINE

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Strengthen your workforce by maximizing employee potential

- Invest in customized training workshops designed to address specific challenges within your organization.
- Enhance employee skillsets through certificate, technical diploma and associate degree programs.

We work to develop our future workforce by partnering with K-12 and post-secondary institutions to expose students to all the career opportunities in Waukesha County.

1. Create a model to get educators into businesses and provide them with information on career clusters and current career pathways in Waukesha County through the Educators in Business Action Team.
2. Implement a college and career readiness measurement framework for Waukesha County school districts to assess K-12 workforce skills development through the Countywide Report Card Action Team.
3. Expand employer collaboratives in the construction/skilled trades, IT and health care industries, similar to the Manufacturing Alliance, to help those industries address their needs for skilled talent.
4. Support the MADE (Manufacturing, Automotive, Design and Engineering) model for the School District of Waukesha to strengthen business/education partnerships and encourage students to consider careers in those industries. Expand the model to other districts.
5. Expose students to many career opportunities available in Waukesha County by hosting the MADE Career Pathways Expo, the Many Futures in Health Care Career Expo and Schools2Skills™ tours.
6. Support the Milwaukee 7’s “GROW HERE” campaign by encouraging businesses and educational institutions to participate in career-based learning experiences.
7. Work with post-secondary institutions to ensure their programs and curricula meet the talent needs of area employers.
8. Promote and expand youth apprenticeship, dual enrollment and internship opportunities with local businesses.

We work to attract talent to our area and show why Waukesha County and our region is a great place to work, live and play.

1. Partner with Milwaukee 7 and other regional groups to launch CONNECT Talent, an initiative to attract and connect the talent pipeline of skilled labor in the greater Milwaukee area.
2. Gather data on where Waukesha County companies source talent to help inform a talent attraction strategy for the county.
3. Promote the Wisconsin Economic Development Corporation’s “Think. Make. Happen.” campaign to market Wisconsin to residents of other states.
4. Participate in YPWeek 2018 to showcase Waukesha County and the state of Wisconsin to young professionals.
5. Develop and promote collateral to showcase the benefits of living, working and playing in Waukesha County, including community profiles and a quality of life piece.

We work to retain talent and skill up our current workforce. Whether it be providing resources to help those already employed get ahead or providing opportunities to the unemployed, we want to ensure everyone in our area is contributing to our economy and reaching their full potential.

1. Expand the Alliance’s Young Professionals of Waukesha County group to build a community of YPs in our area.
2. Promote the Alliance’s Leadership Waukesha County program to develop business professionals’ leadership skills.
3. Support The Joseph Project’s efforts to expand in Waukesha County by connecting with local manufacturers and hosting an inaugural job fair in the city of Milwaukee.
4. Connect manufacturers with organizations that work with nontraditional populations for hire, such as veterans, inmates, the unemployed, people with disabilities and more.
5. Host training seminars to help businesses learn how to apply for Wisconsin Fast Forward grants and other incentives to upskill employees.
6. Connect businesses to WOW Workforce Development for incumbent worker training and on-the-job training assistance and support WOW job fairs in the fall and spring.

Check out what WCTC has to offer at www.wctc.edu.
THE ALLIANCE’S 2018 POLICY AGENDA

Celebrating our centennial in 2018, the Alliance is proud to have served as a strong advocate for the business community for 100 years. The Alliance is a proponent for wise investments and sustainable policies that foster economic growth and enhance our region’s competitiveness. Whether developing our workforce, modernizing our infrastructure or promoting fair, efficient tax and regulatory policies, the Alliance is working on your behalf at the local, county, state and federal levels.

ECONOMIC DEVELOPMENT
1. Work with the Waukesha County Center for Growth, WOW Workforce Development, Milwaukew 7 and other partners to implement talent attraction, retention and development strategies to meet the needs of our employers. To learn more, see page 16.
2. Support implementation of Waukesha County’s Business Growth Strategy, including the creation of a collaborative fund to enhance our county’s economic development toolbox.
3. Advocate for tax and regulatory measures that promote business expansion and retention.
4. Advance efforts to promote infrastructure or promoting fair, efficient tax and regulatory policies, the Alliance is advocating for the business community for 100 years. The Alliance is a proponent for competitive with other states in Wisconsin to remain

EDUCATION
1. Accelerate workforce development by increasing access to higher education credits and credentials for students enrolled in high school.
2. Support expansion of youth apprenticeship and internship opportunities.
3. Advocate for increasing program offerings in STEM and other in-demand industries, including manufacturing, construction, skilled trades, health care and information technology.
4. Improve articulation agreements among education institutions.
5. Support collaboration among Waukesha County K-12 institutions to maximize course offerings and replicate best practices.

