

# UNEXPECTED kenosha

Quarterly Newsletter of the Kenosha Area Business Alliance (KABA) | Fall 2014

## Quest Products to relocate HQs, distribution operations to Pleasant Prairie's LakeView Corporate Park

Quest Products is moving its headquarters as well as its assembling, packaging and warehousing operations to Kenosha County. It is currently headquartered in Gurnee, Illinois with additional distribution operations in Independence, Iowa. Both facilities will be consolidated into the new, larger location.

Quest recently purchased a 44,398-square-foot building at 8201 104th Street in the Village of Pleasant Prairie's LakeView Corporate Park – a \$3.6 million investment. Initially, the company will bring 28 jobs with another 28 employees and \$1.5 million in additional investment expected within the next three years.

**“Quest Products, Inc. is thrilled to be moving our corporate headquarters to Pleasant Prairie, Wisconsin. 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.

Village of Pleasant Prairie President John Steinbrink said, “For many years now, Pleasant Prairie has been incredibly fortunate to have so many high quality employers locate in our community. We are very pleased that Quest will become a new corporate resident here and are confident that they will truly enjoy the energizing business environment in Kenosha County.”

KABA provided \$1.3 million in financing by way of a low-interest loan that aided the company with the purchase of its building and equipment. KABA's regional and state partners, the Milwaukee7 and Wisconsin Economic Development Corporation, were also involved in working to secure this investment.

“We are incredibly pleased to welcome Quest Products to Kenosha County,” commented Kenosha County Executive Jim Kreuser. “There's a great team in Wisconsin and Kenosha County working together to create an environment that entrepreneurs and innovators like Quest can thrive in to create jobs and grow their companies.”

Quest Products is a packaged consumer goods producer specializing in retail, e-commerce and drop-ship distribution. It partners with major chain and e-commerce retailers such as Wal-mart, Amazon and Target and has several signature products including the AlcoHawk line of personal breathalyzers. Quest has been ranked by Inc. magazine for seven consecutive years as one of the fastest growing private companies in the nation.

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.



Quest Products, Inc. recently announced plans to move its headquarters and production operations to Kenosha County.

## Inside...

- > The Workforce Issue: Attracting Jobs; Attracting Talent
- > ULINE adds to its expansion plans
- > Kenosha County success story: Wilmot Mountain
- > Asyst Technologies' addition under construction

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

[www.kaba.org/kaba/news](http://www.kaba.org/kaba/news)

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# FROM THE PRESIDENT

## Talent – A Key to Kenosha County's Continued Growth

This edition of KABA's quarterly newsletter takes a considerable look at Kenosha County's talent pipeline and a number of important factors that influence it.

The area's recent string of positive economic development wins, combined with general improvements in business conditions – which are leading to expansion and hiring – are applying pressure to the labor force.

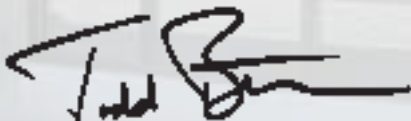
Additionally, demographic forecasts regarding Wisconsin's expected rate of population growth and labor force participation are not very encouraging. So with an unemployment rate of roughly 6%, a significant increase in demand for workforce, and predictions of relatively modest population growth — talent attraction, retention, and development are critical to sustaining Kenosha County's economic development success.

A few thoughts on how Kenosha County can address this issue:

1. Take advantage of the 40,000+ Kenosha County residents that commute outside of the County for employment. As Kenosha County continues to add jobs, residents that commute out of the County to work should have more opportunities closer to home.
2. Remain an outlier and continue to grow the population and increase labor force participation at much higher rates than the rest of the upper Midwest. Kenosha County is well positioned to experience faster rates of growth than other areas of the State or Midwest. We must continue to make the area a great place to live so that people will choose to live and work here.
3. Continue to leverage our strong secondary and higher education institutions and ensure that students and graduates are gaining knowledge and skills that are applicable to available, in-demand career and occupational opportunities. The better job we do assessing future labor force needs and presenting viable career paths for our students, the less likely that we will have a skills gap characterized by unfilled jobs AND unemployed workers.
4. Area employers must continue investing in the development of their own people.

As you will read in this newsletter, Kenosha County's education, workforce and human resource leaders are already working hard to address these issues. Bootcamps, internships, industry influenced curriculums, business-education partnerships, and customized hiring events are just a few examples of how these strategies are being implemented. Our ability to recruit, retain and develop talent directly influences the community's economic development outlook moving forward. Kenosha County is well positioned to meet this challenge head on.

Sincerely,



Todd Battle,  
President, Kenosha Area Business Alliance



## Thank you for investing in KABA!

### BONE DRY PRODUCTS, INC.

Producers and distributors of a penetrating, permanent concrete waterproofing sealer.

### CARALOTT, INC.

Public charity serving mentally ill, developmentally delayed, & brain damaged individuals.

### CHILDREN'S HOSPITAL OF WI

The region's only independent health care system dedicated solely to the health and well-being of children.

