

# ACCELERATE

WAUKESHA COUNTY

October 2019

**Funding  
road improvements  
through WisDOT**

## MORE INSIDE...

How are you retaining your Generation X employees?

Addressing childhood trauma in the inner city of Milwaukee

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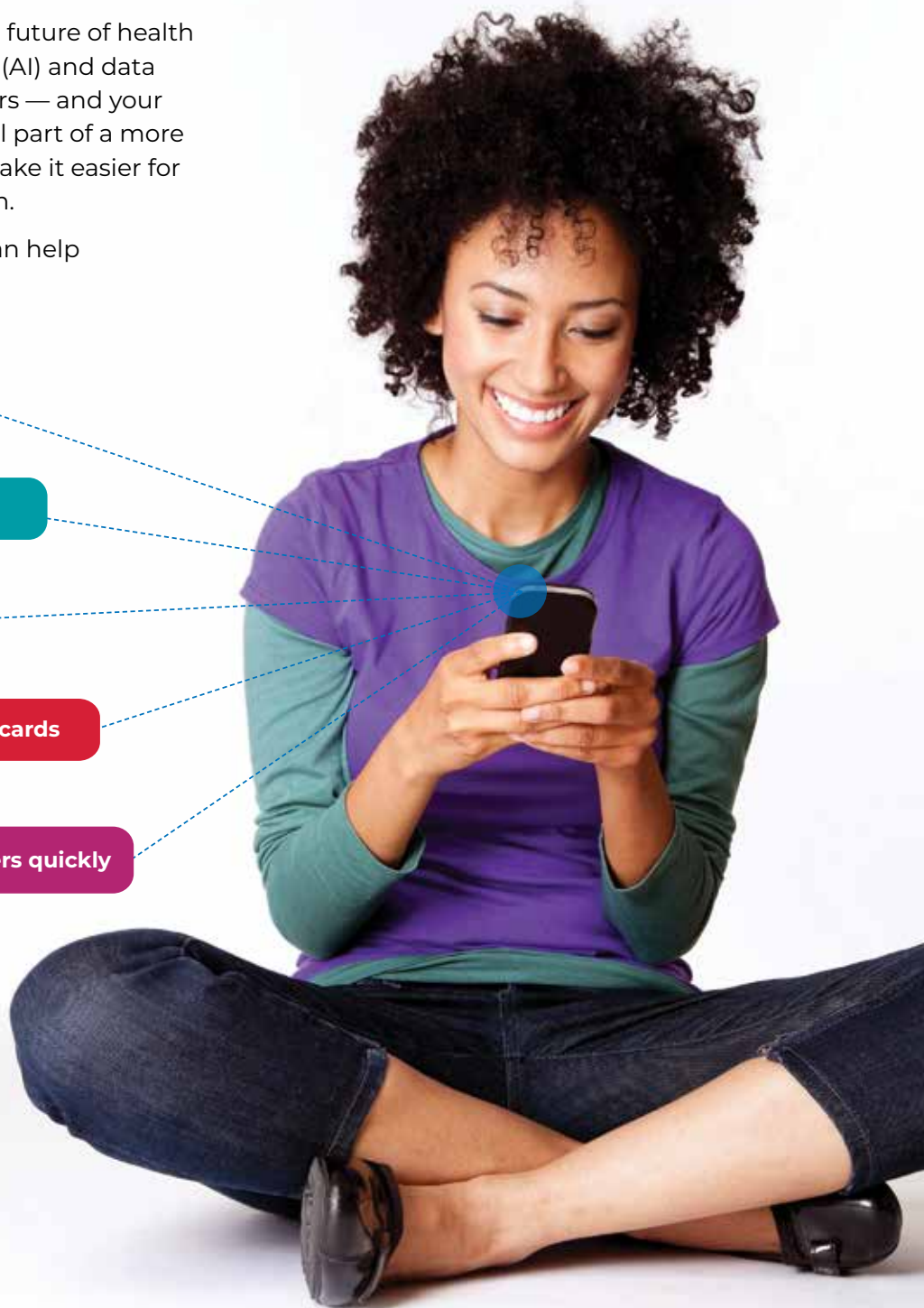
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# WRAPPING UP 2019

Autumn is a time of transition. The weather becomes cooler, the leaves turn colors and our region prepares to settle in for the winter.

It reminds me of the ways in which the Alliance is changing as well. As we wrap up our 101st year, we're doubling down to make sure we're meeting the needs of our member businesses. We're listening to what our members need and evolving our offerings to ensure the business community in southeast Wisconsin has a strong organization to rely on.

We have new offerings for construction companies and small business owners. We're expanding what we offer our manufacturers and health care companies. We're coming up with new ways to connect businesses and educational institutions to ensure our students are informed on all the pathways available to them after high school graduation. We're strengthening our voice in Madison to advocate on behalf of the business community. We're focusing on being a strong leader on issues that matter to our entire region, not just Waukesha County.

