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WAUKESHA COUNTY

January 2020

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A NEW DECADE

As we open the door to a new decade, the Alliance is incredibly excited about what lies ahead. While our mission to drive economic growth in Waukesha County remains the same, the new year brings an opportunity to set new goals and strategize. Our three focus areas, endorsed by our board of directors, will continue to be at the forefront of everything that we do: workforce development, advocacy and regional leadership.

We are proud to report that our business and education partnerships are stronger than ever. This past year was filled with numerous opportunities to develop our future workforce by connecting businesses and educational institutions. We have also continued building relationships with our local public officials, the new state administration, as well as federal representatives to ensure our business community has a strong voice.

Whether you're new to the Alliance, or have been here for the last decade, we are thankful for your support. One of our greatest joys is the opportunity to say thank you to our members. We hope you have a successful and prosperous new year!

Suzanne Kelley



SUZANNE KELLEY
President & CEO
Waukesha County
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1 Anthem internal data, 2018.
2 Results based on 2017 clinical and cost-of-care programs for enterprise commercial and exchange business; medical cost offsets based on medication review.
3 Anthem, Productivity Solutions Quantifying Value Study, 2015.
4 Anthem data, 2017 DBGL program evaluation.
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BRAD ZEPECKI
President & CEO, Octavian
Technology Group

BUILDING SOFTWARE, SERVING COMMUNITIES AND GUIDING CAREERS

It's no secret that Wisconsin has a brain drain problem, especially in the tech industry.

College graduates are fleeing the state for lucrative and prestigious jobs elsewhere, instead of staying put to advance their careers.

So, how do we curb the trend?

"(Code the Way) opened up a new career pathway for my life. Before I was undecided as to what I should do. Now, I will major in computer science thanks to this wonderful experience."

**VANESSA OSTERBERG, STUDENT
GREENDALE HIGH SCHOOL**

I believe that high school students in the greater Milwaukee area should have access to high-quality computer science education and professional job experiences. These are the resources needed to ensure their success in tech-related fields.

Because of this belief, in 2017 I co-founded Code the Way, a 501©3 organization. We have since been actively working to reverse the "bright flight" exodus and promote diversity within southeast Wisconsin's technology industry.

Code the Way increases opportunities for future technology workers and shows students how to give back to their communities in a meaningful way. These young men and women become junior developers, build software and complete real-world tech projects that are

desperately needed by Milwaukee-area nonprofits. So far, the students' combined efforts have provided more than \$250,000 in free tech services. In our first year, we were just cutting our teeth and I'll admit, there were times when we didn't think we could build the software. But the 10 bright students enrolled in the program were dedicated – some of them worked weekends to make it happen. We produced a mileage tracker for the nonprofit Life Navigators (www.lifenavigators.org), where today, they can better help disabled clients maintain their independence and quality of life.

The following year, we quadrupled in size with 45 students joining Code the Way. Heroes for Healthcare (www.heroesforhealthcare.org), an organization that "adopts" veterans until they find a job, needed us to reconfigure their data storage and information tracking systems. Some of their key data had been stored in a notebook. No longer. Now the director can apply for grants electronically from an app on her cell phone.

In 2019, we partnered with the Convergence Resource Center, (www.convergenceresource.org), a nonprofit that serves victims of human trafficking with housing, medical assistance, clothing, counseling and overall support. The students rebuilt the CRC website making it more responsive and user-friendly for these men and women as they seek to reconstruct their lives.

Aside from the support to these wonderful non-profits, the upside for the students has also been incredible. They master the essentials of web development, better understand company culture, and boost their team and people skills through our program. And they have a great product to show for it in the end.

So far, high schools in Brookfield, Waukesha, New Berlin and Milwaukee Public Schools (MPS) are signed on with Code the Way, but to engage the students, we need more teachers involved. Microsoft sponsors a philanthropy program, Technology Education and Literacy in Schools (TEALS), that helps serve as a catalyst in connecting high



school teachers with tech-industry volunteers to develop computer science classes, and spark the students' interest and education in the field.

Want to make a difference with Code the Way? If your school district is inspired to partner with us, we'd love to hear from you. Consider volunteering as a student mentor or coach, sponsoring resources for the team, or donating to support our efforts at www.codetheway.org. •

"We were thrown into a well of knowledge deeper than anything we had experienced before. Working with a client involved completing a list of tasks and balancing what they needed with what we could actually get done."

