

UNEXPECTED kenosha

Quarterly Newsletter of the Kenosha Area Business Alliance(KABA) | Winter 2015

FNA Group to bring 100+ jobs to Kenosha County

The OEM Industries Division of FNA Group Inc., which manufactures pressure washers for home and industrial markets, is establishing a new manufacturing, distribution and R&D facility in Kenosha County—a \$3 million project expected to create more than 100 new jobs.

The Illinois-based company will occupy a 176,000-square-foot industrial facility in the LakeView Corporate Park in Pleasant Prairie that will enable it to manufacture new products, accommodate demand for existing products, and establish an R&D/engineering/product development center. The building was a speculative development by Zilber Property Group, and the immediate availability of an existing building was key to the company's decision. It was built by Riley Construction. FNA is expected to begin operations in January.

The FNA Group will relocate part of its OEM Industries Division operations, which manufactures hoses and distributes pumps and replacement parts, from an existing facility in Arkansas to Pleasant Prairie. The company selected Wisconsin after taking part in a site selection process that involved numerous states.

The company plans to create more than 100 full-time jobs in early 2015 in addition to providing seasonal employment opportunities. Additional job creation is expected in the future based on demand for the company's products.

"We are excited for the opportunity to expand the operations of our OEM Industries Division to accommodate continued growth and demand within our customer base for high-pressure cleaning solutions, OEM parts, and high-pressure hoses," said Gus Alexander, founder, CEO and president of FNA Group. "Likewise, this allows us to free up manufacturing space we desperately need in our

existing manufacturing facility in Arkansas. Now we'll be able to accommodate our immediate and growing demand for more and better high pressure power washers for our consumer and industrial customers."



The Wisconsin Economic Development Corporation (WEDC) is supporting the company's efforts by authorizing up to \$700,000 in state tax credits over the next three years. The actual amount of credits awarded will be contingent upon the number of jobs created.

The state Department of Workforce Development (DWD) and regional workforce partners also have offered to assist the FNA Group with talent recruitment assistance, such as workforce training and

"After a multi-state search for a site for its new facility, FNA's decision to locate its newest facility in Wisconsin speaks volumes about the state's pro-business climate and outstanding workforce. This is yet another indication of the confidence that job creators have in the direction in which the state is headed."

— Governor Scott Walker

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KABA is the lead business organization that drives economic development throughout Kenosha County and supports and provides services to its members and the community, helping to ensure growth, a robust economy, and a positive business climate for the Kenosha Area.



The FNA Group is a vertically integrated manufacturer of brand name and private label electric and gas pressure washers, pumps, hoses and replacement parts. They are relocating to Pleasant Prairie from Elk Grove Village, IL.

Inside...

- > Youth CNC boot camp expands to Kenosha County
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- > Christopher Naumann joins Downtown Kenosha, Inc. as its new Executive

Unexpected Kenosha (formerly Directions) is published quarterly by the Kenosha Area Business Alliance, Inc. (KABA). Archives can be found on our web site:

www.kaba.org

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FROM THE CHAIR

We have a lot to celebrate in Kenosha County. Uline is expanding, both in Pleasant Prairie and in Kenosha. Amazon is here. As are Kenall, Meijer, Niagara Bottling, Quest Products, and many, many others.

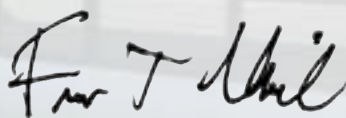
Kenosha County is a red-hot market for business expansion and relocation. I am so grateful to the KABA team for their outstanding teamwork, professionalism, and energy. Job well done!

Now, I'm not much of a New Year's resolution guy. The pounds I promise to lose never seem to come off, probably because the cookies I promise to stop eating still end up in my hand. But, if I were to set a wish list for KABA in 2015, it would look something like this:

1. Accelerate the downtown Kenosha development. A few years ago KABA purchased and renovated a vacant, deteriorating downtown building and turned it into a beautiful retail outlet (Jockey) and the offices of KABA and the United Way of Kenosha County. So . . . what's next? The proposed developments of the former Heritage House and the YMCA will help. We need more in the pipeline.
2. Stay in front of talent development. Since Uline moved to Pleasant Prairie several years ago, we have been thrilled with our ability to hire locally. We have identified and hired large numbers of well qualified candidates. Can the volume of talent keep up with the appetite of new and expanding area businesses? What more can we be doing as a community to better prepare our area workforce? Y-Link is a great organization for our young professionals. We've got several educational jewels in the county, in Carthage, UW-Parkside and Gateway. Are we working closely enough with these institutions? Have we properly communicated the county's needs, in terms of specific skills? We must stay in front of this.
3. Look beyond the I-94 corridor. In the near future, probably sooner than we think, the prime sites along the interstate will be fully utilized. Are we generating sufficient shovel-ready sites off the interstate? The former Chrysler site could one day become a gem. Potential exists in the western portions of the county. Do we have proper roads and other infrastructure to allow for robust economic development outside of the I-94 corridor?