We believe that the business environment is constantly evolving and we are committed to evolving with it. And during this time of change, the one thing that won't change is our dedication to the business community.

Thank you for all you do to make southeast Wisconsin a great place to live, work and play.



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

*Suzanne Kelley*



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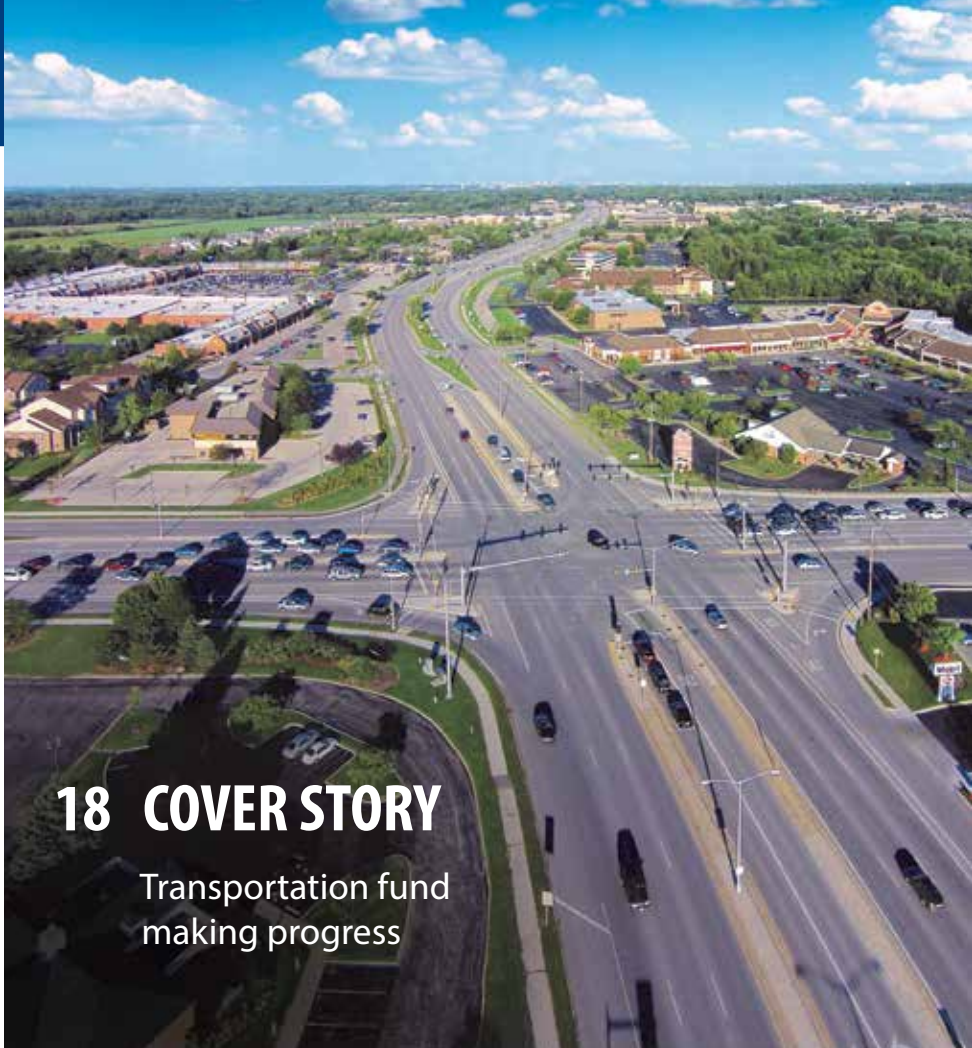
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Transportation fund making progress

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# EMBRACING CHANGE TO GET AHEAD

To maximize productivity and financial performance, manufacturers must welcome change as an opportunity to better serve their customers. And there are plenty of state resources available to help manufacturers succeed.

Wisconsin has been a leader in manufacturing throughout its history, and today is home to more than 9,300 manufacturers and 460,000+ industry jobs. We rank second highest among U.S. states in manufacturing employment concentration—that is to say, the industry is a major provider of jobs in the state, responsible for 19 percent of all employment.

With a legacy of manufacturing leadership and a relentless drive to push boundaries, Wisconsin is poised to define the future of manufacturing,

not only in what we produce but in how we produce it. By embracing change and adopting new technology, Wisconsin manufacturers can help maintain the state's industry excellence by driving productivity improvement, increasing global competitiveness and accelerating innovation.

But it will require a concerted and collaborative effort. That's why the Wisconsin Economic Development Corporation (WEDC) and its partners, including the Waukesha County

Business Alliance and the Waukesha County Center for Growth, are helping manufacturers throughout the state take advantage of new opportunities by leveraging technology and proven industry best practices.