**DANIEL ANDERSON, STUDENT
BROOKFIELD CENTRAL HIGH SCHOOL**





DONNA BEMBENEK
President, Catholic
Memorial High School



WHAT IF THE FUTURE OF WORK STARTS WITH HIGH SCHOOL?

In her April 2019 article, published in Forbes magazine, author Heather McGowan acknowledges the very different world of work today's students will enter. McGowan states, "The work of the future will require a robust system of lifelong learning and high school may just be the fulcrum in that system, best positioned to make the necessary profound changes across the system."

This is a very pivotal time for education. The World Economic Forum has stated that we are in the midst of a fourth Industrial Revolution. Unlike the end of the last century, where the focus was on highly marketable skills, workers of the future must be able to learn, adapt and create value in new ways. Additionally, both the types of work as well as the way work is performed is rapidly changing. This demands that students have a higher level of proficiency in STEM subjects if they are to compete. Future workers in all disciplines will require "double deep" skills – both in their area of expertise and the knowledge of the technology driving their work.

This research and more is the foundation of the new strategic plan for Catholic Memorial High School (CMH). We are expanding our focus on how we prepare students



to thrive in this exciting new world of work. At CMH we have long delivered the high-level academic outcomes, principled leaders and graduates equipped with critical essential skills founded in the humanities – and that continues to be a priority. We also recognize diverse learning styles of students and will expand experiential learning, internships and project-based partnerships.

We began preparing for these changes several years ago as we developed our comprehensive and nationally certified Project Lead the Way (PLTW) engineering program, a four-year curriculum that emphasizes the relationship and integration among Science, Technology, Engineering, and Mathematics (STEM). At the center of our program is Memorial Propel, a trademarked design-thinking and creative problem-solving process that emphasizes critical non-technical, human skills like critical thinking, creativity, innovation, collaboration and communication.

Partnerships will be key. CMH is thrilled to leverage the opportunities provided by the Waukesha County Business Alliance's business and education partnerships such as Schools2Skills™ tours and Careers Uncovered™. We have announced new partnerships with Waukesha County Technical College, Marquette University and Cardinal Stritch to expand options for all types of learners.

We are currently partnering with several area businesses that enable engineering students to work side-by-side with engineers and get hands-on experience with new technologies. In the fall of 2020, these internship opportunities will expand for engineering students and business students as well.

Our partners tell us that Catholic Memorial's focus on developing the whole person makes our students stand out. "The Catholic Memorial students continue to surpass expectations as they help Dedicated Computing serve its mission of Powering the World's Most Important Devices," said Jane Menheer, EVP & CFO of Dedicated Computing. "Expanding Dedicated Computing's successful internship program to include STEM-oriented students at the high school level will serve the region's need for inspiring future technology talent."

Our students repeatedly tell us that it is these skills that provide them the edge they need to pull ahead of the competition. Owen Stoehr is a senior at CMH currently working at Husco International. "The opportunities presented to me have given me an education far beyond what is possible in the classroom. I've made connections that will help me throughout my life," Owen told me recently.

Catholic Memorial is also taking the lead in introducing STEM to grade and middle school students through the annual STEM Challenge at CMH. The event brings in over 250 students from public and private schools to learn the principles of design thinking. Noah Diedrich, a current CMH student, recalls competing in the STEM Challenge: "Being a participant at the STEM Challenge was really rewarding and after learning Memorial Propel, our team was able to focus our efforts and create something that was really impressive."

We're confident our students will have the technical skills, agility and adaptability to thrive in a new world of work. If you'd like to hear more about these initiatives or explore ways to partner with us, please contact me by email at dbembenek@catholicmemorial.net, or by phone at 262-542-7102 ext. 502. •



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SMALL BUSINESS SUCCESS

EVERYDAY BLISS YOGA + MASSAGE

As a single parent struggling with chronic respiratory issues, Pam Bliss decided it was time to seek new treatment options. After years of various medications, frequent doctors appointments, and unplanned hospital stays, she knew she couldn't continue taking care of herself or her son in her current condition.

While she was a full-time nurse at a local hospital, Pam carved time out of her busy schedule to try yoga and was immediately impacted. Over 20 years later, her chronic issues are nonexistent, and she has experienced a complete transformation in both mind and body.

The level of transformation she experienced in her own life was the exact inspiration she needed to take the next step in her career. If she could impact just one person with yoga in the way that she was impacted, her business would be a success.

In 2002, Pam opened YogAsylum, which was one of only two yoga studios in SE Wisconsin at the time. In the years to come, the studio expanded its wellness services and



acquired Milwaukee School of Massage in 2016. Along with the growth and expansion of the business came a new name, Everyday Bliss Yoga + Massage, as well as the need for more space.