INFRASTRUCTURE
1. Drive discussion and advocate for statewide, sustainable, long-term transportation funding solutions.
2. Advocate for completion of the I-94 East-West corridor between 70th Street and 16th Street.
3. Support the continued advancement of municipal service consolidation.
4. Continue to evaluate flexible transportation options that connect people looking for work with jobs that are available in Waukesha County.
5. Support the completion of the West Waukesha Bypass.
6. Support the City of Waukesha in the implementation of borrowing and returning water from Lake Michigan.
The Corners opened in the town of Brookfield in April 2017. Anchored by the spectacular Von Maur department store, Sendik’s and L.L.Bean, the project is building an enviable reputation for the quality and freshness of its tenant mix. It has many first-to-state and established fashionable brands, supported by the ever-popular local favorite restaurants BelAir Cantina and Café Hollander.

With a steady stream of openings and more to come in 2018, the development is staking its claim as a regional destination for shopping, living, dining and entertainment in southeast Wisconsin.

The 750,000-square foot development is one of the largest retail-led mixed-use projects to emerge since the onset of the global financial crisis. It coincides with a change in shopping habits and the development of multi-channel retailing, which has been disruptive to many established consumer-facing businesses.

The project represents a $250 million commitment by the United Kingdom’s IM Properties. Confidence is a defining factor in any decision to invest on a large scale, and when we were introduced to the project it was clear that to get it off the ground a dose of confidence was needed. We perceived that, in common with other projects of the time, it had been held back by uncertainty over its future. It was also clear that we would have to invest for the long term.

The site is excellent real estate. It is rare to find something of scale with such a mix of prominence, location and profile. The mixed-use nature appealed to us, though we thought that the proposed use could be adjusted to introduce more residential, restaurant and entertainment so as to add greater sustainability in a changing retail scene.

The development is laid out with a street pattern and a Market Square that would not look out of place in an English market town, with street names like High Street and Market Street to reflect this tradition.

The layout of the street pattern is inclusive, culminating in the Market Square, and gives the Town a sense of place.

There are 244 apartments, but to make a “town,” we wanted a wider sense of community. Because of that, we went about providing experience in addition to the physical store presence with a popular program of events including live music, movie nights on a 20-foot wide video screen, parades, brass bands, tenant events and promotions, baseball and football games, charitable events, yoga and aerobics in the square and more.

Involving the people of the town and county has been a key part in developing a sense of community. We’ve worked hard on our events and community programs. Developing trust between all representatives, including the customer, requires time, pragmatism, integrity and the delivery of what we promised. This development is massive in scale for...
impressed with the Mariano’s changing retail scene. We were against the background of a fast 2011.

Chicago and now Brookfield since of retail and mixed-use properties in and delivered 1.5 million square feet $600 million in new development has witnessed the investment of a very successful relationship which Estate. It proved to be the dawn of Bradford Real Chicago-based In 2008, I met financial crisis. challenging global division amid the founded the US and investment development owned real estate largest privately owned real estate and investment companies in the UK.

I joined IM in 2007 and founded the US division amid the IM in 2007 and the family-owned IM Group which 33 percent of the new ground-up saw our partnership develop over Roundy’s. That decision in Chicago and we decided to back Roundy’s. That decision we wanted to give the town an identity and a heart. In November, after a successful program of events over the summer we had our first Holiday Tree Lighting which saw an estimated 5,000 people come out in freezing cold temperatures to enjoy that sense of place; to support their town.

IM is a family development and we bring core values to our approach to business, including honesty and integrity in everything we do. When your money travels 4,000 miles, you have to be able to sleep at night. You need to have confidence in many things, including language; the people; language; the economy; the currency; stable local, regional and national government; the legal system; respect for property rights and cultural familiarity. The English-speaking world is underpinned by shared language, history and law. With its massive economy, ‘can do’ culture and openness to doing business, the United States is an attractive place for us to diversify our asset base, spread our risk and invest.

Yoga at The Corners

At the Corners, hundreds of jobs were created during the construction period. The retail and restaurant operations alone currently employ over 700 people, which is expected to increase to around 1,500 as the store fronts and apartments fill with tenants.