## **Talent, talent, talent**

An overwhelming majority of manufacturers say finding talent is their most pressing challenge for growth. In addition to struggling to find talent, the industry as whole is dealing with disruption around

skills—the more rapidly technology evolves, the more difficult it becomes to predict what the jobs of the future will look like.

One approach Wisconsin manufacturers are already using is to work closely with their local technical colleges. By coordinating efforts and creating unprecedented alliances, our academic institutions are nimble and responsive to industry needs with some of the most successful examples involving responsive educational programs. Across the full spectrum of higher education, including private, public and technical colleges, there's a recognition that manufacturing skills are being impacted by technology and the digital economy, as evidenced by curriculum focused on Industry 4.0, connected systems and automation. Companies that are not already working with an educational institution would be wise to get connected and pursue this type of partnership.

When speaking of the talent shortage, the topic of automation frequently arises—often with the misplaced concern that robots will replace humans. What is actually more common is the collaboration of robots and humans—or cobots—so robots and humans can each do what they do best. In fact, 87 percent of companies surveyed in the “Skills Revolution 4.0” report from ManpowerGroup say they plan to increase or at least maintain their headcount through automation. Manufacturers that understand this can help realign skills and job descriptions with the introduction of new technology—and workers can come to see automation not as a threat, but as an opportunity for their skills to evolve.

### **Faster, better, smarter**

Manufacturers have always been focused on quality and speed to market, but consumer expectations of highly personalized products that are also smart and digitally connected are challenging manufacturers to rise to a new level. This race to keep pace has manufacturers realizing that incorporating technology allows them to produce and deliver faster, better and smarter.

Along with the demands of this accelerating pace of change come benefits—such as the evolution of technology to become more accessible to deliver on the promise of big data that informs machine learning. Widespread adoption of additive manufacturing further streamlines the design-to-delivery cycle. Of course, new technology can introduce new risks to your operations especially when integrating external source information from supplier or customer data. Cybersecurity needs to be front and center when planning any technology roadmap strategy.

### **An opportunity, not a threat**

Companies often understand the benefit of adopting new technologies in principle, but they may not know where to start or how new technology best fits in their existing business. That's where Wisconsin's manufacturing partner network can help companies navigate the path to “readiness” and realize the benefits of emerging technologies. In addition to WEDC, the Waukesha County Business Alliance and the Waukesha County Center for Growth, the Wisconsin Manufacturing Extension Partnership and UW-Stout Manufacturing Outreach Center

offer services designed to address the unique challenges facing small to midsize (SMM) manufacturers, including productivity improvement, automation implementation and, more recently, cybersecurity compliance. The Connected Systems Institute at UW-Milwaukee recently announced a SMM program specifically right-sized for manufacturers who are further along their technology journey and need to consider how data, devices and business systems operate in a connected enterprise.

Considering the need to be nimble and responsive to market trends, the Higher Education Regional Alliance (HERA) was formed bringing together 18 higher education institutions in southeast Wisconsin – representing 96 percent of post-secondary systems across the UW-System, Wisconsin Technical College System and private colleges. By working together and with industry partners, they're finding innovative ways to collaborate and share curriculum to ensure the workforce of the future is ready.

Rather than take a piecemeal approach to change, manufacturers can start by plugging into the manufacturing partner network to receive experience-tested recommendations and guidance that fits their particular situation. For today's manufacturers, technology adoption is critical to sustainability—and by viewing technology as an investment that addresses workforce challenges, companies can realize improved productivity and establish a path to flexibility to respond better to market needs.

For more information, contact me at 608.210.6759 or [jela.trask@wedc.org](mailto:jela.trask@wedc.org). •



**LEAH BITAR**

Co-Owner and CEO  
L.H. Krueger and Son, Inc.



## EMPLOYEE RETENTION: FOCUSING ON GENERATION X



*L.H. Krueger and Son, Inc. siding crew having fun and making the best of a chilly winter day.*



*A company-sponsored outing to a Milwaukee Brewers game.*



*Company founder and current owners, accepting the Alliance's Business of the Year Award.*

At L.H. Krueger and Son, Inc. we are fortunate to have some fantastic people on our team. Many of them are members of Generation X and began their careers with us as unskilled laborers after high school. Now these employees have accumulated skills and knowledge that make them invaluable. Although members of Generation X don't necessarily receive the attention that other generations do in the media, it's important for us to retain these employees, not only for their value to our company, but also for their valuable ability to teach the next generation of skilled workers.

Employee retention will always be a priority for our company. We offer generous compensation including competitive pay, health insurance, 401(k) and paid time off. But those are not enough. Nearly every one of our competitors offer similar compensation. In order to be different, we have to think creatively.

Every employee we have hired desires a good salary. But at a certain stage in life, money is no longer their main motivating factor. They don't want

more money—they want more time with their family. So instead of a standard company attendance policy, we offer a flexible schedule that is based on each employee's individual needs. This policy has worked very well for us.