Unfortunately, the everyday challenges of being a small business owner were about to multiply for Pam. After a series of unexpected events, the studio found itself with just 180 days to find a new space. With both her and her employees' futures on the line, Pam fought rigorously for the studio to remain open.

After being introduced to the Waukesha County Center for Growth, Pam was exposed to resources that helped her not only find a new studio space, but one that she



MEET PAM BLISS

A native of Oconomowoc, Pam is the founder and director of Everyday Bliss Yoga + Massage and Bliss World Productions. She holds an M.A. in Transpersonal Psychology with concentration studies in Ecopsychology, as well as degrees in Nursing, Yoga, and Ecology. Pam has studied with globally renowned scholars and master teachers, including the Dalai Lama, and is the yoga expert for the Milwaukee Brewers. In addition, Pam is a meditation CD artist, intuitive medium and inspirational speaker who teaches internationally.

would purchase as her own. While the process of finding a loan was daunting, Lucy Waldhuetter, Business Consultant for the Center for Growth, helped Pam stay the course. Lucy provided sound advice, thorough business planning, and most importantly, time – something Pam was quickly running out of. Pam is confident that without the help of resources like the Center for Growth, she would not be where she is.

Today, Everyday Bliss has grown to over 15 employees and is settling into its new location on Bluemound Road in Waukesha. With a mission to inspire global well-being, the business has impacted thousands of people across the region. Whether you're looking for healing, a new challenge, or a way to improve your health in 2020, Everyday Bliss has a multitude of services to help you create bliss in your daily life. www.everyday-bliss.com •



LUCY WALDHUETTER
Business Consultant,
Waukesha County Center for Growth &
Wisconsin Small Business Development Center



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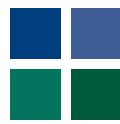
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As a region, we need to focus on a number of things, but at the top of the list is the hiring and retention of employees, the accessibility of convenient and reliable transportation, as well as affordable and dependable

childcare. Furthermore, we need to establish more public/private partnerships like PHC's sponsorship agreement with the City of Milwaukee's streetcar, the Hop.

The region is thriving with opportunities; however, we will continue to have challenges fulfilling these commitments due to staff shortages which are due in part to more residents leaving than coming into the region. We need to enhance our image to attract a younger demographic and not use climate as an excuse for a lack of recruitment and retention. •



RODNEY FERGUSON
CEO & General Manager,
Potawatomi Hotel & Casino



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BEN TROCKMAN
D&I Outreach Specialist,
Old National Bank

MENTORSHIP FOR ASPIRING PROFESSIONALS WITH DISABILITIES

of these entities within our five-state ONB footprint, where we have had the opportunity to meet some incredible people.

Achieve Ability runs from August until May, and participants are asked to meet at least once a month. Often mentor and mentee will meet face-to-face on a monthly basis, where they may attend sporting events, political rallies, board meetings, and community gatherings. Mentees are often given the opportunity to participate in job shadows or internships, as a result of the relationship with the executive leader within ONB. Truly, each relationship takes on a life of its own.

From a diversity and inclusion perspective, Old National Bank executives learn from their mentees,

who overcome challenges each day with their disability. ONB has recruited mentees with a variety of different disabilities such as spinal cord injury, cerebral palsy, autism, blind, deaf and other ability challenges. The relationships built between executives and mentees have helped the culture at ONB become more knowledgeable and aware of disability inclusion issues.

One of the first mentor and mentee matches made was Madeleine and Chris. Madeleine was working on a double major in Finance and Accounting at the University of Evansville. Chris was the CFO of Old National Bank. When I told Chris about Madeleine, a bright young lady who was completing her double major, but also happened to be significantly visually impaired, he wondered, "How could she function in an accounting

world with a visual impairment?" Chris then came to know that Madeleine had been "dealing with" this visual impairment since her early teens and has found various technologies to compensate and help her perform as well as anyone else. Chris then learned that Madeleine had just returned from Europe, where she traveled to 15 countries, five of them by herself!

Chris, a leader at Old National Bank, realized that the only "limitations" Madeleine had were in his own mind. His own assumptions were the barrier. This happens to many individuals who have not been exposed to individuals with disabilities.

These are the types of lessons that participants in Achieve Ability have been able to learn, helping them grow as leaders within our company. With the relationships built with our Achieve Ability mentees, we are becoming better people and better leaders.

