

UNEXPECTED kenosha

Quarterly Newsletter of the Kenosha Area Business Alliance(KABA) | Summer 2013

Konecranes coming to Kenosha County



Hyvinkaa, Finland-based Konecranes has chosen to relocate its CAE Electrics Factory and up to 40 employees to LakeView Corporate Park. The company will use the Pleasant Prairie facility to engineer and assemble electrical control components. The building is located at 9505 72nd Ave., at the southwest corner of 95th Street and Green Bay Road. Konecranes will occupy 45,479 SF of the existing 60,256 SF Towne V building.

Konecranes is an international company which provides the overhead crane industry with the largest service network and a complete range of lifting equipment. The company employs

12,100 people worldwide and has production facilities in 17 countries, including four in the Milwaukee area with two facilities in New Berlin, one in Waukesha and one in Oak Creek.

Konecranes is leasing the building from Zilber Property Group. Riley Construction is providing construction services for the build out. It is expected to be operational by August 1 of this year.

LakeView and Pleasant Prairie have attracted several northern Illinois manufacturers over the past two years.

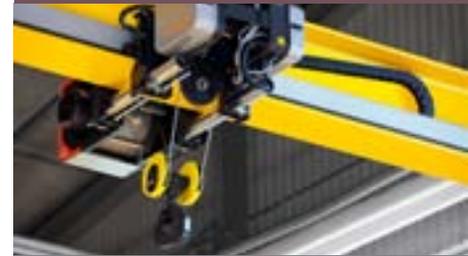
A recent article in the Business Journal of

Milwaukee focused on the increased interest in southeast Wisconsin by Chicago-area real estate brokers. "Developers are just following their customers or tenants," said Chad Navis, industrial development director for Zilber Property Group, of the Illinois migration. Read the full story at <http://www.kaba.org/#!/kaba/news/news.asp>.

KONECRANES[®]
Lifting Businesses[™]

The state of Wisconsin rose to 17th in the annual list of best states for business from Chief Executive magazine. To determine the ranking, the publication asked CEOs to grade states on various metrics that included taxation and regulation, workforce quality, and living environment.

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.



Konecranes has chosen to relocate its CAE Electrics Factory and up to 40 employees to LakeView Corporate Park. Pictured above is a wire rope hoist crane, made by Konecranes and used in assembly workshops or industrial plants.

Inside...

- > Simply Lead. Learn how at an exciting upcoming leadership event
- > A new Vice President of Economic Development joins the KABA team!
- > Asyst Technologies manufactures a bright future

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

Jean Moran is the CEO of LMI Packaging Solutions, the current chair of the KABA board of directors, and an inspiring community leader. As you explore opportunities to continue developing your own personal leadership skills, please consider attending KABA's Extended Viewing of the Chick-fil-A Leadercast Event (details on page 3).

The following is a recent entry about leadership from the blog: 'Meanderings from Jean's Desk...' featured on LMI Packaging Solution's website: lmi-packaging.com

I was recently asked to share some of my philosophies and stories about leadership.

I do not pretend to be a great leader; but like most of us, I have known many who were.

A business colleague and I have had an ongoing debate about leadership. He says that everyone does not have what it takes to be a leader and I say that anyone can be trained to be a leader. As is the case with most debates in life, the answer is somewhere in the middle, like Malcolm. I heard a distinction this week that addressed that middle.

TO BE A LEADER YOU MUST WANT TO BE A LEADER.

So let me begin by giving you the Jean Moran view of leadership. Again, I am not Ghandi, and am not Martin Luther King. I am just a CEO that has tried to do the best I can to lead for the past 45 years and I have had the privilege of knowing some extraordinary leaders.

Here is what I have seen, and believe.

A leader will go first into the fire and stay last on the sinking ship. Your people will follow you but only if you are willing to do what you have asked them to do. This may seem unfair and not very exciting at times but if you are a leader you will want to do this. It will come as second nature to you.