Paid benefits are based on seniority. Beyond that, we allow all employees unlimited unpaid time off and the ability to flex hours in their day. Some want to start late so they don't miss the first day of school. Some may need to leave early for an appointment or school function. Some have chosen to work a four-day week. Some alternate childcare with their spouse or partner. Office staff have the option to work from home when the need arises. We approach these situations by asking, "how can we make this work?" It's pretty rare that we can't come up with a solution.

Recognition helps with retention as well, but it needs to be given in a way that is appreciated by the employee. Many of our employees dislike being singled out for praise. But the need to be recognized and appreciated still exists within them. We make an



effort to vary our social media posts so that everyone has an opportunity to be featured. Posts don't always have to include names or even faces. Simply posting a picture of a crew's completed work, or work in progress, is enough for some. They follow our social media posts and they know what jobs they worked on. Finding their own work featured for all to see gives a sense of pride, providing something tangible they can show to their family and friends.

We currently have around 40 employees, and nearly as many different schedules. A traditional workday has become whatever works best for our organization and is a constantly moving target. Good communication between the employee, supervisor and customer is critical to making it work. But we've found that as long as our customers are informed about the installers' work schedules, they are supportive and understanding of the arrangement. It takes extra work, but we are rewarded with employees who have a happy work/life balance. •

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The logo for the School District of Waukesha, featuring a stylized green 'W' and the text 'SCHOOL DISTRICT OF WAUKESHA' in green capital letters.

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**ANN RIPHENBURG**  
Owner  
reCollect2 Company

## THE DIFFERENCE BETWEEN A DREAMER AND A DOER

There is a lot to dislike about traveling, from packing and unpacking to airports to jetlag. Ann Riphenburg never thought about how difficult it would be to recycle while traveling away from home. She found herself collecting the plastic water bottles she used during her trip because she could not bear to throw them away in the trash. Nine years ago, Ann decided she wanted to design a product that was simple, easy to use and provided a small step towards a larger purpose. And the reCollect2® receptacle was born.

Ann had this idea for a while. However, creating her own product and starting a small business was intimidating. It was her husband, Jason, co-owner of reCollect2 Company, who gave her the final push: "Either do this or don't," Jason told Ann.

Running a small business comes with its own challenges. reCollect2 Company is small and family-run. Ann and her husband oversee all departments. They must maintain their orders and do not always have time to actively market their product. The couple has learned that they

are limited in time and resources as entrepreneurs. Overcoming these challenges, though, has also proven to be extremely rewarding.

Ann and Jason have successfully created a product that is unique to them. Their reCollect2® receptacle is proudly made in the USA. It can be individually customized for their unique clients. Considering they started with nothing more than a dream, Ann and Jason have seen tremendous growth year after year.

They have clients in every state except Hawaii and have shipped internationally to businesses and individuals in Canada, South America and London.

The reCollect2® receptacle is a simple product. It consists of three parts: a base and two bins, which allows for the separated materials to remain so during disposal. The reCollect2® receptacle is made from a sturdy material that has a long-life cycle. It can also be rinsed out easily, meaning there is no need to use a plastic bag inside the product.

Several years into their business growth, Ann and Jason realized that their existing tooling to make their product was deteriorating. With new tooling, they developed a new product design. This was integral to their company's growth and success, but without the right lender they would not be able to secure the necessary funding for a new design. The business consultants at the Waukesha County Center for Growth proved to be pivotal in this process.

Lucy Waldhuetter with the Center for Growth saw Ann and Jason's vision, understood where they came

from and could see where they were headed. Everything about reCollect2recycle's lending problem was tricky, but Lucy provided them with financial projections and connected them with the right lender. Because of this,

they were able to sustain their business, move forward and grow. Ann and Jason did not have the expertise necessary to tackle this problem alone. Without the help of the Center for Growth, it would have been risky and expensive.

These days, it is common for businesses to develop a product with a larger purpose. A lot of businesses are moving forward with "green" initiatives because they want to take part in a bigger movement. Ann's recognition of a need in her own life was a catalyst to something bigger and greater.

"I would rather try it and fail rather than not try at all," Ann explained. She knew that something small like this would matter for not only herself,

but for others and this planet. That is the difference between a dreamer and a doer—an entrepreneur that can turn his or her values and vision into a viable business.



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# ADDRESSING CHILDHOOD TRAUMA IN THE INNER CITY OF MILWAUKEE

There is a public health campaign growing in our country that has a direct impact on employers and their employees. This movement is called trauma-informed care, and it intersects with workplace resilience. An understanding of trauma-informed principles offers great opportunities for employers who are striving to attract and retain employees.

A company's commitment to a trauma-informed perspective is good business because it helps create good company culture, but it can also have a potential positive impact on the bottom line by helping reduce turnover and absenteeism, while improving employee engagement and extending tenure.