Yes, this is an ambitious list that will take years to fully accomplish. However, we've already made so much progress in these areas, and we are well positioned to continue this success. KABA is as strong as ever. We have a very unified business community. We have the full support of educational and governmental leaders. We have a proven history of resilience, determination, success and a good old fashioned midwestern work ethic. I look forward to these challenges.

Best wishes to you for a prosperous, enjoyable 2015.



Frank Unick,
Chair,
Kenosha Area Business Alliance



Thank you for investing in KABA!

CROWN TROPHY

Locally owned provider of trophies and awards throughout Southeast Wis. and Northern Ill.

BRIDGE DEVELOPMENT PARTNERS

Developer of investment-grade buildings, business parks and land for speculative and build-to-suit projects.

THE DICKMAN COMPANY

A full service commercial real estate brokerage company based in Milwaukee.

HALPIN PERSONNEL

Excels at staffing, recruiting and employment throughout the Greater Milwaukee area.

KITCHEN CUBES

Family owned and operated manufacturer of kitchen and bathroom products, including cabinets and countertops.

KTR CAPITAL PARTNERS

An investment, development and operating platform serving customers throughout the U.S.

LAMACCHIA TRAVEL

Full service travel agency family owned and operated for over 80 years.

MID-AMERICA REAL ESTATE

Full-service retail real estate organization with offices in Ill., Mich., Minn. & Wis.

NIAGARA BOTTLING

Based in California, Niagara is the nation's largest supplier of private-label bottled water.

POSTORINO DECORATING

Painting and acoustical ceiling contractors serving SE Wisconsin and Lake County, Illinois.



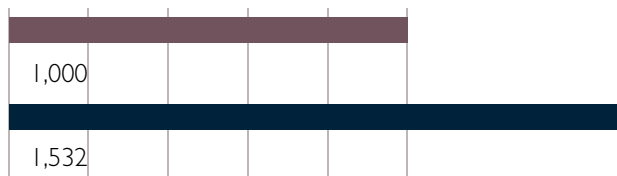
Kenosha County Economic Development SCORECARD

The Short View: Jan. 1, 2014 - Dec. 31, 2014

In 2013, KABA developed a set of primary performance indicators to track the overall performance of KABA and the Kenosha Area in regards to economic development. The KABA Scorecard serves as a visual representation of its long range goals. This version measures the success we had in reaching 2014 goals.

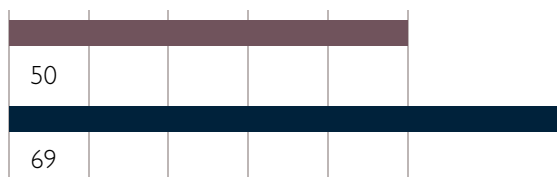
JOBS

KABA will work on expansion, relocation/attraction projects that generate 5,000 new jobs within the next five years; 1,000 jobs over the next five years. The emphasis will be on tracking projects that KABA is directly involved in.



LEAD GENERATION

KABA will interact with 50 economic development prospects (or professional representatives on behalf of prospects) a year regarding the consideration of Kenosha County as a legitimate option for a project location; 250 over the next five years.



ECONOMIC DEVELOPMENT FINANCING

KABA will fund \$3 million per year in new project financing; \$15 million over the next five years.



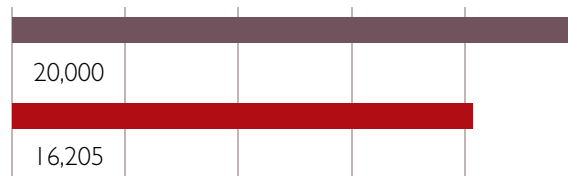
NEW PRIVATE INVESTMENT

KABA will work on development projects that generate \$100 million in new private investment a year; \$500 over the next five years.



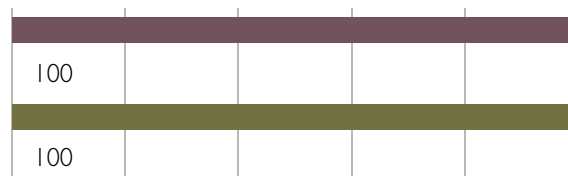
WEB SITE VISITS

KABA's web site will attract 20,000 visitors per year; 100,000 over the next five years.



BR|E PROGRAM

KABA will make 100 Business Retention & Expansion (BR|E) visits per year; 500 over the next five years.



