

# WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate / Develop / Network / Promote

## MEDIA ADVISORY

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Contact: Amy Benz  
262-409-2626  
abenz@waukesha.org

### Lieutenant Governor Rebecca Kleefisch joins first-ever Girls in Manufacturing Schools2Skills™ tour

**Who:** Lieutenant Governor Rebecca Kleefisch, female high school students from the School District of Waukesha, Waukesha County Business Alliance and Alloy Products Corp

**What:** Lieutenant Governor Rebecca Kleefisch will be joining the Waukesha County Business Alliance and female high school students from the School District of Waukesha on the first annual Girls in Manufacturing Schools2Skills™ tour at Alloy Products Corp. The Alliance has been running Schools2Skills™ tours for the past seven years to show high school students all the careers the manufacturing industry has to offer, but this will be the first time the tour will be geared towards girls who are interested in careers in manufacturing. Betsy Bear Hoff, president of Alloy Products Corp, will also talk to the girls about why manufacturing is a great career option.

**Where:** Alloy Products Corp, 1045 Perkins Ave in Waukesha

**When:** Wednesday, April 18, 2018 from 9:30 – 10:40 a.m.

**Why:** Careers in manufacturing offer a family-supporting wage, quality benefits and strong potential for upward mobility. Manufacturing tends to be a male-dominated industry—although women make up nearly half of the working population in the United States, they only make up nearly one-third of the manufacturing industry workforce. It is important to show young girls that they can have a future in manufacturing too.

**Interview Opportunities:** Lieutenant Governor Rebecca Kleefisch  
Suzanne Kelley, President & CEO of Waukesha County Business Alliance  
Betsy Bear Hoff, president of Alloy Products Corp  
Elle Stigler, advisor at Waukesha West High School  
Female high school students from the School District of Waukesha

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#### About the Waukesha County Business Alliance

Waukesha County Business Alliance is a countywide chamber of commerce with over 1,200 member companies, representing 75,000+ employees. The mission of the Alliance is to drive economic growth in Waukesha County. The Alliance provides opportunities for its members to advocate on behalf of the business community, develop themselves and their employees, network and build strong business relationships and promote their business. Learn more: [www.waukesha.org](http://www.waukesha.org)