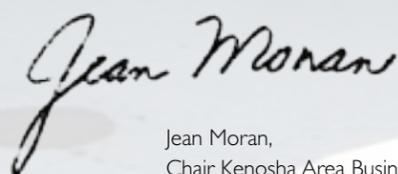
You will smile more often because one of your team has won then you will when you have won. Again this is not unusual because when your team wins so do you.

You will learn humility in a new way. You will learn that your ego no longer can rule the day. When it does you will confuse reality with the stories you make up in your head about your greatness and everyone will suffer from your being out of touch with reality.

You will be courageous when you are scared, and you will work when others are sleeping. You will believe in yourself when others don't and still question when others say you are a hero. Your leadership will never sleep, even when you are shopping for groceries.

LEADERSHIP is not easy, but when it's happening there's nothing quite like it. Everyone wins.

Finally, leadership is about handing off; allowing others to step forward and take the lead. Maybe the greatest test of leadership is its sustainability once the baton has been passed.



Jean Moran,
Chair Kenosha Area Business Alliance



Thank you to the following companies for investing in KABA!

BRIOHN BUILDING CORPORATION

A full service commercial construction services company headquartered in Brookfield, Wis.

DEININGER FINANCIAL SERVICES

Provides a wide range of financial services to individuals and businesses in a variety of industries.

FLANNERY FIRE PROTECTION,

An experienced union contractor for Fire Protection work.

HONEYWELL CABLE & CUSTOM ELECTRONICS

Designs, sells and supports Genesis Series Low Voltage Cables.

MOSMATIC CORP.

Manufactures high end stainless steel products for the car wash, swivel and high pressure cleaning industry.

PROPHET WEALTH MANAGEMENT

Comprehensive financial services firm.

RFP COMMERCIAL

Milwaukee-based commercial real estate services firm.

WINDRIVER FINANCIAL

Payment processing partner with a vast array of products and services.

Join KABA for an inspirational day focused on how to simply lead: Chick-fil-A Leadercast



Whether you're a C-level executive or making the transition into a leadership role, Chick-fil-A Leadercast is a must-attend leadership development event designed to help you simply lead. Held annually every spring, this year's event was broadcast from Atlanta, GA, to hundreds of locations around the world.

Date: Tuesday, August 6, 2013 | **Time:** 7:30 Registration; 8:00 Program; 2:45 Dismissal | **Cost:** \$75 KABA/Y-Link members; \$100 non-members
Location: Student Union Theater at Carthage College / 2001 Alford Park Drive, Kenosha, WI 53140

Registration is open! To sign up, visit: http://bit.ly/KABA_Leadercast

KABA has secured an extended viewing of exclusive, leadership-building content delivered by a lineup of world-renowned leaders. You'll hear how leading with simplicity can help you grow your business and increase your influence from great leaders such as Andy Stanley, Jack Welch, John C. Maxwell and Mike Krzyzewski. As an added benefit, Aleta Norris from Living as a Leader will facilitate the program and provide additional inspiration and leadership action planning throughout the day.

Expect to be challenged. Inspired. Encouraged. Improve your own leadership skills and also have the opportunity to network with other leaders in the Kenosha area. Regardless of where you are in your journey to become the leader you desire to be, Chick-fil-A Leadercast has a message for you.



In business, "three strikes" is generous. If you can't pitch your product, service or concept in three minutes—you're outta there!

The Second Annual Racine/Kenosha FastPitch Competition is your chance to prove the potential of your business idea...meet people who can help you succeed...maybe even win a cash prize! Competitors will have three minutes max to hit it out of the park

before a panel of judges from the business and investment community. Verbal presentations only—no PowerPoint.

This is no field of dreams: Top prize will be awarded \$5,000 and prizes will be given to 2nd and 3rd place; Separate student category/prize. All competitors will receive invaluable feedback, a fun experience and valuable exposure to investors, business leaders, potential mentors and media.