KEY

- 2014 goal
 - Exceeded
 - On Track
 - Caution
 - Behind
- Year to Date (YTD)

ECONOMIC DEVELOPMENT

Kenosha named one of 'America's 50 Best Cities to Live'

National financial news and opinion company 24/7 Wall Street recently named the City of Kenosha one of the top 50 cities to live in the United States.

To determine the list, data was collected in seven major categories: crime, economy, education, housing, environment, leisure, and infrastructure.

Two of Kenosha County's major municipalities have been named to



KENOSHA, WI AMERICA'S 50 BEST CITIES TO LIVE



'Best Communities' lists recently. Great K-12 and higher education systems, a close-knit business community, a strong economy, 11 miles of Lake Michigan shoreline and a wide variety of arts and cultural offerings that include three world-class museums...all of these things, combined with an enviable location between two big cities, continue to drive Kenosha County's unexpected high quality of life.

KABA Portfolio Update

In December 2014 KABA's Finance Committee approved a \$100,000 financing package for Kitchen Cubes, LLC. KABA funds assisted with their purchase of a downtown building on 6th Avenue. Kitchen Cubes is an established kitchen cabinet and countertop provider in southeast Wisconsin and northern Illinois. They operate both a retail and wholesale business specializing in inexpensive quick-to-install cabinet lines. The company plans to move their office staff from their current retail location to the new building downtown. Plans also



include leasing out 4,500 SF of space on the first floor.

The UW-Parkside App Factory

Have a mobile app idea? There's an App Factory for that!

The UW-Parkside App Factory is a new creative, professional, interdisciplinary group on campus that develops mobile apps for community clients throughout southeastern Wisconsin. We provide conceptual designing and prototype mobile app development services to help find solutions and strategies for technology challenges.

Students, both graduate and undergraduate, and faculty from computer science, business, art, and other disciplines collaborate to create these apps in a "startup company" environment. Students gain real world experience working with clients and working on live projects as part of internships or course credit.



Have a mobile app idea? If you would like to consider having the students of the App Factory develop an app for you, fill out a short form at <https://www.uwp.edu/connect/businessandcommunity/app-factory.cfm>.

Faculty Contacts: For more information about the App Factory, contact Derek Riley (rileyd@uwp.edu) or Tim Knautz (knautz@uwp.edu).

Featured Property

For more information on this property or other available business sites, please visit

www.kenoshasites.com.

Bridgepoint Kenosha Corporate Park

- ± 200 Acre Site - Phase II & III
- Located at a full interchange on SE corner of I-94 & Hwy 142
- Divisible to 10 acres
- ± 8 miles north of the Illinois / Wisconsin border
- Utilities are to site
- Potential Building Sizes: 50,000 SF to 1,000,000 SF



ECONOMIC DEVELOPMENT

FNA Group to bring 100+ jobs to Kenosha County, cont.

< *Continued from front page*

conducting hiring events. Local partners include Gateway Technical College, Kenosha County Job Center and KABA.

DWD Secretary Reggie Newson said: "Governor Walker has prioritized talent development to help employers and workers succeed in Wisconsin, and we are pleased the FNA Group recognizes the world-class talent we offer companies looking to locate or expand here. From recruitment assistance to customized training programs, Wisconsin stands ready to help employers find the skilled workers they need when they need them."

"Kenosha County is establishing itself as a premier place to do business in the Midwest," said Kenosha County Executive Jim Kreuser. "We have a strong team that works together with the Wisconsin Economic Development Corporation, Governor Walker and his administration to create a climate which businesses are relocating to and expanding in — and they are thriving. We welcome FNA to Kenosha County and look forward to partnering with them to build a prosperous and successful future here."

Headquartered in Elk Grove Village, IL, the FNA Group is a vertically integrated manufacturer of brand name and private label electric and gas pressure washers, pumps, hoses and replacement parts. The company sells worldwide to homeowners, contractors and industrial customers through retailers and directly via the Internet. Its major house brands include SIMPSON® and DELCO®. The company also controls the brand names POWERWASHER®, TASKMASTER® and MONSTERHOSE®, and supplies products under other well-known brands such as DeWALT.

FNA's brands are sold in major home-improvement retail chains across North America, including The Home Depot, Lowe's, Costco, Tractor Supply and Sam's Club.



Forbes ranks Wisconsin 'Best in Midwest' for future economic growth

Wisconsin outranks all other Midwest states when it comes to projected economic growth over the next five years, according to Forbes magazine's new business climate rankings.

Wisconsin ranks 18th in the nation for projected growth in the magazine's "Best States for Business" rankings released last week. Minnesota ranks 23rd, Indiana ranks 31st, Michigan is 34th, Ohio is 36th, Illinois is 40th, and Iowa is 42nd.