While I manage the Achieve Ability program, I too, have a mentor, Bob Jones, Chairman of Old National Bank. Bob and I have an incredible relationship, and we both have learned a lot from each other. I've been able to bounce ideas off Bob, a tremendous leader and visionary. Building a relationship with Bob has made me more confident. I've improved my comprehension of teamwork and understanding of how communities collaborate, while also expanding my network of professionals. There have been many similar outcomes with numerous mentees within Achieve Ability.

"My involvement with the Achieve Ability program, and with Ben, has

made me a better leader and a better person. I have learned far more than I have taught, and I believe that is true for all of us who have gone through this phenomenal experience. I often joke that Ben and I never graduated. Truth be told, I didn't want to graduate because I have been so enriched," said Bob Jones.

You see, today there are a variety of lessons that both mentor and mentee can learn from each other. We can all become better people and better leaders. With the Achieve Ability connection, we, Old National Bank, and all those involved have benefited tremendously from our interaction from aspiring professionals with disabilities. Meanwhile, we hope we are teaching the mentees, the young professionals, a little about life, and helping them along their way to a prosperous career.

With a strong commitment to ourselves, and our communities, we are making an impact. •

Since Old National launched Achieve Ability in May 2014, there have been over 40 mentees in the program.

A few have found a career at Old National, and many have found, by networking with the help of their mentor, careers at other institutions within their community.

Most importantly, mentees of the Achieve Ability program have seized the opportunity to build confidence, enhance their network and prepare for the next steps in their career.



Bob Jones, Chairman, Old National Bank meets with Ben Trockman, D&I Outreach Specialist, Old National Bank.



Madeleine Smith listens to advice from Chris Wolking, Capital Markets & Special Products Officer, Old National Bank.



AMANDA PAYNE

Senior Vice President, Public Policy, Waukesha County Business Alliance

YOUR VOICE IS OUR VOICE

THE ALLIANCE CONTINUES TO ADVOCATE FOR YOU

Is Waukesha County thriving? How do we continue to develop the economy, drive business, support employers and grow the county? These are the questions that members of the Alliance policy committees, Policy Board and Board of Directors consider when putting together the Alliance's annual Policy Agenda and outlining priorities for the coming year.

A survey of Waukesha County businesses in September of 2019 reported that 84 percent of employers plan to expand their workforce in the next three years. That number has held steady for Waukesha County companies since 2015, pointing to the need for continued focus on workforce development. While 76 percent of employers cite "lack of qualified talent" as the primary challenge for staff recruitment, that number ticked down a bit, from 82 percent in 2017. We're optimistic that the drop is, in part, a result of the nearly 50 programs we've launched to connect businesses

with students and teachers, helping to pique students' interest in career pathways. In 10 years, these business education efforts have reached more than 10,000 students – a number we're proud of and hope to continue growing.

As businesses continue looking for innovative ways to find employees, more than half of Waukesha County employers now offer tuition reimbursement, and 20 percent of them are actively recruiting employees from other states. Our organization is proud to represent both large and small businesses and we're continually working on solutions that meet the needs of all employers, no matter their size. While small companies may not have the resources to recruit nationally, the Alliance is working to support regional and state efforts to drive a comprehensive, statewide talent attraction campaign so that we may continue to bring people to the great state of Wisconsin. It was

encouraging to see new 2019 Census data that reported Wisconsin had a net gain of 8,824 people in 2018 as a result of migration to our state. This is positive news for workforce and reverses a trend that had been going in the wrong direction in previous years.

Data from the Wisconsin Department of Revenue demonstrates that Waukesha County has been experiencing strong business growth since 2014 – the County's average real wage has been on the rise since 2014 and Waukesha County's unemployment rate of 2.6 percent is the lowest in a generation. The City of Waukesha set a record low of 2.8 percent in 2018. The Alliance's own survey results support the notion that Waukesha County is thriving: when business owners are asked how they consider Waukesha County as a place to do business, respondents who answer with either "somewhat desirable or very desirable" has steadily

increased – from 88 percent in 2015, to 91 percent in 2019.

When we think about the coming year and what's needed to continue driving economic growth and make Waukesha County the best place to do business, our organization is focused on several priorities: workforce development, education, infrastructure, economic development and government efficiency. We believe those represent key areas of opportunity in the coming year, and as the largest business association in Waukesha County, we can have significant impact in those issue areas through strong advocacy and regional leadership.