Date: Wednesday, August 21, 2013 | **Time:** Initial presentations 2:30 p.m. / Open to the public 5:45 p.m.
Location: UW - Parkside, Student Center Ballroom | 900 Wood Road, Kenosha, WI 53141

Registration is open! For more information and to sign up, visit: http://bit.ly/2013_fastpitch

ECONOMIC DEVELOPMENT

KABA welcomes its new Vice President of Economic Development

Heather Wessling joined the KABA team on July 1 as its Vice President of Economic Development. Heather comes to Kenosha from the City of Wausau— a metropolitan area of more than 90,000— where she served as its Assistant Director for Community Development. She is also on the board of the Wisconsin Economic Development Administration (WEDA) serving as co-chair of the education committee and as a member of the legislative committee.

Heather plans to implement elements of Kenosha County's economic development plan Kenosha First, including business retention, entrepreneurship, and economic development support for new and existing businesses.

"I look forward to building relationships with our businesses," said Heather about her new position. "Success is realized by hard work and creative approaches—but you also have to like what you're doing."

Heather holds a bachelor's degree in economics from the University of North Carolina at Chapel Hill, a master's degree in journalism and mass communications from the UW-Madison and has received Certified Economic Developer (CEcD) designation in 2012 from International Economic Development Council (IEDC).

High on her list of hobbies is learning about different cultures and visiting new landscapes. She has visited over 38 different countries and lived in Moscow, Russia for almost four years. Heather and her fiancé Adam care for four children aged 9-16 years old.



Introducing Heather Wessling

Governor Walker hosts Manufacturers Roundtable at ULINE

In June, Wisconsin Governor Scott Walker, Lt. Governor Rebecca Kleefisch and key members of the Governor's cabinet were at ULINE in Pleasant Prairie as part of a Forward Manufacturing Session. The session was a roundtable event with manufacturers, key employers, and community leaders to discuss on-going efforts to improve the State's business climate.

Cabinet Secretaries touted recent improvements made in their respective departments aimed at lowering regulatory burdens, aiding job creators, and growing Wisconsin's economy. Governor Walker and Gateway Technical College President Bryan Albrecht touted Wisconsin's skilled workforce, while describing new workforce development initiatives that will help Wisconsin Technical Colleges further address the "Skills Gap" that has become more pressing given technological advancements and demographic factors.

Reed Hall, the new CEO of the Wisconsin Economic Development Corporation (WEDC), spoke about his organization's role working with businesses to grow Wisconsin's economy and the transition from the Wisconsin Department of Commerce to the WEDC, a new state-wide public-private economic development organization.



KABA Portfolio Update

On April 24, 2013 KABA's Finance Committee approved a \$149,600 financing package for Converting Solutions, Inc. KABA's funds will be used to purchase new die cutting equipment. KABA participated with Johnson Bank on the project.

Converting Solutions, Inc. is an innovative, professional, high quality laminating, die cutting and finishing workshop. The company customizes services based on a customer's design, type of material, production timeline and budget.

ECONOMIC DEVELOPMENT

Pleasant Prairie develops new zoning district to encourage manufacturing, office, R & D

Pleasant Prairie recently adopted a new zoning district to accommodate production, manufacturing, assembly, office, and research and development uses in the Village. The new M-5 Production Manufacturing District is intended to promote more intensive land uses with the ultimate goal of encouraging more high quality job growth and increasing the number of new jobs per acre in the area.

Three areas adjacent to LakeView Corporate Park have been identified for reclassification into the new district: properties generally located west of Green Bay Road and North of Springbrook Road; properties generally located east of I-94 between 110th and 122nd Streets; and properties located west of I-94 at approximately the 11300 block of 120th Avenue (West Frontage Road), according to a Village of Pleasant Prairie press release.