SaintA is a convener and a leader in bringing trauma-informed principles to organizations in Wisconsin. SaintA is also a founding member of Scaling Wellness in Milwaukee (SWIM), a broad community collaborative led by Marquette University President Mike Lovell and his wife Amy Lovell,

President of REDgen, an area non-profit advocating for mental health and wellbeing. One of SWIM's goals centers around corporate engagement, specifically as it pertains to matching job seekers with job openings, and promoting positive workplace culture that generates business success.

Waukesha County Business Alliance members are welcome to join this movement.

In order to engage company leaders we share the ACE science, based on the findings of

the Adverse Childhood Experience (ACE) Study, groundbreaking research which is the largest public health study of its kind (ACEStudy.org). The ACE Study found that adversity in childhood predicts risk for physical and mental health concerns and quality of life measures throughout life.

ACEs are a group of 10 experiences that occur within a child's household, between the ages of birth to 18. ACEs are dose dependent, meaning that the more ACEs a person



**ANN LEINFELDER GROVE**  
President and CEO  
SaintA

experienced, the greater their risk for a myriad of conditions including heart disease, asthma, diabetes, obesity, depression, drug and alcohol abuse, and lower productivity at work, including absenteeism as well as overall quality of life.

Right now you may be thinking, "if this is such a big deal, how come I don't know about it?" ACE Science and trauma-informed care began 20 years ago in the health and human services sector and is slowly making its way to businesses and the broader community.

This year, we'll introduce workplace resilience and propose trauma-informed strategies for businesses and managers to use to recruit, hire and retain employees. I hope you'll join us! •





# THE PERFORMING ARTS MATTER!



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By donating to the United Performing Arts Fund, you can provide children with an outlet for creativity and expression. You can help create jobs and boost the local economy. You can make our region a more creative place. To put it simply, your support of the performing arts in Southeastern Wisconsin makes life better for everyone.

Visit [UPAF.org](http://UPAF.org) to learn how you or your company can get involved today.



Special thanks to Meijer Foods for their support of UPAF's Waukesha Initiative.

Susan Gartell of Milwaukee Ballet Photo by Rachel Malehorn and Timothy O'Donnell;  
Milwaukee Youth Symphony Orchestra Photo by Ron Oshima;  
Christina Hall (Mrs. Lovett) and Andrew Varela (Sweeney Todd) in Skylight Music Theatre's *Sweeney Todd*

## BUILDING COMMUNITIES

The strength of a community is measured in its people, resources, services, and the building landscape itself. It's the people that drive its growth and vitality, and make it a great place to live, work, and explore. Together, we're **Building Excellence**.



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# MENOMONEE FALLS HIGH SCHOOL HEALTH CARE ACADEMY

Recognizing the need for health care workers and nestled in a community rich in health care employers, a vision became reality in the fall of 2011 when the Health Care Academy at Menomonee Falls High School welcomed its first cohort of 28 sophomores.

Now in its ninth year, the Academy brings one of the fastest-growing and sustainable industries in the world to life for about 190 students, grades 10-12. They are the heart of a learning community that connects students from a variety of backgrounds and abilities to foster relationships based upon their career interest in health care. The Academy focuses and personalizes their high school experience and provides a platform to develop leadership and professionalism while also

having opportunities to venture out of the traditional classroom setting to experience real workplace environments through many Career Based Learning Experiences (CBLEs) facilitated by essential, valued community partners.

The purpose of the Academy is to show students early on that they have expressed interest in a career field where they have the potential to have a profound impact on others and to make a difference...and they can start doing that now, while still in high school. •

## Integrated Curriculum

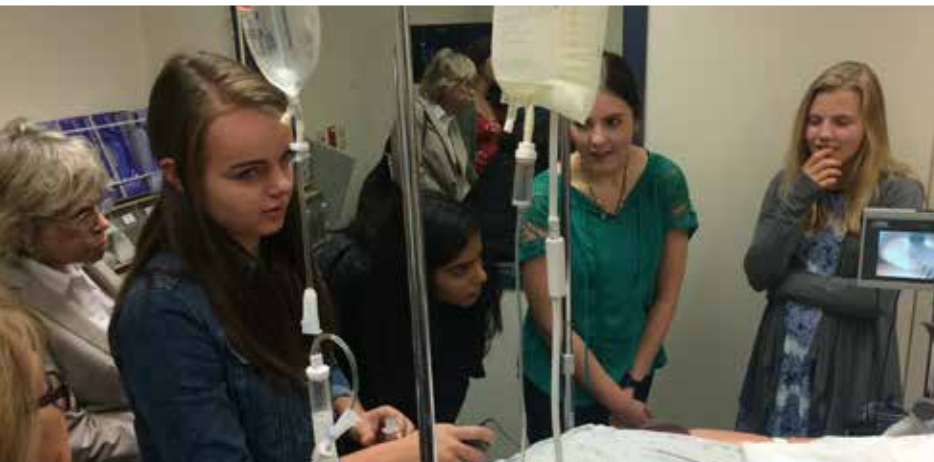
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- Culture of Health Care (WCTC transcribed credit)
- Medical Terminology (WCTC transcribed credit)
- Health Care Academy Capstone