The magazine measures job, income, and gross state product growth forecasts over the next five years from Moody's Analytics. Other factors include business openings and closings and venture capital investments.

Now accepting applications for Gateway's Launch Box Growth Accelerator

A business accelerator functions to give a start-up business a quick start by providing support and access to high-growth and tech-driven mentorship as well as commercialization assistance. This 12-week "hands-on" program provides opportunities to network and pitch



ideas to investors. Priority focus may be given to veteran, minority, women and other underrepresented-led start-ups.

First cohort will begin March 2, 2015. Visit gtc.edu/accelerator to learn more or apply.

Unexpected Kenosha Case Study:

Company: Founded in 1963 by Ken Hawkins, Kenall Manufacturing produces and supports high quality and durable lighting solutions for the most challenging environments; providing sealed enclosures for food processing, containment, and specialized healthcare applications and high-abuse/rough service lighting for transportation applications and security lighting for detention facilities.

Project: Kenall relocated its corporate headquarters and advanced manufacturing facility to Kenosha County from Gurnee, IL. Kenall constructed a 354,000 SF in the Business Park of Kenosha. This project represents an investment of more than \$25 million and total employment of over 600 within five years.

Notables: The speed at which this project was built is impressive. Kenall "officially" kicked off construction with ground breaking ceremony on May 23, 2014, though some grading and site work had begun a few weeks prior. Construction of the facility was completed in the Fall of 2014 and the majority of Kenall's professional staff made the move to the new facility by the end of November. By year end 2014, Kenall was in full production at the new facility.



ECONOMIC DEVELOPMENT

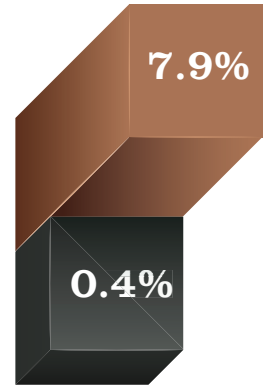
Manufacturers lured by Wisconsin's positive business climate; lower cost of doing business

With more than 9,400 manufacturers in Wisconsin employing over 450,000 workers (nearly 17 percent of the state's entire employees), Wisconsin consistently ranks among the nation's top states for manufacturing jobs per capita. Wisconsin has demonstrated its resiliency in manufacturing by continuing to add jobs in the sector, ranking 5th in the nation for manufacturing job creation from 2009- 2012.

Wisconsin wants to build on that positive momentum and has provided specific incentives to manufacturers to maximize their production here. The Manufacturing and Agriculture Credit virtually eliminates the tax on income from manufacturing activity in the state. Additionally, the state has made keeping taxes reasonable a top priority.

"Kenosha County is one of the best kept secrets out there and you (Kenosha County) do a great job. The way the state's trending, it's very exciting to be a part of it. The move to Kenosha County was one of the best things we've ever done." — Tim Roberts, President & CEO, Catalyst Exhibits

Wisconsin's Manufacturing Tax Credit reduces the rate of tax on manufacturing income from 7.9% to 0.4%.



Multistate Tax Comparison Company: Illinois Manufacturer

| Description | IL | WI |
|----------------------------|--------------------|------------------|
| | 2015 | 2015 |
| State Corporate Income Tax | \$776,410 | \$145,150 |
| Sales & Use Tax | \$173,348 | \$106,183 |
| Personal Property Tax | - | \$56,594 |
| Real Estate Tax | \$363,733 | \$240,700 |
| State UC Tax | \$178,129 | \$204,918 |
| Total Tax | \$1,491,620 | \$753,545 |

Ratio of WI to IL Total Taxes: 50.52%

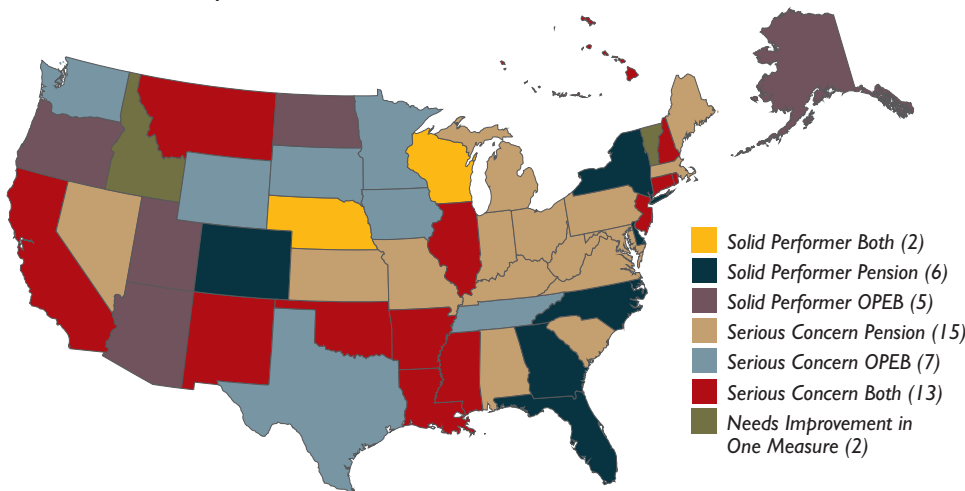
The case study on the left is an actual Illinois manufacturer considering relocation to Wisconsin. The company has more than 350 employees and approximately \$100 million in annual revenue. The data is an independent third party analysis from public accounting and consulting firm Baker Tilly Virchow Krause, LLP. Wisconsin's taxes are 50.52% less than what they would be in Illinois.