"We expect the new zoning district to be a wonderful compliment to existing development within LakeView Corporate Park and other areas of the Village. Our goal since incorporating in April of 1989 has always been to strike a sustainable and healthy balance between the different levels of development within the Village, be it residential, commercial, industrial or recreational. We believe the diversity contributes to a stronger, longer lasting, higher quality lifestyle for those who live, work, and play here."

— Jean Werbie-Harris, Community Development Director for the Village of Pleasant Prairie

Asyst Technologies is manufacturing a bright future

Gerold Hackenbracht thinks manufacturing is alive and well in America. As president of Asyst Technologies — a Kenosha-based production plant owned by a multi-national company — he is glad his facility is located in a region that values quality and innovation.

For its part, Asyst is placing a high priority on both. They have invested significantly in their production equipment and human resources in the past 12-18 months. The company has added several engineering and management positions and are currently looking to add several more. Asyst has also invested over \$1.5 million in new equipment in the past year, with the addition of four new molding machines.

Asyst Technologies and its sister company Asyst Automation are located across the street from each other on a combined 86,000 SF in the Business Park of Kenosha. The Asyst Technologies Kenosha production plant was opened in 1998; the Asyst Automation building was added in 2004.

Asyst Technologies is a plastic-injection molder which manufactures and distributes components for companies in the automotive industry all over the world. Asyst Automation builds automated assembly systems for various industries, including its biggest customer: Asyst Technologies.

Asyst Technologies has seen its sales grow 25% since 2012 and Asyst Automation has grown 50% in the same time frame. The company has experienced a large bump in exports European and is excited and optimistic about its future.



Asyst Technologies has purchased two 85-ton clamping-force and two 55-ton clamping-force injection molding machines since March 2013. The machines were made and shipped to the U.S. by Austrian company Engel.



EDUCATION & TALENT DEVELOPMENT

Students get inside look at manufacturing during Schools 2 Skills Tour

KABA is trying to inspire students —and their parents — to think about manufacturing as a possible career:

It recently organized a Schools 2 Skills tour, which brought Bradford High School students interested in technical education to companies that use skilled manufacturing workers and engineers, including the Kenosha Wastewater Treatment Plant; centrifuge-manufacturer Centrisys Corporation; the Gateway Technical College iMet Center; and Bradshaw Medical, a manufacturer of orthopedic surgical devices.

At Bradshaw Medical, students learned that skilled machinists able to program the computer-operated machinery on the factory floor are hard to come by. Jim Nelson, vice president of operations, brought the students through each step of the manufacturing process, explaining how the company builds tools for orthopedic surgery, and the science behind the process.

"Right now our machinists are working 60 hours a week," said Nelson. "College graduates in engineering have a starting salary of \$60,000," he said.

If your company is interested in becoming involved with the Schools 2 Skills program, please contact Brooke Infusino at binfusino@kaba.org.



Vice President Bill Fairbairn talks to students before taking them on a tour of Centrisys Corporation.

Lakeview Technology Academy students showcase projects at Project Lead the Way Partnership event

In mid-May, students from LakeView Technology Academy demonstrated the skills learned while enrolled in Project Lead the Way (PLTW) engineering courses by showcasing the projects they completed with Kenosha-area businesses throughout the school year.

To address the future skilled workforce needs of engineers and technical employees in the Kenosha area, Kenosha Unified School District and Gateway Technical College have implemented the nationally-acclaimed PLTW pre-engineering curriculum at the secondary and post secondary levels. Students in these courses are introduced to high-tech careers and state-of-the-art curriculum, competencies, and equipment.



An important part of implementing this program was developing business partnerships with local engineers, human resource professionals, and employers. Many Kenosha-area employers partnered with these students to develop solutions to real-world engineering challenges within their organizations, including Mikrotech, TG3 Electronics, and UTC Aerospace.

Pictured left: Students explain an how they helped Mikrotech develop a solution to an engineering challenge.