## Additional Events and Experiences

- Froedtert & the Medical College of Wisconsin Community Memorial Hospital Health Care Career Academy summer program
- Mental Health Awareness Month Psychology Symposium
- Low Vision Simulation & Geriatric Simulation
- CPR training & Nursing Assistant training
- Healthcare Academy Student Ambassadors – parent and student presentations
- Student Co-Curricular Organization: HOSA



**JENNIFER TARCIN**  
Health Care Academy  
Instructor & Coordinator  
School District of  
Menomonee Falls



"The Health Care Academy helped me reach my goals and motivated me along the way. I am now a nationally registered EMT pursuing my dream of being a firefighter."

-Erika





### Service Learning

- Elementary Vision & Hearing Screenings
- Blood Drives
  - American Red Cross
  - Versiti Blood Center
- Transcultural Healthcare project with WCTC and Mayan Families



"There's one thing we've all learned: it's okay to not know. It's okay to continue to explore our options to discover our talents."  
-Najhee



### Field Trips

- Medical College of Wisconsin Women in Science Lecture Series
- Wisconsin Diagnostic Laboratories
- Versiti Blood Center Headquarters and Blood Research Institute
- WCTC Skills Lab
- Froedtert Simulation Center
- Waukesha County Business Alliance Schools2Skills™ tours
- Waukesha County Business Alliance Many Futures in Health Care Career Pathways Expo



"This experience was an amazing, unforgettable opportunity that opened my eyes...I gained a new perspective of health care throughout my rotations as I learned about the significance of different careers."

-Paige





# TRANSPORTATION MAKING



**JEFF HOFFMAN**

Principal  
Cushman & Wakefield | Boerke  
Past chair  
Alliance's Infrastructure Committee

While our region seems to be stuck in a never-ending maze of orange barrels scattered across the roads, Wisconsin voters made the funding of road construction a key issue in the 2018 race for governor.

There were two clearly different visions of the future of the Wisconsin Department of Transportation (WisDOT) heading into the 2018 election. Then-Governor Scott Walker was of the belief that the department had enough funding in place. He believed that the challenges the agency faced were driven by fiscal management issues and could be

addressed through better processes. His opponent, then-candidate Tony Evers, ran on the platform of "everything is on the table" as it related to additional funding. He was not opposed to injecting additional funding into a department that he viewed as past the point of no return as it related to long-term funding for basic road work.

Leading up to the election, the polls suggested that voters believed that the roads across the state were not getting the attention they deserved. Roadway funding ended up providing a crucial policy position that delivered the race to Evers.

More funding for roadways was not an overly partisan issue

throughout the 2018 campaign. Many Republicans in the Assembly and Senate also supported the need for new revenue sources for the department.

One of the paradoxes of the election was that a majority of voters wanted additional funds, but very few had suggestions on how to pay for it. As Governor, Evers introduced his first budget with a large increase in WisDOT spending and an increase in the gas tax by \$.08/ per gallon. Republicans developed an alternative plan that raised revenue, but took the gas tax off the table.

As it turns out, transportation funding challenges are not unique to Wisconsin. Recent budget





# FUND PROGRESS

negotiations lead to 11 different states implementing increases in their gas tax on July 1, with Illinois leading the pack at an 18 cent per gallon increase.

Fast-forward to July 3, 2019, Evers signed the biennium budget that directed \$393 million additional dollars to WisDOT. The new funding delivered two significant projects to southeast Wisconsin: the completion of the north leg of the Zoo Interchange and the expansion of I-43 to six lanes from Glendale to Grafton. Additionally, \$320 million was dedicated towards state highway rehabilitation programs.

Without the gas tax on the table, lawmakers turned to fee increases on title transfers (up \$95) and vehicle registration fees (up \$10). The fees are

paid by Wisconsin residents and still do not address the need for consistent and recurring revenues. Many states are turning to gas taxes and tolls because they not only produce consistent revenue from in-state drivers, but they also collect from out-of-state guests that drive on our roads. Think of the money we are leaving on the table from all of the Cubs fans that traverse I-94 to overwhelm Miller Park!

Moving people and products in a safe and efficient manner consistently ranks as a top priority for the members of the Waukesha County Business Alliance. The Alliance has long been an advocate for developing a sustainable WisDOT fund that allows for the needed long-term investments in

roads and bridges throughout the state.