Creating employment is itself rewarding, but the Corners brings other rewards as we build that sense of place and sense of community. We had, over many presentations to town board, promised that we would create a sense of community in the town of Brookfield. We wanted to give the town an identity and a heart. In November, after a successful program of events over the summer we had our first Holiday Tree Lighting which saw an estimated 5,000 people come out in freezing cold temperatures to enjoy that sense of place; to support their town.

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Yoga at The Corners

This is an impressive record against the background of a fast changing retail scene. We were impressed with the Mariano’s construction period. The retail and restaurant operations alone currently employ over 700 people, which is expected to increase to around 1,500 as the store fronts and apartments fill with tenants.

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The Waukesha County Center for Growth and the Waukesha County Business Alliance have been supportive of the Foxconn project since the beginning, and we have been working hard to make sure that Waukesha County is poised to take advantage of the many opportunities Foxconn has to offer.

Foxconn has specified the need for suppliers in certain sectors, and we have assembled lists of Waukesha County companies that fit the requirements and provided them directly to Milwaukee 7, the regional economic development organization working with Foxconn. We have also personally set up meetings between Waukesha County companies and Foxconn representatives.

We will also be encouraging companies to register on the Wisconsin Supply Chain Marketplace website to open themselves up to Foxconn and other supply-chain opportunities. We know that Foxconn has already been in touch with several companies in Waukesha County, and we have been working with 20 prospects to find additional plant space to accommodate potential future growth.

In addition to working with companies already located in our area, Foxconn anticipates having upwards of 150 current suppliers locate in Wisconsin. Some of those companies will want proximity to Foxconn’s complex, but we have reason to believe others will be looking at options in Waukesha County.

We have seen an increase in inquiries about larger industrial sites and buildings since the Foxconn announcement. We have taken brokers, site selectors and developers from our region and the Chicago area on tours of specific sites.

Waukesha County’s 83 million square feet of industrial space is second only to Milwaukee County in the region, our vacancy rate is below four percent and we recently led an effort to inventory our 88 existing business parks and map more than 400 parcels that are suitable for future industrial and business park development. We are seeing an increased interest in development of additional industrial space by private real estate firms, which will be required to land all those opportunities in the county.

Foxconn has promised to create up to 13,000 jobs at the manufacturing plant itself, and will already have 1,000 of those hired by the end of 2018. We have been working hard to make sure our workforce is skilled and ready for the opportunity.

We are working with many partners from K-12 school districts, technical colleges and universities to workforce development agencies and other nonprofit partners to foster an ecosystem that will develop, attract and retain talent for Foxconn and other companies in the region.

The Alliance and the Center for Growth will continue to support these efforts to prepare Waukesha County and the region for Foxconn, while staying focused on the needs of our 950 existing manufacturers. We look forward to finding innovative solutions to our county’s workforce development, infrastructure and other needs, to enable all manufacturers to succeed and elevate our entire region.

TIM CASEY
Director, Economic Development
Waukesha County Center for Growth, Inc.

WAUKESHA COUNTY: PREPARING FOR FOXCONN

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SATURDAY, MARCH 3, 2018 | 6:00 - 9:00 P.M.

The Legend at Brandybrook, 1 Legend Way, Wales

This one-of-a-kind food tasting event showcases select Waukesha County restaurants’ finest dishes and gives you an opportunity to connect with other Alliance members at a beautiful venue. This event serves as a great way to reward employees and thank customers!

PARTICIPATING RESTAURANTS:
BelAir Cantina
Café Hollander
Cooper’s Hawk Winery & Restaurants
Cornerstone Sports Pub & Eatery
Davians Catering & Events
LilyWorks Catering
Mama D’s Coffee
Meli Bar and Restaurant
Nothing Bundt Cakes
Revere’s Wells Street Tavern
Savory Catering
Seven Seas
Taylor’s Peoples Park
Tuscan Hall Banquet Center/TH Catering
WCTC Bakery and Pastry

$60 per person, $100 for two | Cocktail attire recommended
For tickets, visit www.waukesha.org or call (262)542-4249

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WAUKESHA COUNTY BUSINESS ALLIANCE, INC. | WAUKESHA.ORG
Regional collaboration needed for strong talent pipeline

I believe there is a collective commitment to ensure all students graduate “College and Career Ready.” We know that this is critical to a strong local, regional and state economy. The challenge is agreeing on what college and career readiness really means.

In the School District of New Berlin (SDNB), that is where we started our work. We drafted a Vision of a College and Career Ready graduate after listening to what was important to a wide variety of regional stakeholders.