Thank you to all who attended and supported the KABA/Chamber Scholarship Golf Classic, presented by TDS. In 2013, KABA awarded \$31,500 in college scholarships to Kenosha County high school seniors funded in part by this important event!

KABA MEMBER NEWS & NOTES

Gregg Thompson named president at Briohn

Briohn Building Corporation has named Gregg Thompson president of its construction operations. Thompson has 33 years of experience in the construction industry including 10 years as president & CEO of Bukacek Construction. In his new role, he will oversee construction operations and expand the company's services to Racine and Kenosha.

Equity Creative has a lot to smile about

For the third consecutive year, Equity Creative is the creative agency for Summerfest. Summerfest tapped Equity Creative for master graphic design and other creative aspects of their advertising as well as television and radio production this year.



The slogan for the 2013 media campaigns is "Smile On," which incorporates Summerfest's smiley-face logo. The television spots, created and produced by Equity, feature silhouettes enjoying Summerfest activities including dancing on tables to the music and playing at the water fountain.

Equity continues to add personnel and recently announced the addition of Sharon Bennet as account executive, Stephanie Hazen as creative, Elle Fausel as copywriter, and Derek Broyhill as IT manager. Bryan Miguel has been promoted to junior copywriter.

Riley Construction one of region's largest

Recently, the Business Journal of Milwaukee ranked Riley Construction the fifth largest Milwaukee-area construction firm. The ranking is based on its 2012 volume of \$95.2 million.

The firm's 2012 performance showed an 11.6% increase over the 2011 fiscal year. As a result, Riley Construction bumped up an additional two spots.

Southport Bank announces promotions



Southport Bank has announced several promotions: Gwen Becker to senior vice president of marketing and retail development; Paul Otto to vice president and chief financial officer; and Jennifer Somerlott to vice president of compliance and Bank Secrecy Act.

Triangle Appliance reopens; changes name

Triangle Appliance reopened on May 10th with a fresh new look and a new name, 'Triangle Flooring, Furniture and Appliance Center.'

Known since 1945 for its appliances and electronics, it has expanded to offer carpeting and flooring in recent years. Triangle has renovated the showroom and expanded their product offerings.

Over 800 Johnson Financial Group employees volunteer their time and effort for Group Service Day

Johnson Financial Group reached out to its local communities as its employees volunteered for nearly 70 organizations across Wisconsin and in Arizona on May 21st.

"This is a special day for our associates," said Thomas Mahoney, President of Johnson Bank in Racine/Kenosha. "Community service has been a core value of the Johnson Family and our employees."



Pictured above: A Johnson Bank - Strawberry Creek employee sews blankets for Daybreak.

In Kenosha, the company sent 70 employee volunteers to the following organizations: Girl Scouts of Wisconsin – Wood Haven, Daybreak, Women and Children's Horizons, and Safe Harbor Animal Shelter.

"I believe the greatest gift we can give to our communities is our people, not just dollars," said Tom Bolger, President and CEO of Johnson Financial Group.



WHAT'S UP IN DOWNTOWN KENOSHA

The City of Kenosha designated a Wisconsin Main Street community

In its letter of acceptance to Kenosha, Reed Hall, CEO of the Wisconsin Economic Development Corporation (WEDC), stated "[Kenosha] certainly represents the commitment and capacity we are looking for."

The Wisconsin Main Street Program is a comprehensive revitalization program managed by the WEDC designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin.

Main Street officials came to Kenosha on June 21 for a preliminary visit. The official partnership became effective July 1, 2013.

Becoming a Main Street Community was a key recommendation in the Downtown Strategic Development Plan, as well as the creation of a Downtown management entity with a full-time executive director to lead the organization.

"A vibrant downtown is essential for a community to thrive," remarked Kenosha Mayor Keith Bosman. "Kenosha is dedicated to revitalizing its Downtown Area and is excited to build on the momentum that has been established."