Business leaders on our policy committees and Policy Board have identified specific strategies for each of those issues, such as supporting programs that help targeted populations enter or re-enter the workforce. We continue to connect employers with programs like the Joseph Project, a career placement program endorsed by U.S. Senator Ron Johnson, in partnership with Greater Praise Church of God in Christ on Milwaukee's north side. In 2019, we supported legislation on expungement reform, aimed at bringing the expungement process in Wisconsin in-line with most of the rest of the country.

For years, our organization has advocated to streamline the credit transfer process among higher education institutions in Wisconsin. Last year, we were proud to support

legislation that did just that, which was signed into law as Act 46 by Governor Tony Evers in November.

We advocated for statewide, sustainable, long-term transportation funding solutions and were encouraged with the additional \$393 million added to transportation funding in the state budget. We believe these additional dollars were a step in the right direction, although a long-term solution remains a critical need for our state.

In 2020, we will continue to advocate for the state's apprenticeship and youth apprenticeship programs. We will continue to support and advocate for a talent attraction program to help meet all our employers' workforce challenges. We will focus on increasing Science, Technology, Engineering, Arts and Math (STEAM) education for our K-12 students and opportunities for students to obtain career experience and exposure while in school. We will support pro-business tax and regulatory measures that make Wisconsin competitive, including the use of Tax Increment Financing (TIF) as an economic development tool.

We're often asked how business leaders can get involved in our advocacy efforts. If you're looking for a hands-on approach, we have three policy committees - Education, Economic Development and Infrastructure - which offer opportunities for our members to be involved. Monthly, we host a program

called One-on-One With Public Officials and encourage business leaders to attend. These programs provide a forum for you to speak directly with public officials to share your experiences, challenges and ideas so that public leaders regularly hear from those in the private sector about what's working, or not working.

If a committee or program isn't for you, considering reaching out to share your feedback with our staff directly – the more we hear from you about what stands in the way of your business growing, the more we can advocate on your behalf to remove those barriers. And if you don't have the opportunity to get involved directly, know that our staff is working on your behalf to drive economic growth in Waukesha County and make this a great place to do business. Businesses that invest in the Alliance help support those efforts and give us an even stronger voice. Whether you have time to be actively involved or not, we hope you know that as a member of the Alliance, your voice is our voice. •

DID YOU KNOW?

Wisconsin gained the most new residents from Illinois (25,155) and Minnesota (19,632), and also gained 15,208 people from foreign countries. We had a net positive flow of population from all of our surrounding states, with the exception of Iowa.

WAUKESHA COUNTY BUSINESS ALLIANCE

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Save the Date

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

6/11/20

A program honoring top-performing businesses and nonprofits with a significant presence in Waukesha County.

The BIG One Annual Golf Outing

7/22/20

Join 200+ golfers for 18 holes and networking with business and community leaders.

Annual Meeting

9/10/20

Celebrate the accomplishments of the business community over the past year.

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ESSENTIAL INDUSTRIES

Melissa Schwartz, Chemist Supervisor
Lindsay Holsen, Chemist
Mackenzie Gossard, Chemical Engineer
Emily Dybdahl, R&D Chemist
Lynnette Le Clair, Chemical Engineering Manager

Tell us a little bit about yourself.

[Emily] I have been a research and development chemist for six years. I got my degree in Chemistry from UW-Eau Claire, and moved down to the Milwaukee/Waukesha area after college.

[Mackenzie] I am a chemical engineer with experience in the materials and food and beverage industry. I enjoy playing and coaching volleyball, I've played since 7th grade. Milwaukee has really great beach leagues! I recently relocated to Milwaukee for my husband and love the dairy scene.

[Lindsay] I graduated from Lawrence University with degrees in Biochemistry and Spanish. I am a multi-interested person who happens to enjoy chemistry in addition to languages, music, cooking, and most anything outdoors.

Why/when did you decide to become a chemist/chemical engineer?

[Mackenzie] I decided my sophomore year of high school. I took my first chemistry class and loved it. To me, chemistry could explain how everything was made and it kind of answered every "why" for me. But I also enjoyed math so much I didn't want to leave it behind. Then chemical engineering was recommended to me by a family friend. I did a little research to assure it was for me and it sounded like a great fit!

[Lindsay] I felt challenged by chemistry since high school. It was a door to many opportunities to think creatively about the environment.

[Melissa] I had a great high school chemistry teacher that started my love of chemistry, but I didn't actually decide to pursue chemistry specifically until later in college as I started taking more classes.

What led you to your current career path?

[Lynnette] Natural progression of running projects, and versatility in my degree offered enough satisfaction to keep up. It gives me a sense of accomplishment, to see all the things physically that I've put together that are

helping people work easier, better and safer for the next 20-30 years.