Our overarching objective is for all students to graduate as informed consumers of post-secondary education and training. The vision includes the development of both academic and technical skills. It also includes developing an understanding of how the problem-solving process can be applied to innovate, invent, design and build products/systems in a variety of environments/industries. But the hard work is using that vision to systemically affect change.

The SDNB was an early adopter of Academic and Career Planning (ACP). The process of identifying [and developing a plan to achieve] personal, academic, social and career goals has been embraced district wide. But ACP has little impact if you don’t have relevant programming and professionals to mentor students along the way.

The district was recently honored with a STEM Forward award for Excellence in STEM Education. The district has reprioritized resources to provide students with skills for leveraging data to inform competitive intelligence and decision-making.

To increase accountability for our work, we created a new district data dashboard. In addition to exceeding expectations on traditional measures, the SDNB Class of 2017 attained industry credentials (12%), engaged in work based learning (33%), completed career related coursework (72%), and demonstrated positive dispositions or “soft skills” (85%).

Our next project is the development of a Fab Lab to provide an open resource for “NextGen Learning,” design thinking, creativity, ideation and digital fabrication across academic and technical disciplines. The School District of New Berlin is listening to the perspectives of a wide variety of stakeholders and is committed to balancing priorities to sustain our progress. We are thankful to all who have informed and supported our work to date and for the strong leadership of Superintendent Joe Garza and the SDNB Board of Education. Everyone wins when we work together to develop a strong talent pipeline aligned to local, regional and state needs.

The most meaningful part of our work is hearing about the impact it has made on our students. Check out our CCR Video Series and get more information about how to get involved at: https://www.nbexcellence.org/district/ccr.cfm.
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Waukesha Aldermen Joe Pieper, Erik Hegelsted, Terry Thieme and Aaron Perry; Waukesha Mayor Shawn Reilly; Milwaukee Mayor Tom Barrett; Milwaukee Common Council President Hientz Hamilton; Milwaukee Alderman James Bohl, Jr.; and Waukesha Water Utility Commissioner Paul Ybarra

WATER DEAL WITH MILWAUKEE LOWERS THE COST OF A RELIABLE WATER SUPPLY

Approximately $4 million per year will remain in the Waukesha economy as a result of a new agreement to use Milwaukee as our future supplier of high-quality, reliable Lake Michigan water.

Milwaukee’s water treatment facilities are among the most advanced in the country. They have technology and redundancies to assure that Waukesha has a constant flow of water for decades to come. Waukesha will keep some of its current deep aquifer wells for emergency use.

Waukesha had assumed for several years that Oak Creek would be our supplier. However, a final agreement had not yet been reached when Milwaukee indicated its renewed interest in selling water. After extensive negotiations with both potential suppliers, Mayor Tom Barrett and I announced a deal on October 30. Since then, it has been approved by both the Milwaukee Common Council and the Waukesha Common Council.

This partnership with Milwaukee is about water and only water. There are no provisions about other governmental issues and the wholesale rates will be set by the Wisconsin Public Service Commission, not Milwaukee. However, this agreement is the biggest intergovernmental agreement in the history of southeastern Wisconsin. It is my hope that this partnership will help increase regional cooperation and understanding of our shared economic interests.

Milwaukee is closer to us than Oak Creek, which results in lower capital costs for our project. Milwaukee has also agreed to pay for construction of a needed pumping station and two miles of the pipeline that will be needed to bring drinking water to Waukesha. Our capital costs will be almost $40 million less with Milwaukee, which also reduces the amount we will need to bond for. In addition, wholesale water rates with Milwaukee are about one-third lower than with Oak Creek, substantially adding to the savings.

We appreciate Oak Creek for working with Waukesha as our initial partner and both communities worked hard to try and reduce the
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difference in total costs. In the end, the average residential customer of the Waukesha Water Utility will pay about $200 less per year with a Milwaukee water supply, compared to Oak Creek. For business customers, of course, the savings are also significant. For the five largest customers, for instance, the cost savings in future suppliers will average $55,000 per year.

In addition, lake water is much softer than our existing groundwater supply. This means that less softening will be required and it will result in cost savings to residents and businesses.

In 2016, we received unanimous approval to use and return Lake Michigan water from the Great Lakes governors, who, along with two Canadian Premiers, concluded that none of the alternatives to Great Lakes water “were found to be reliable sources for a long-term, dependable and sustainable public water supply.” We truly appreciate the strong support and leadership of the Waukesha County Business Alliance throughout that lengthy application review process under the Great Lakes Compact.