Violet Ricker named Executive Director of newly formed Main Street Kenosha

Violet Ricker will be guiding downtown Kenosha's redevelopment efforts as the first Executive Director of the Main Street Kenosha. She comes to us from Waukegan, Ill., where she served as the Executive Director of Waukegan Main Street for the past three years. She has extensive training in the Main Street program approach to economic development. She holds a bachelor's degree in Non-Profit Management from North Park University and is currently working toward Economic Developer certification through the International Economic Development Council (IEDC).

What parts of the Lakota Group's plan do you think are higher priorities?

In my conversations with downtown business owners and other community stakeholders, one of the first things we talk about is the importance of implementing multiple parts of the Downtown Strategic Development Plan simultaneously. Less than a year after the plan's approval, a majority of the recommendations are already in progress, and several have been completed. City staff is currently:

- reviewing zoning changes to allow for more appropriate developments
- designing wayfinding signage to attract more downtown visitors
- partnering with Downtown Kenosha to add sections to the website about opening a business downtown and living downtown
- working to expand transit options such as the streetcar

Kenosha's participation in the Main Street program allows us to grow a volunteer force that will take on other high priority goals, including:

- organizing events designed to grow the customer base
- completing a market analysis and targeting new business types
- developing design guidelines
- working on streetscape and pedestrian accessibility
- focusing on preservation and reuse for historic buildings
- growing our residential population and renovating upper stories above businesses
- reviewing parking regulations and availability
- involving the entire community in Downtown Kenosha's revitalization

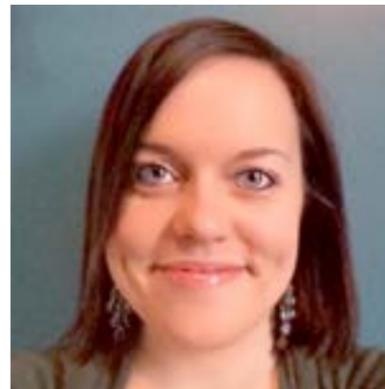
What does a successful downtown look like?

A successful downtown has a thriving business district, regularly utilized public gathering spaces, and a welcoming streetscape built to make people comfortable when walking. It celebrates the community's history; preserves historic buildings; has public art and green spaces; a variety of transit options including convenient walkability; a significant daytime employment population; and a variety of high quality housing choices for residents.

What are some downtowns you admire?

In visiting and reading about other downtowns, I've learned about some incredible places that fit this model and have that intangible quality – an energy and identity that is unique to that place. Cities like Austin, TX and Portland, OR are famous for their creative developments that have built them into destinations. Waterfront communities like Baltimore, MD have transformed industrial districts into commercial and residential centers. Locally, I really admire the urban downtowns of Madison, Milwaukee's Historic 3rd Ward and Evanston, IL – all of which have successfully incorporated new ideas into cool, old neighborhoods and seen the resulting economic impact. The most important thing a city can do to attract people to its downtown is to be authentic and celebrate its own history and character while adapting to its current community and customer base.

Read more at http://bit.ly/violet_ricker.



Q & A
WITH
VIOLET
RICKER



Framing, Art Supplies, Gallery, Classes...the works!

5002 7th Ave., Kenosha, WI | 262.652.5911 | Hours: Mon. - Fri. 10:00 a.m. - 6:00 p.m.; Sat. 10:00 a.m. - 5:00 p.m.; Sun. 12:00 - 4:00 p.m.

Chet Griffiths has always worked around art—literally. An artist in his own right, Chet has been framing artwork and prints for over 20 years. After working for another local framing shop, he decided to strike out on his own, which quickly conceived in Chet the dream of a dedicated space for his framing, studio, and other exciting ideas that were just taking shape. In 2007, this was realized when he and his wife Lisa opened Artworks on downtown Kenosha's northern end.

Chet's background is as a visual artist working in mostly pencil drawing. A graduate of Columbia College in Chicago, his artwork can be found in galleries around the region.