[Emily] My high school chemistry teacher was my inspiration for pursuing chemistry. He was a special person and taught hard concepts in a fun and challenging way, building my confidence in a subject that didn't always come easy to me.

[Melissa] Chance really. I was originally pre-med, but decided towards the end that it wasn't really what I wanted to do. I had taken many chemistry and bio classes in order to apply for medical schools and decided to finish that degree out and go into the industry.

What is the hardest part about being a chemist/chemical engineer?

[Lynnette] When you enjoy your work, nothing is hard. It just takes some time to find the answer.

[Emily] You can't reason with chemical reactions—they do their own thing and you have to try an experiment over and over again before it works. You need the patience and perseverance of a Thomas Edison.

[Melissa] The vast number of variables that can contribute to how your reaction will turn out. Some you can plan for and some you can't.

What's your favorite part about your job?

[Lynnette] That there is an end to projects and there are always new things to learn.

[Emily] Trying something novel and being a "mad scientist" is a fun way to approach a problem that needs to be solved, and discover some new result.

[Mackenzie] My favorite part is when you're battling with a certain piece of equipment, or science phenomena, that is causing a large issue and everyone is struggling to fix the problem but through some research or stroke of genius you try a new idea and it works! That is the best work day ever. I also love implementing systemic improvements that have been long needed and are well received.



What would you say to someone who wants to be a chemist/chemical engineer?

[Emily] If you like science and/or math (I personally love science, but math is always my challenge) then take all the chemistry, physics, biology, and math you can and see what you like the most about the field. Definitely job shadow multiple people in different industries related to science and engineering and try to picture yourself in a career like theirs.

[Mackenzie] I would say definitely do it! School is hard but push through it because it's worth it. Focus on the classes you enjoy and figure out what excites you. The most important thing, is to find something within the field you enjoy and care about.

[Lindsay] Start thinking about the assumptions we make about the world around us. There is an incredible lot we don't know that's waiting for you to find out.

Where do you see yourself going in the future?

[Lynnette] I'm happy where I can help make people's lives easier and safer. I see orchestrating and putting together more equipment in the future to enable people's lives to be easier and safer.

[Lindsay] I would like to work in the renewable energy sector or with sustainability in the food system.

[Melissa] Furthering my understanding of chemistry and helping to create improved products. •





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- Tax
- Workforce Issues





TIM CASEY
Director of Economic Development, Waukesha County Center for Growth

ECONOMIC GROWTH IN WAUKESHA COUNTY CONTINUES TO FLOURISH

WAUKESHA COUNTY CENTER FOR GROWTH CELEBRATES THIRD ANNIVERSARY

We are proud to report that 2019 was another strong year for Waukesha County in terms of economic growth, as well as a critical year for the Waukesha County Center for Growth.

Celebrating our third anniversary, the Center for Growth task force convened on several occasions to refresh our Business Growth Strategy. We recommitted to be the central point of contact for economic development in the County; to retain, attract and expand business in the County; and to connect businesses to workforce solutions.

In addition, four lenders active in the Center for Growth and the County committed \$2 million in low-interest

funds to establish the GROW Fund. Agreements were negotiated for administration of the Fund, and more than a dozen businesses have begun the process of securing financing.

We also worked with more than 25 businesses to start, expand or locate operations in Waukesha County. These businesses committed more than \$28 million to capital expenditures, and to creating more than 250 jobs. Late in the year, Milwaukee Tool announced creation of a second campus in Menomonee Falls, which will result in another \$100 million in capital and 770 jobs.

In our three years, the Center for Growth has worked with more

than 60 businesses to assist and facilitate over \$210 million in capital expenditures, and commitments to creation of more than 1,600 jobs. All of this is accomplished through the active involvement of Waukesha County leadership, our municipal partners, our partner economic development agencies, and our WCCG Board members.

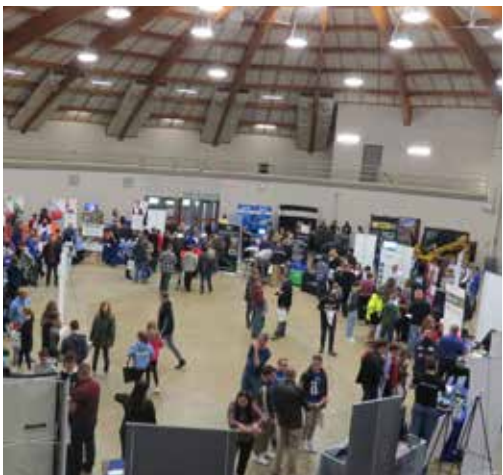
The new year promises many more opportunities, as the GROW Fund makes its first loans and staff continues to work with existing and new businesses to assist in their growth. We ask for your continued support as we enhance Waukesha County as a great place to live, work and play. •

AROUND TOWN WITH THE ALLIANCE

See what the Alliance was up to during the fourth quarter of 2019.