Wisconsin is proving itself to be a great state for business. It is one of two states to have its financial obligations to retirees in order (see below left); and touts a consistently balanced budget. Chief Executive Magazine rated Wisconsin 14th in its 2014 ranking of state business climates. That's up from 41st in 2010 - a 27 spot improvement in just five years.

"This move is a culmination of a two-year study to find the best business environment for our company. We are excited about the move and look forward to expanding our operations in the coming years." - Mark Milliman, Chief Financial Officer, Quest Products, Inc.

Combined Ratings: Pension & Other Post-Employment Benefits

Source: Pew Center for the States



On a local level, Kenosha County boasts an AA rating by Standard & Poors and conforms with best practices relative to debt and reserve policy. Its property values grew in the most recently assessed year and it is in sound position to assist with development projects in the future.

County Executive Jim Kreuser and the Kenosha County Board of Supervisors has provided \$2.5 million in the last four years for an economic development high impact fund. The fund is aimed at developments which create at least 50 new high-paying jobs or involve a capital investment of at least \$3 million.

ECONOMIC DEVELOPMENT

The City of Kenosha “charts a better course” with new brand, marketing plan

The Kenosha Common Council approved a new city logo on December 15 following an eight-month project to update the city’s marketing message.

Funding was included in the 2014 budget for the branding project, with \$50,000 in city funds matched by an additional 50,000 from community sponsors, including KABA. The 2015 budget includes \$100,000 to begin implementing the new brand.



“We anticipate updating the city web site as one of the first projects, along with stationary and other communication tools,” Bosman said. “Over time, the new logo will be phased in where appropriate on city equipment and assets.”

The City partnered with Development Counsellors International (DCI) to develop a Branding and Marketing Blueprint—complete with a new brand logo, tagline and marketing plan.

DCI conducted extensive research both within and outside the community to uncover key messages the City of Kenosha should use to promote its assets:

- 1. Balance and having the best of all worlds: Kenosha has small town charm and a Lake Michigan lifestyle with easy access to big city assets and world-class amenities in Chicago and Milwaukee.*
- 2. Adaption and reinvention: Kenosha residents have a tenacious spirit with the proven ability to adapt and reinvent in the face of a*

changing global economic landscape.

- 3. Personal fulfillment and giving: Kenosha offers extraordinary cultural options in a community that values arts, entertainment, history, heritage, education and philanthropy.*
- 4. An express lane on the road to success. Kenosha provides a pathway to the new American Dream with jobs, an affordable cost of living, high quality of life and the ability for citizens to make a difference.*

DCI developed a marketing message which follows, incorporating those points under the tagline: City of Kenosha: Chart a Better Course.

The City of Kenosha’s geographic location, less than an hour from both Chicago and Milwaukee, puts it right in the middle of opportunity, offering small town charm and a Lake Michigan lifestyle with easy access to big city assets and world-class amenities.

Just as Kenosha’s skilled workers once played a pivotal role in the U.S. auto industry, the city’s hardworking and tenacious residents and companies today epitomize Midwestern values, proving time and again that they can adapt and reinvent themselves and the community in the face of a constantly changing global economic landscape.

With numerous unique and extraordinary cultural amenities, Kenosha is also a place where people prize and invest in the arts, entertainment, history, heritage, education and philanthropy.

The community’s thriving economy provides diverse career options for the region’s growing population in a location with an affordable cost of living, attractive housing options and the chance to make a difference in the community.

In sum, the City of Kenosha offers the chance to chart a better course on the road to the 21st century version of the American dream.

Wisconsin launches \$1.6 million ad campaign to promote state’s business climate

The Wisconsin Economic Development Corporation (WEDC) has launched an aggressive marketing campaign that features radio ads in the Chicago and Minneapolis markets aimed at showcasing Wisconsin as the ideal place for businesses to grow and succeed.