Just as Chet does more than frame art, Artworks is much more than a framing shop. It supplies many local artists and art students with their brushes, paints and other artistic needs. According to Chet, "It isn't necessarily the biggest selection in the area, but Artworks is able to provide the expertise that a lot of people really appreciate."

Artworks also holds classes for children and adults and has a gallery on its mezzanine level which rotates every four to six weeks. Chet is passionate about art and hopes to share the brilliance of local artists and performers as much as he can. "We all live here; we should be supporting local musicians, and attending local theater and dance productions, and buying the work of local artists," says Chet. "A strong, supported creative arts community enriches the lives of everyone who calls Kenosha home."



LEFT
OF
THE
LAKE

'Left of the Lake' is a resource for visual artists, performing artists and writers who work and live 'Left of the Lake'. The quarterly magazine, published by Chet Griffith and Artworks, serves the creative communities from Chicago to Milwaukee, specifically the thriving art scenes in Kenosha, Racine and Waukegan.

Learn more & sign up @ kenoshaartsnetwork.ning.com.



TAKE 5 WITH YP JENNIFER POLLITT

Occupation: Village Administrator, Village of Twin Lakes

How long have you lived or worked in Kenosha County? I've only been in Kenosha County for less than a year. I started my job in Twin Lakes just after Labor Day, 2012. I grew up in Walworth County, so southeastern Wisconsin is home to me.

What is your favorite Kenosha County event/activity? I'm a lake girl. I water-ski, wakeboard, swim, kayak, boat, everything! Twin Lakes is the perfect setting for me; you will find me out on the boat all summer long. Since I'm new to the County, I'm learning about all the events and look forward to exploring the eastern half of the County. I love farmers markets and biking- so I look forward to trying out the trails and walking around downtown Kenosha when the weather warms up!

What is one thing you would like to see improved in Kenosha County? I'd like to see the western portion of the County get more attention. There's more culture and fun in the County than just downtown Kenosha and Pleasant Prairie. It'd be great to have visitors make it our way to enjoy the parks, lakes, and shops! It's important to market the entire region.

What about Kenosha are you really proud of? I love that everyone in this region is so friendly and warm. Everyone was so welcoming when I first moved to town. People are supportive and encouraging. I'm proud to be part of a community that works together to get us through difficult times. The people make this county a great place to live.

Who inspires you locally? The Twin Lakes Village Board, staff and community leaders help inspire me to seek out ways to make our community better. I always have someone willing to toss around an idea with me. We all want what's best for our community, and passionate people always rise to the front of an issue. As an Administrator, it's important to have your community engaged in moving the Village forward.



Upcoming events...

> Book Club

'Walk Awhile In My Shoes: Gut Level, Real-World Messages Between Managers and Employees' by Steve Ventura and Eric Harvey
Tuesday, July 30th | 6:00-7:00 p.m. | Urban Culture, 9755 76th St., Pleasant Prairie

'Walk Awhile in My Shoes' is an innovative read that sheds light on how to bridge the gap that exists between managers and employees. Join an insightful, empowering and revealing conversation around the real-world conversations that help us figure out how to achieve an organization's mission based on values.

> Laps for Literacy 5K Run/Walk

Saturday, August 3rd
9:30 a.m. Run/Walk Starts
Navy Memorial Park,
54th Street & 5th Avenue, Kenosha

In the spirit of supporting the community, Y-Link is collaborating with the Kenosha Literacy Council to co-host the 5th Annual Laps for Literacy 5K Run/Walk along Kenosha's beautiful lakefront. All proceeds from the event will support KLC programming for adults learning to read, write and speak English.

Every participant receives a high-quality t-shirt and swag bag! Register as an individual or family.

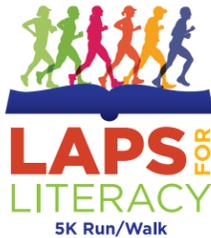
Register online at ylinkenosha.com.