While the biennium budget addressed several short-term WisDOT challenges, lawmakers still need to address long-term structural deficits of WisDOT that will make it more and more challenging to keep up with basic maintenance programs. Without addressing sustainable long-term revenues, projects such as the I-94 corridor from 16th-70th streets will lack the investment needed to ensure that Wisconsin's infrastructure delivers a competitive advantage to all of our businesses that are looking to grow in the state. •

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## Save the Date

### Key Industries for Wisconsin in 2020 and Beyond

12/12/19

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### Manufacturing Voices

2/7/20

*Hear from manufacturing leaders on issues pertinent to running a thriving manufacturing company.*

### Savor the Flavor of Waukesha County

3/7/20

*A food tasting event that showcases select restaurants' finest dishes.*

### Emerging Leaders of Waukesha County

4/22/20

*Awards program honoring young professionals who live or work in Waukesha County.*

### Bridging the Gap for Waukesha County

5/7/20

*Building the future workforce through better connections between businesses and education.*

### Waukesha County Awards Gala

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# SPOTLIGHT ON THE TRADES



## LAUREN BOYLE

Industrial Engineer at Sjoberg Tool and Manufacturing Corp.

### **Tell us a little bit about yourself.**

I am originally from Chicago and I now live in Nashotah. My hobbies include watching/playing sports, hiking and traveling. I have two cats named Toby and Autumn.

### **Why/when did you decide to become an industrial engineer?**

Engineering was always the main choice for me. I went to the Milwaukee School of Engineering (MSOE) to study engineering. Computer engineering was my first field of study but after a year, I was not passionate about it. A couple of my close friends from college were studying industrial engineering and they both had nothing but great things to say about the program and the faculty at MSOE. I chose to switch into industrial engineering. The program at MSOE gave me great opportunities to grow and learn and also helped me obtain three great summer internships. My learning experiences at MSOE and my internship experiences

helped me realize that I wanted to work in manufacturing, focusing on making improvements in the workplace. I will always be grateful for the faculty at MSOE helping me to find something that I am passionate about.

### **What led you to your current career path?**

Before starting full-time at Sjoberg Tool, I had engineering internships in manufacturing for three summers. After the first two summers, I knew that I wanted to work in manufacturing. After working at Sjoberg for two years, I was given the opportunity to lead a small production area that produces parts for our second largest customer. This opportunity made me realize that I want to be in a leadership role. I am passionate about leading teams and coordinating groups in problem-solving efforts.

### **What is the hardest part about being an industrial engineer?**

In my current role, time management is very important. Going to school at MSOE helped me with time management skills. Every day I realize how important it is to try to organize and prioritize my tasks, especially when taking on new projects.





### What's your favorite part about your job?

My favorite part about my job is working with individuals from all levels of the organization to make improvements. I enjoy problem solving and helping any coworker in need, especially if it helps someone out at work.

### What would you say to someone who wants to be an industrial engineer?

Industrial engineering is a very good field to go into. There are many opportunities out there. Stick with it and stay passionate about it!

### Where do you see yourself going in the future?

I want to continue gaining experience in a leadership/management role. I also just want to continue to keep learning about every aspect of the business. It is really great when you can come to work day after day and feel like you are continuing to learn and better yourself. •



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## **Professional Women's Development Network | ~~\$210~~ \$150**

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*The Professional Women's Development Network encourages each member's individual potential through a supportive environment and a variety of educational and motivational programs. The network motivates and encourages women by celebrating the unique contributions that women bring to business.*

## **SmallBiz Alliance | ~~\$150~~ \$110**

**6 PROGRAMS | BIMONTHLY, STARTING IN JANUARY**

*Our SmallBiz Alliance programs are offered on an invite-only basis for small business executives. Programs consist of a presentation on a topic important to running small businesses and roundtable discussions with others at your table to learn best practices and participate in workshop activities. If you're a small business owner, these programs are for you!*

## **Young Professionals of Waukesha County | ~~\$180~~ \$135**

**6 PROGRAMS | BIMONTHLY**

*Join other young professionals in Waukesha County to get to know each other, access professional development opportunities and build lasting connections with each other and the community. We are the next generation of leaders in Waukesha County—build your network now to enrich your career and personal life for years to come.*

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**RICK STEINKE**

Vice President of Operations  
Sentry Equipment

## TACKLING MANUFACTURING WORKFORCE SHORTAGES THROUGH AUTOMATION AND OUTREACH PROGRAMS

While many manufacturers are struggling with workforce shortages, Sentry Equipment has seen consistently strong job application numbers and a higher than average retention rate among manufacturing personnel. I credit the strong workforce to two ongoing company initiatives: manufacturing technology advancements and school outreach programs.

Technology advancement is necessary in manufacturing. If you don't adopt technology in your plan,

you'll be left behind. You don't want adopting technology to be a survival scenario; you want to be proactive at it so you're not struggling to keep up.

Sentry Equipment has progressively been adding technology like industrial robotics to load and unload machining centers, robotic welding and more to keep up with technology advancements as well as global demands. Our buildings and machines are here 24/7, so why not utilize that? Producing parts in lights-out

manufacturing helps to improve lead times, product quality and cost elements for our products. This helps us be more competitive on a global scale.