The multifaceted marketing plan also includes print and online elements that promote the state’s positive business climate and workforce, and position Wisconsin as a premier location for business leaders considering starting, expanding or relocating their companies. Learn more at inwisconsin.com.

“Getting the word out about the Wisconsin’s competitive advantages – including a robust business climate, lower cost of doing business, strategic location and exceptional workforce – reinforces the work Wisconsin communities are doing every day,” remarked KABA President Todd Battle. “KABA is glad to have the support of the WEDC and its mission to promote Wisconsin on a national level.”



EDUCATION

Youth CNC boot camp expands to Kenosha County

Kenosha-area manufacturers and high school seniors entering their senior year in 2015-16 will soon have the opportunity to participate in the Gateway Technical College Youth Computer Numerical Control (CNC) boot camp starting this spring.

The intensive boot camp workshop is designed to give students skills to start a career in manufacturing after graduating high school – and support employers looking for skilled labor.

The program is a partnership between the Southeast Wisconsin Workforce Development Board, Gateway Technical College, and local

employers from Racine, Kenosha, and Walworth Counties. All courses are Gateway Technical College credits - real college courses taught by qualified instructors with extensive manufacturing experience.

Manufacturers can become involved with the program by offering to mentor a student from the program to help them transition into the workplace, and/or provide a paid work experience with their company at the end of the program.

Employers can contact Brooke Infusino at binfusino@kaba.org or 262.605.1100 for additional information.

January is National Mentoring Month! Ever consider becoming a mentor?

The month of January is National Mentoring Month and great time to highlight KABA's Mentor Program, which has been connecting positive adult role models with students in need since 1997.

Why mentor? Because mentoring works! A compelling new report titled 'The Mentoring Effect' finds that youth with mentors experience significant positive outcomes including improved academic, social and economic prospects.

Take KABA mentor and Pearson Professional Centers employee Beverly Stoops. Beverly began volunteering over six years ago at one local elementary school. Realizing the great need for mentors, she has increased the number of students she sees as well as the number of schools. Beverly meets with her mentees once a week for 20-40 minutes during their lunch period.



“The look on a child’s face when they see you at school, and they know you’re there for them, is priceless. These kids need a constant in their life even if it’s only once a week. All you have to do is show up, listen to them and show them you care..” – Bunny Stoops, KABA Mentor

The KABA Mentor Program has had a positive impact on local students, helping build self-esteem and self confidence, improving attendance, improving academic performance and building relationships with adults and other students. KABA encourages you to explore the links at http://www.kaba.org/kaba/education_foundation/mentor_program.asp to find out more about this worthwhile program and discover if becoming a mentor is right for you! If you have questions, please contact Brooke Infusino at 262.605.1100 or binfusino@kaba.org.

Brooke Infusino named one of Southeast Wisconsin’s Top YPs

Brooke Infusino has been named to the Milwaukee Business Journal's 40 Under 40 class of 2015. Brooke is KABA's Director of Talent Development, and as part of that role, Executive Director of Kenosha's Young Professional Association: Y-Link (Young Leaders in Kenosha).

Also being honored from Kenosha County is S.R. Mills, President of Bear Real Estate Group.

According to the Business Journal, the recipients 'represent the future of community leadership in southeastern Wisconsin. They stand out for what they have accomplished and the difference they are making in the community.'

This is the 22nd year the Business Journal has honored up-and-coming leaders. Previous winners from Kenosha County include Todd Battle, KABA; Jennifer Koependorfer, BEI Electronics, LLC (formerly Xten Industries); Darcy Kennelly Rutzen, Premium Outlets; and Chad Navis, Zilber Property Group.

The winners will be recognized at a dinner in February at the Pfister Hotel in Milwaukee.



KABA Member News & Notes

Gordon Food Service rebrands

The 170-store chain of GFS Marketplace is being rebranded to Gordon Food Service Store.

The food distributor said a new logo, tagline and name for its growing retail division is part of the evolution of the company's overall corporate brand.

The most visible change is the privately held company's new logo. While keeping its trademark red, the GFS acronym has been replaced by the full company name, with an emphasis on the Gordon family name.

SC Johnson receives sustainability award

The World Environment Center announced that its 31st Annual Gold Medal for International Corporate Achievement in Sustainable Development will be awarded to SC Johnson.

The company is being recognized for its comprehensive, company-wide focus on sustainability and transparency initiatives, capped off by its rigorous "Greenlist process" to improve product ingredients. SC Johnson will accept the Gold Medal Award during the Gold Medal Presentation Ceremony in Washington, D.C. on May 14.

Specialized Accounting expands into larger space

As Specialized Accounting Services continues to grow, now employing over 50 people, it found itself once again in need of a larger space. The full-service accounting firm's new 15,000-square-foot building is located at 10801 Corporate Drive, Suite 100 in Pleasant Prairie.