Governor Tony Evers visited with local leaders at Metal-Era to discuss priorities for the Wisconsin Economic Development Corporation.



Our annual M.A.D.E Career Expo exposed more than 800 middle and high school students to career pathways in manufacturing.



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We wrapped up our annual programs with Key Industries for Wisconsin in 2020 and Beyond, featuring an incredible group of panelists.



The Waukesha County Center for Growth assisted with Milwaukee Tool's new campus in Menomonee Falls.



The Alliance attended the signing of Act 46 by Governor Evers - streamlining credit transfers among higher education institutions in Wisconsin.

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Members of our Young Professionals Committee volunteered at the Hope Center during the holidays.



The Alliance held the last Manufacturing Schools2Skills™ tour for the 2019 fall semester.



Our 31st Leadership Waukesha County class kicked off in September and will run through Spring of 2020.

WELCOME NEW MEMBERS!

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

Baker's Quality Pizza Crusts Waukesha	Clarity Management Milwaukee	JT Bruce & Associates Waukesha	Plant Engineering & Facility Maintenance Association Pewaukee	The Practice Station New Berlin
Bell Tower Memorial Pewaukee	CleanPower Wauwatosa	Key Technical Solutions Wauwatosa	Riverwater Partners Milwaukee	Trefoil Group Milwaukee
Cannedwater4kids Sussex	Cristo Rey Jesuit High School Milwaukee	KeyStone Staffing Group Wauwatosa	RMM Solutions Wauwatosa	UVK Media Milwaukee
Capital Heating & Cooling Menomonee Falls	Door Professionals Waukesha	Lakes Business Group Waukesha	The Boldt Company Waukesha	Wisconsin Construction Laborers Union Deforest
CCA Technology Waukesha	Endpoint Solutions Franklin	LeClaire Business Consulting Brookfield	The Panaro Group Pewaukee	Wisconsin Precision Casting East Troy
	JBP Solutions Waukesha			



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EXECUTIVE PROFILE



JIM ZAISER
President and CEO, Hydro-Thermal Corporation

Describe your organization.
Hydro-Thermal is the global leader in steam injection heating. We design and manufacture a wide range of heating systems that directly inject steam into fluids to achieve very precise and consistent temperature control. Our innovative technology is used in a multitude of industries – from metal ore mining to marinara sauce. We’re relentless in our pursuit of new innovations that will deliver ever more value to our customers worldwide. Today we have more than 20,000 heaters installed in 90 countries. We’re a third-generation, family-owned business. And it’s my privilege to lead our incredible team of nearly 100 people as we build our future together.

What has been your organization’s biggest challenge?
Hydro-Thermal has manufactured the Hydroheater since 1934, when a Kimberly Clark engineer and a State of Wisconsin power engineer developed technology. Since then, we have led the industry with innovation and applying state-of-the-art technology to this industry. For example, Industry 4.0, IoT and MaaS is being integrated

into our technology, thereby minimizing energy consumption and improving customer understanding of how our product performs; brighter paper, better mouthfeel in food, 5-log reduction in pathogens. Makes sense! However, implementing this complexity to early adopters is challenging and expensive.

What is your personal key to success?
Like the Bucks' motto, my mantra since high school has been “Work hard, play hard.” I believe that in order to succeed you need to put in the work. When I graduated from college, I put in an extraordinary number of hours to learn and grow. Even today, I work into the night to find quiet thinking time to stay in my “creative zone.” If you don’t put in the time, you won’t achieve the results. So then, with results, you should be comfortable to enjoy family, friends and your fun activities. For me that includes coaching youth sports, playing hockey and tennis, or just an outdoor jog. Finding this balance adds to the excitement of hitting the next goal.

What’s the first job you ever had?
My first job was to clean the shop floor of machined chips at Hydro-Thermal during the summer holiday while in eighth grade. I learned at a young age how the product was fabricated and what was important to engineers and operators. When discussing design or corporate goals, I had a direct link to the President, my dad. I learned to be comfortable with everyone in the company. And I enjoy the same communication today.