> Leadership Forum featuring Wisconsin

Lt. Governor Rebecca Kleefisch
Wednesday, September 18th | 7:15-8:30 a.m.
ULINE, 12575 Uline Drive, Pleasant Prairie
Members: \$10, Non-members: \$15
Breakfast included.

Encourage young professionals in your organization to attend the event and welcome Lt. Gov. Kleefisch to Kenosha. Attendees will learn about her path into politics, the benefits and challenges that come with the career, and have the opportunity to ask questions of one of Wisconsin's key leaders.

Registration details available soon at ylinkenosha.com.



Want to know what going on? Sign up for the Y-Link mailing list at ylinkenosha.com.

NEXT GENERATION LEADERS SURVEY:

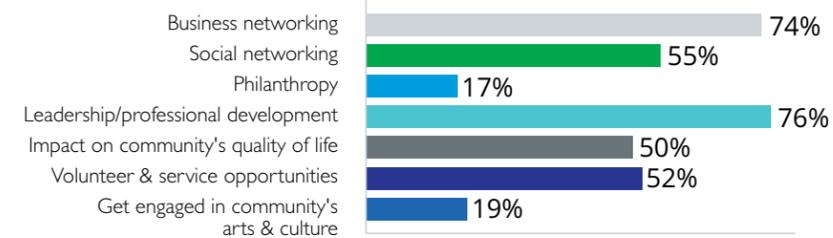
Kenosha County, WI

May, 2013

Between Jan. 9 and Feb. 25, 2013, 217 young professionals in Kenosha County completed the Next Generation Leaders survey. We asked respondents several questions about Y-Link and their relationship and overall impression of the community.

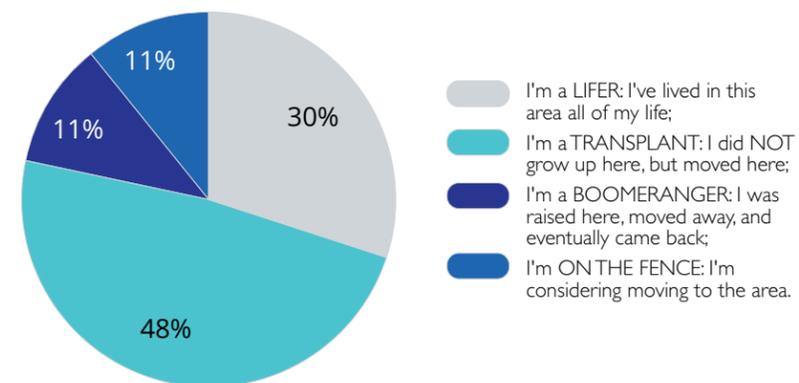
Y-Link Involvement

Approximately 26% of respondents identified themselves as active participants in Y-Link, which shows us there is great potential to increase YP involvement in the organization. Most participants are involved in the organization for leadership/professional development, as well as for business networking as shown in the chart below:



Relationship to Community

Survey respondents were asked about their relationship to their community, and chose one of three categories to best describe them: Lifer, Transplant, or Boomeranger. Most respondents (48%) were Transplants, which indicates Kenosha has relatively good appeal to young professionals seeking out opportunities in their professional and personal life.



What Kenosha's Young Professionals Want

The survey also provided insight to what young professionals think would enhance the quality of life in Kenosha County. These were the most common wishes YPs had for the community:

1. More diverse, high-quality, high-wage jobs
2. Additional social, networking and cultural activities
3. A vibrant downtown (diverse retail, dining and entertainment venues)
4. Additional family-friendly events and entertainment options

Y-Link will use these themes to develop programming that raises awareness, offers solutions and presents opportunities for YP involvement.

51% of all respondents said their perception of Kenosha's quality of life was very positively or somewhat positively impacted by Y-Link.





PLACE
INDECIA
HERE

5500 Sixth Avenue, Suite 200
Kenosha, WI 53140-3752

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