BizTimes names Uline Family Business of the Year

Pleasant Prairie-based Uline made three major expansion announcements in 2014 that will create a total of 1,000 jobs in Kenosha County.

In recognition of that growth, Uline has been named the BizTimes Best in Business Family Business of the Year for 2014.

FOR YOUR INFORMATION

Communicating through a crisis

There are two sides to every crisis: danger and opportunity. When handled poorly, a crisis can destroy a business, an industry or an individual's reputation. However, when planned for and carefully managed, a crisis can be an opportunity to demonstrate core values and build trust and confidence in your products or business. How you handle a crisis has a residual effect on every aspect of your organization – now and in the future.

Every crisis is different, but at Mueller Communications, we have found that when faced with a crisis, the most successful organizations:

- Are prepared. They have developed crisis management, emergency response and crisis communication plans and have designated a crisis management team.
- Move fast. They follow emergency response plans and get things under control as quickly as possible. The first 24 hours is the most critical. What is accomplished on the first day will drive everything that happens afterward.
- Don't freeze or fuss. They set a plan and follow it. They aren't pushed off course by changing events or reactions.
- Ask for help when it's needed. They delegate so that they can make the crisis their single focus.
- Control the flow of information. They designate spokesperson(s) through whom all information is channeled and they make sure everyone knows the protocol for reaching a spokesperson.
- Get to the media first. They develop a fact sheet and update it on a daily/hourly basis. Updates are distributed to key audiences quickly.
- Tell it all and tell it fast. Hiding, holding back, refusing to talk or just delaying will send rumors flying beyond control.
- Don't lie and correct media errors. If they don't know the answer, they say so and commit to getting the right information back to the reporter. Additionally, if the media reports something inaccurately, they correct it promptly.
- Are available. They establish a hotline system to handle all calls for information and keep a careful record of all calls to help the crisis communications team manage the situation.
- Think ahead. They prepare a damage control plan and have people work on it immediately.

The number one difference in whether a crisis is a danger or becomes an opportunity is how prepared you are to respond. If you are interested in learning more about how Mueller Communications can assist you and your organization with a crisis communications plan, please visit www.MuellerCommunications.com.

By James Madlom and Elizabeth Hummitzsch, Mueller Communications, Inc.

James and Elizabeth recently presented "Crisis Communications: Protecting Company Image in Negative or Crisis Scenarios" to a combined meeting of our HR and Marketing Roundtables.

Name: Brent Schultz
Age: 25
Occupation: Creative at Equity Creative
Alma matter: UW-Parkside

What's been your best career decision? Jumping at an internship opportunity to work at Equity Creative right after graduation.

Who are your role models? My parents and two older brothers. Brewer baseball legends Doug Jones and Craig Counsell. And the famous San Diego Chicken (during my mascot career).

Mantra you live by: Life is just a little too short not to live full throttle.

Favorite Kenosha hot-spot? Matts on Main Street, LaFogata, Kaisers, Duke's Country Saloon and Icky Ricky's.

Best thing about living/working in Kenosha? I've lived in Kenosha now for about 7 years (I'm originally from the North-Central part of Wisconsin). I think my hometown of Almond is great (home of the Tater Toot Festival), but in Kenosha, I relish the thought of being a 5 minute drive/walk away from my favorite golf course, grocery store, bike trail, pool hall, bowling alley, cheese castle and my favorite great lake.

Hottest trend in your industry? The fast pace of technology. The formats and vessels for design are always becoming more and more diverse. Print media is still prevalent, but designing sophisticated user experiences for smartphone apps, e-blasts, and web-pages will continue to grow. Also, recyclable, eco-friendly package design, as well as interactive point-of-purchase displays that engage consumers.

Where can you be found on the weekends? A Kenosha County Golf Course, strolling near the Kenosha Harbor, and perhaps a trip to Saddlehorn Saloon.

Finish this sentence: I like being surrounded by people who...are spontaneous, bring the energy, are funny, and are not afraid of some bodacious dance moves.

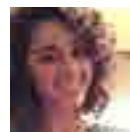
Best advice for other young professionals? Take pride in the details. Put in the effort to prove you're unique and talented. Craftsmanship and attention to detail define excellence in any discipline.

Take 5 with a Y-Link Ambassador



Y-Link welcomes new leadership in 2015

Y-Link is pleased to welcome the following committee members to the leadership team in 2015. These individuals were selected by their peers currently serving in a Y-Link leadership position to join the team based on their community involvement, personal initiative, and ideas for further improving life for young talent in Kenosha County.