Sentry Equipment has found that automation and technology advancements are not only helping to fill workforce shortages but have also become a retention tool. Bringing in new manufacturing technology challenges our current employees to grow. We will send our employees back to school to

learn robotics and mechatronics for the equipment we bring in. They love it because they recognize the investment we're making in them and the confidence we have in their abilities.

Employees are then able to see that investment come full circle with the value they can bring back into the company by advancing their own skills through these education opportunities. We have many examples of great shop employees growing into new positions around the company due to these trainings. They move into different areas of the shop, into engineering, quality assurance or field and support roles. Whether a shop employee stays in the shop or decides he or she wants to be elsewhere in the company, it is a win for the company. If we have a great employee, we have a great employee. Those investments and support of personal growth are part of what keeps retention so high at Sentry Equipment.

Another side of the equation that keeps interest high in Sentry Equipment manufacturing positions comes through building relationships with local high schools and state-wide universities. Sentry Equipment hosts ongoing events throughout the year showcasing manufacturing careers. The goal for these programs is never to make a pool for employment. Rather, the heart of the program is to create overall awareness for manufacturing careers and showcase the many jobs that manufacturing can include. There are many career options in manufacturing that people may not think of when they are in high school, from the shop floor to positions in engineering, marketing procurement and much more. The key is exposing students to all of these different areas when they are still in school. We want to get students excited about manufacturing and then get that excitement to compound. They will tell their friends who tell their friends.

The high school and university level programs are also unique in that each student entering into a program with Sentry Equipment rotates through various areas to help him or her hone in on potential career paths that might be of interest. This has led to success with bringing students on full time after doing these rotational programs. It's a great program and can provide people with an opportunity to learn new things and determine where they want to go. •

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Thank you to everyone who joined us for our 32<sup>nd</sup> annual The BIG One Golf Outing in July! The largest business golf outing in the county brought together more than 300 people for golf and networking with the Waukesha County business community.







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# EXECUTIVE PROFILE



## SIMON BRONNER

Dean, University of Wisconsin-Milwaukee  
at Waukesha

### Describe your organization.

UWM-Waukesha boasts that it is the "small college that offers big opportunities." It provides coursework in over 30 areas of study leading toward the associate and bachelor's degrees through collaborative programs. It features an affordable and accessible college experience in the Waukesha area that prides itself on making available world-class research resources of a larger university within an intimate campus environment.

I became the dean of the College of General Studies, which includes the Waukesha and Washington County campuses of the University of Wisconsin-Milwaukee, on July 1, 2019, after a national search.

### What has been your organization's biggest challenge?

The biggest challenge has been to keep up with the educational needs of a changing society and economy. The University is constantly evaluating its offerings to meet these needs and serve a broad array of new constituencies that includes older adults, military

veterans, physically challenged individuals and advanced high school students, in addition to traditional college-age individuals.

### What is the most important lesson you've learned in your career?

As a scholar, citizen and administrator, I have learned the significance of community in improving the life of a campus—and thereby making a difference for the betterment of society. That community is not only the one surrounding the campus, but also the social and educational connections within it.

### What is your personal key to success?

I credit education for my success. As the first-generation, college-educated son of immigrants, I appreciate the opportunities university life has provided, including a heightened appreciation for acquiring knowledge and putting it into action to solve problems.

### What's the first job you ever had?

My first job as a youth was working for local political campaigns. It actually led to my pursuing political science as a college major and expanding from there into social studies and American studies.

### What's your dream job?

My dream job is being an educational leader in a system like the University of Wisconsin that can make a difference in people's lives and serves to improve society.

### What book are you currently reading or would you recommend?

"Right Makes Might: Proverbs and American Worldview" by my friend and colleague Wolfgang Mieder. It is about Lincoln's famous rhetoric and how it has been applied over the years into the contemporary moment. It is a reminder about the power of words and the evolution of American thought.

### What is your favorite pastime?

I am a sports fan, particularly college football, and try to stay in shape through fitness now rather than competitions. I also play folk music, particularly blues and old-time music, on various string instruments. •

# WELCOME NEW MEMBERS!

The Alliance is happy to welcome the following companies as new members during the third quarter of 2019:

Ace Precision Machining Corp Oconomowoc	Dickey's Barbecue Pewaukee	Greenius Milwaukee	Norris Academy Mukwonago	The Angelus Corp Sussex
ActionCOACH Business Coaching New Berlin	Disability:IN Wisconsin Whitewater	Greenwoods State Bank Waukesha	Partner2Learn LLC Mukwonago	The QTI Group Milwaukee, Madison
ACU-MED INTEGRATIVE MEDICINE LLC Waukesha	Dome Ideas LLC Waukesha	I/O Technologies Inc Germantown	Petrie + Pettit SC Milwaukee	The Reese Group LLC Milwaukee
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CDP Inc Waukesha	FLOORS2CLEAN Merton	MKE Staffing Group Wauwatosa	Right Now Media at Work McKinney, Texas	Wisconsin Athletic Club Multiple locations
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