What’s your dream job?
Of course, to play hockey for the Chicago Blackhawks.

What is your favorite pastime?
Every weekend May to September you can find me sailing on one of the inland lakes in the Midwest. I race an E-scow, a 28-foot, one-design racing machine. Our team of four must have concentration, strength, tactics and the need for speed to win a race. It is all consuming in each race. Every mistake is measured in inches. The best part for me is that I get to sail with my two sons and a friend. •

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate / Develop / Network / Promote

MISSION

To drive economic growth in Waukesha County.

VISION

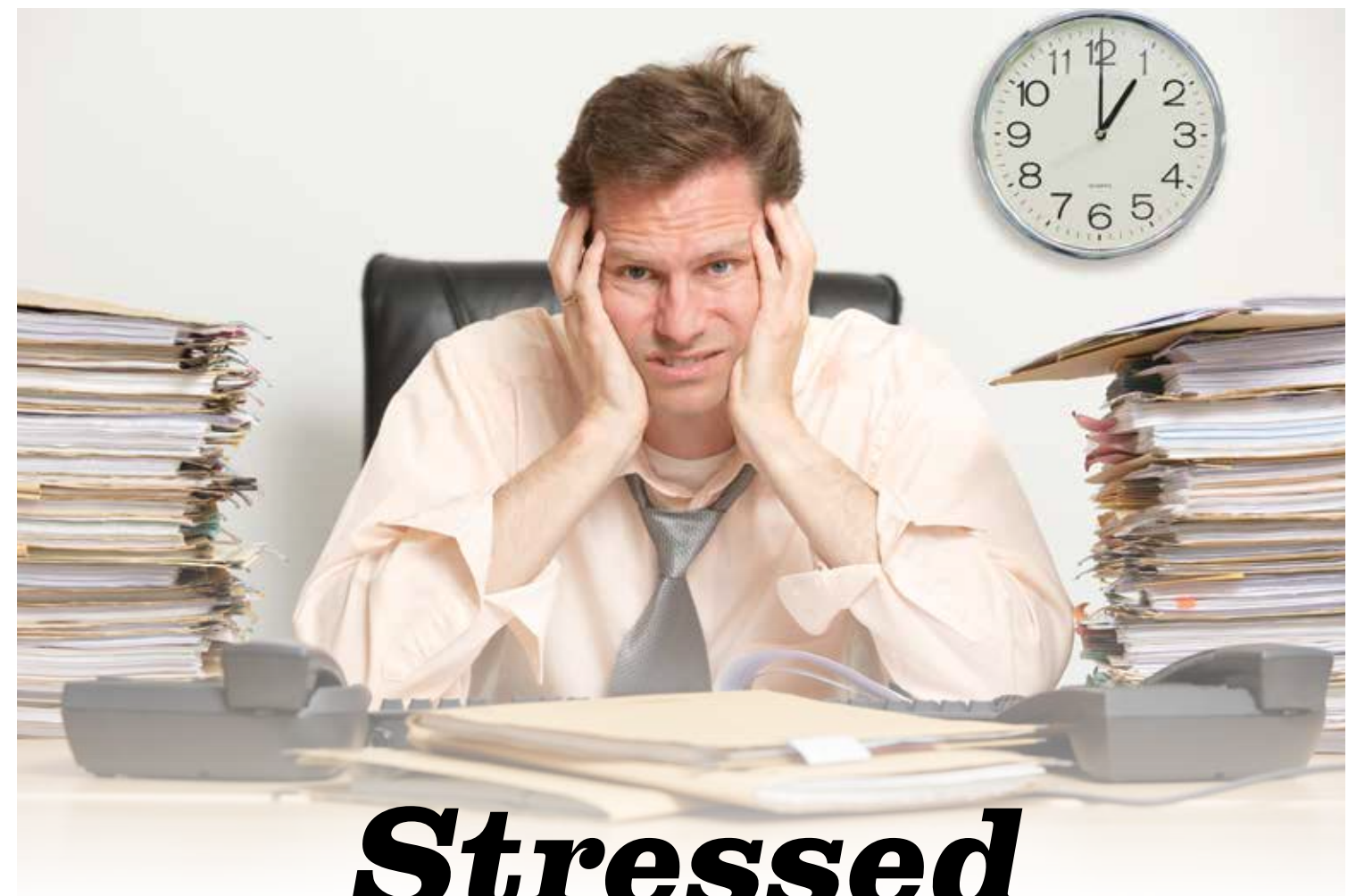
To make Waukesha County the best place to do business.

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