

# WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

Develop

Network

Promote

## MEDIA ADVISORY

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Contacts: Amy Benz

262-409-2626

abenz@waukesha.org

Heather McGee

262-347-6493

heather.mcgee@milwaukeeetool.com

## Middle school students to build structures to withstand earthquakes at Kids Building Wisconsin - Waukesha

**Who:** Waukesha County Business Alliance, Kids Building Wisconsin, Milwaukee Tool, Tri-North Builders and Tim O'Brien Homes

**What:** The first annual Kids Building Wisconsin – Waukesha Expo is an opportunity for more than 800 fifth through eighth graders in Waukesha County to get exposure to the career opportunities in the construction industry. Thirty construction and skilled trades companies will provide engaging, interactive activities for students to not just learn about careers, but actually try them out. Students will experience activities such as: working in a mock demolition room, building a structure to withstand an earthquake, following plans for electrical lines to make a light bulb light up, unclogging pipes connected to a plumbing system, seeing the inner workings of a thermostat and more. Kids Building Wisconsin is a nonprofit organization that has hosted this event in Madison for the past five years. This is the organization's first program in Waukesha County.

**Where:** Milwaukee Tool, 13135 W Lisbon Rd, Brookfield (This site was chosen due to the company's strong partnership with the professional trades.)

**When:** Thursday, January 24, 2019 from 8:30 a.m. – 12:30 p.m.

**Why:** The construction/skilled trades industry was hit particularly hard in terms of labor during the Great Recession, and its workforce is not bouncing back as quickly as other industries. The lack of labor drives up construction costs, which in turn raises the prices of homes, commercial buildings, repair services and more. The Alliance is working to show middle school students that the construction/skilled trades industry has many fulfilling, stable, high-paying jobs to consider.

**Interview Opportunities:** Suzanne Kelley, President & CEO, Waukesha County Business Alliance  
Ty Staviski, CFO of Milwaukee Tool  
Holly Hawkins, president of Tri-North Builders

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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)

### About Milwaukee Tool

Milwaukee Tool, founded in 1924, is a global leader in delivering innovative solutions to the professional construction trades that offer increased productivity and unmatched durability. Whether it is through their world-leading M12™ and M18™ cordless systems, the ground-breaking performance of their M12 and M18 FUEL™ products, jobsite lighting, time-saving accessories, or innovative hand tool and storage products, Milwaukee is dedicated to delivering a steady stream of advanced, trade-specific solutions. Milwaukee Tool is a Brookfield, Wisconsin-based subsidiary of Techtronic Industries Co. Ltd. (TTI) (HKEx stock code: 669, ADR symbol: TTNDY). For more information on the full line of Milwaukee® products, please call 1-800-SAWDUST or visit [www.milwaukeeetool.com](http://www.milwaukeeetool.com).