We will now have the new water supply in place by 2023. We are working to finalize the design and permitting prior to three years of construction. Implementing a new water supply will be expensive, but sustainable. We are continuing to explore ways to make it as affordable as possible for our ratepayers.

With the help of Senator Chris Kapenga, Representative Scott Allen and Representative Adam Neylon, as well as Governor Scott Walker, we accomplished legislative changes that will improve financing and help control water rate increases. We are working with Wisconsin’s federal delegation on potential federal grants to help lower costs.

We are also exploring other innovative ways of reducing rate impacts. For instance, we are looking for alternative ways to bond for the portion of the project that returns wastewater to the Root River, which will recycle it to Lake Michigan. Under the rules for these alternatives, revenue streams and the associated rate increases could be lessened. Whether that can be accomplished through the existing sewer utility or by creating a separate utility, no stone will be left unturned.

We will continue to work to keep Waukesha residents and businesses informed. We just completed three open houses for citizens to get updates about the project and to ask questions. A copy of the open house presentation is available at the project website, www.GreatWaterAlliance.com, which is a great source of timely information. You can also learn more on Facebook, on Twitter or by calling our hotline at 262-409-4444.
WELCOME NEW MEMBERS!

The Alliance is happy to welcome the following companies as new members during the last four months of 2017:

Advanced Pain Management
Waukesha
Allloy Products Corp
Waukesha
Andaloro, Smith & Krueger
Waukesha
Ascension Wisconsin
Glendale
AVID Risk Solutions
Waukesha
Axiom Inc
Waukesha
BD USA Milwaukee
Bevco Engineering Company, Inc.
Sussex
CDM Tool & Manufacturing
Hartford
Cyclebar
Brookfield
Emmons Business Interiors
Milwaukee
EWH Small Business Accounting S.C.
Waukesha
Excel and Flourish
Milwaukee
Extension, Inc.
Milwaukee
First Choice Coffee and Water Services
Pewaukee
FocalPoint Business Coaching of Wisconsin
Bayside
Forge Marketing Consultants
Wauwatosa
Fox, O’Neill & Shannon, S.C.
Milwaukee
Good Friend, Inc.
Waukesha
Greeley and Hansen LLC
Waukesha
Harwood Engineering Consultants
Milwaukee
Home Care Assistance of Wisconsin
Milwaukee
Interstate Roof Systems Consultants Inc
New Berlin
JBK Consultants
Hales Corners
JellTech Consulting LLC
Germantown
Journal Communications
Milwaukee
Lichtsinn & Haensel, S.C.
Milwaukee
Micro Business Corporation
Milwaukee
Milwaukee Tool
Brookfield
Modern Woodmen of America
Hartland
Mount Mary University
Milwaukee
Nico 11 Publishing & Design
Mukwonago
Norris Mukwonago
Nothing Bundt Cakes
Brookfield
Oasis Senior Advisors
Wauwatosa
Old World Foundation Eagle
Paper Pals, LLC
Muskego
Paragon Exteriors, LLC
Waukesha
Playworks Milwaukee
Remedy Intelligent Staffing
Germantown
Results Marketing
Brookfield
Rosenberg Consulting Services, Inc.
Hartland
SCORE Southeast Wisconsin
Milwaukee
SiFer Consulting
Brookfield
SpanTech
Waukesha
Strang, Inc.
Madison
Strategy House Milwaukee
Stu’s Flooring
Waukesha
Summit Credit Union
Milwaukee
Tara Watterson LLC
Oconomowoc
The Prestwick Group, Inc.
Sussex
The Tribute Companies, Inc.
Hartland
Triton Trailers Inc
Hartford
Triun3, LLC
Sussex
University of WI - Milwaukee
Milwaukee
Venture Construction Group
New Berlin
Wellspring Construction Group
Pewaukee
Western & Southern Life
Wauwatosa
Wisconsin Indoor Golf Center
Hartland
Waukesha
Wondershare Midwest
Brookfield
World Class Outdoor Lighting
Waukesha
Your Choice to Live Inc
Hartland
Zimmerman Architectural Studios
Milwaukee

MISSION
To drive economic growth in Waukesha County.

VISION
To make Waukesha County the best place to do business.
Waukesha Business is Our Business

At Reinhart, we always put our clients first. As long-standing partners in Waukesha’s business success, our attorneys help clients face important issues, execute sound strategies, and achieve their business goals while building lasting relationships.

“Reinhart’s attorneys don’t just practice law here; they are deeply committed to the success of our business community and it shows.”
– Stephen Ziegler, Chairman - Inpro Corporation