Name: Kayla Arbet | **Occupation:** Marketing Coordinator, IRIS USA | **Y-Link Position:** Connect Committee Member
What do you love about Kenosha? The fact that so many Kenosha-based businesses offer a totally unique product or service.



Name: Candice Baker | **Occupation:** AVP, Wealth Fiduciary Advisor, Johnson Bank | **Y-Link Position:** Connect Committee Member | **What would you like to see improved in our community?** The focus on the development of young professionals is key to keeping Kenosha strong.



Name: Rachel Bowker | **Occupation:** Director of Marketing, CCB Technology | **Y-Link Position:** Professional Development Committee Member | **Describe why you joined Y-Link?** Y-Link will provide a great opportunity to build a community with other young professionals who share similar goals.



Name: Jessica Chiappetta | **Occupation:** Billing Specialist, Kenosha Community Health Center | **Y-Link Position:** Community Engagement Committee Member | **What do you love about Kenosha?** The continued improvement of family-oriented activities within the community and the growing support of small, local businesses.



Name: Chelsea Couette | **Occupation:** Business Development Associate, Zilber Property Group | **Y-Link Position:** Professional Development Committee Member
What benefits can you bring to Y-Link? As I gain a better understanding of the YP population in Kenosha, I can highlight that to prospects looking to relocate to the community.



Name: Michelle Eckert | **Occupation:** Cost Accountant, LMI Packaging Solutions | **Y-Link Position:** Community Engagement Committee Member | **What do you like about Kenosha?** I'm new to the area so I really want to commit to making Kenosha the best place to live and work.



Name: Nick Heyerdahl | **Occupation:** Assistant General Manager, Kenosha Kingfish | **Y-Link Position:** Connect Committee Member | **What do you like about Kenosha?** I love the people, the activities, the lake and the food.

WHAT'S UP IN DOWNTOWN KENOSHA

Two exciting downtown events: SNOWDAZE, Downtown Kenosha Restaurant Week

Mark your calendars...You shouldn't be forgetting February 14th this year. Besides being Valentine's Day, AND a Saturday (big date night!), there are three very important Downtown events:

SNOW DAZE – Sponsored by Jockey International, and Uline, this second annual event will feature outdoor activities at Library Park, over 30 ice sculptures to enjoy, demonstrations and family games. Many business specials around the Downtown should offer many opportunities to explore and play. It's a great opportunity to get the family out of the house for the afternoon before a big romantic night!

Inaugural Downtown Kenosha Restaurant Week – This week-long event, presented by the Kenosha Area Visitors and Convention Bureau, celebrates its first year by featuring nine days of culinary adventure! Kicking off on Valentine's Day is a perfect opportunity for you to enjoy a great meal with friends or that special someone. Participating restaurants will offer "prix fixe" menus of Breakfast (\$10), Lunch (\$10) and Dinner (\$20 & \$30). This will allow you an opportunity to try new things in new places for a reasonable price. It will also get you hooked into some new "favorites!"



Pictured left: Wisconsin Dept. of Tourism Secretary Stephanie Klett presented \$39,400 in Joint Event Marketing (JEM) grants to help promote the inaugural Downtown Kenosha Restaurant Week and the get BEHIND the ARTS Studio Tour in April.

Welcome Christopher! Downtown Kenosha, Inc. has a new Executive Director. A transplant from Green Bay, Christopher Naumann started on December 10 and is excited to be here in Kenosha. He is housed in the KABA Offices at 5500 Sixth Avenue, Suite 200. His contact information is cnaumann@downtownkenosha.org | 262.925.3463.

Modern Apothecary: a new shop that seems frozen in time

As the name implies, Modern Apothecary is a modern-day, full service pharmacy with a definite nod to the legacy of the historic building it inhabits.

Licensed pharmacist Erin Merritt opened Modern Apothecary in December and she says it's a "dream come true".

The development at 4924 Seventh Avenue is a complete refurbishment with large windows letting in lots of natural light and rows of shelving displaying products that are both interesting and practical for customers to peruse.

But while shopping for modern products and conveniences, visitors – especially older ones – may feel like they've stepped back in time. Merritt has preserved the historic feel of the corner storefront with antique display pieces and lettering that makes the signage look more like 1915 instead of 2015.

Merritt's focus is to offer more of a personal touch, combining traditional medicine and also non-traditional, herbal essential oils. She also has a large selection of natural beauty and bath products and other gift items that she is looking to expand upon in the future. She is now accepting new pharmacy customers and promises to make the process hassle-free!



Franks Diner has received a lot of national attention lately. In early January, the historic downtown diner was named the most iconic restaurant in Wisconsin by Yahoo. In December, Business Insider named Frank's the Best Diner in Wisconsin. Congratulations you crazy kids!



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