### COMBINED INSURANCE

A global provider of supplemental insurance, including accident insurance, life insurance and critical care coverage.

### INSINKERATOR

The world's largest manufacturer of food waste disposers/garbage disposals and instant hot water dispensers for home and commercial use.

### L & M CORRUGATED CONTAINER CORP.

Manufacturer & distributor of packaging supplies including custom packaging, standard stock boxes, foam protection and shipping tape.

### MIKE'S CHICKEN & DONUTS

A 3-in-1 restaurant by Mike's Restaurant Group opening in Downtown Kenosha winter 2014.

### QUEST PRODUCTS, INC.

Quest Products is a packaged consumer goods producer specializing in retail, e-commerce and drop-ship distribution.

# Upcoming events

## Kenosha County Business Excellence Awards

**Date:** Thursday, November 6, 2014 | **Time:** 4:30 - 8:00 p.m. (cocktail reception: 4:30; dinner: 6:00; awards program: 7:00) | **Location:** UW-Parkside Student Center Ballroom | **Cost:** \$85/person

KABA and the Kenosha Area Chamber of Commerce cordially invite you to attend a recognition dinner honoring the 2014 Kenosha County Business Excellence Award Winners. Registration and additional information is online at [http://bit.ly/2014\\_KCBEA](http://bit.ly/2014_KCBEA). Presented by Johnson Bank, Johnson Insurance and the University of Wisconsin-Parkside. Additionally sponsored by BizTimes Media, CliftonLarsonAllen and We Energies.

**SAVE THE DATE**  
for the **KABA Holiday Social: Wednesday, December 3rd at the Kenosha Country Club. KABA members are invited to an evening full of networking, food, drink & holiday spirit!**

## Business Excellence Award Winners

**Business of the Year:** Bradshaw Medical, Inc.

**Small Business of the Year:** OFFSITE, LLC

**Entrepreneur of the Year:** Edward Polen, President, EMCO Chemical Distributors, Inc.

**Fast Five:** ■ The Blast Shop, Inc. ■ LaMacchia Travel ■ Mike's Restaurant Group  
■ Platinum Systems, Inc ■ Yutka Fence

## KABA Member News & Notes

### Carthage College



David Garcia was appointed Provost and Chief Academic Officer at Carthage college and began his duties this past June. Provost Garcia comes from Ithaca College in New York, where he spent 11 years in a series of leadership roles. Most recently, he was associate provost for business intelligence.

### Equity Creative

In September, Equity Creative won five American Graphic Design Awards in the categories of advertising, POP/display/signs, and television/video design.



Equity Creative is a marketing and communications firm located in the Business Park of Kenosha. Earlier this year, they opened a 7,000-square-foot expansion to its 4,500-square-foot space - more than doubling its footprint here.

### Johnson Bank

Johnson Bank has appointed Ron Cockle senior vice president/director of mortgage banking services. In his new role, he will assume the overall responsibility of the mortgage line of business leading the mortgage teams in both Wisconsin and Arizona.

### Prudential Premier Properties

Prudential Premier Properties has hired five new associates to its Real Estate Team: Alan A.J. Swartz, Joani Abbott, Tammy Lawler, Patricia Alesch and Will Nimmer. Prudential

Premier Properties, a locally-owned affiliate of Prudential Financial, became a Prudential Real Estate network member in 1993.

### Vista International Packaging

Vista International Packaging, LLC – a full-line food packaging supplier to the United States meat and poultry industries – has been acquired by ViskoTeepak of Mariehamn, Finland. ViskoTeepak is a leading international manufacturer of cellulose, fibrous, and plastic casings for the food industry. The companies have



had a long-standing strategic relationship with Vista as the exclusive converting, sales, and service representative in the U.S. market for ViskoTeepak's fibrous casings, Nova® tubular

# ECONOMIC DEVELOPMENT

## ULINE announces another expansion in Pleasant Prairie

The Village of Pleasant Prairie's Plan Commission approved plans in September for ULINE to occupy a 521,052-square-foot warehouse to be constructed by developer Centerpoint WisPark. ULINE will lease the building located at 8495 116th Street in Pleasant Prairie.

Construction of the new warehouse is expected to be complete in summer 2015. ULINE will use the building for warehousing and distribution. It will operate 24 hours per day, seven days per week with approximately 30 employees over two shifts.

In August, ULINE gained approval to build a 1.1 million-square-foot warehouse at its Pleasant Prairie campus. It announced a separate one million-square-foot warehouse and a 200,000-square-foot building in June.



## Asyst Technologies is expanding its footprint

Asyst Technologies is constructing a 46,792 SF addition to its existing facility in the Business Park of Kenosha. They are adding in-house tool repair room and reconfiguring its plant floor to make room for additional equipment. The new equipment is being driven by an innovative new product line Asyst is offering: insert-molded covers. The covers allow for a combination of metal and plastic in one piece, with circuitry molded directly into plastic.

There are allowances included in the project for a phase two interior buildout of office and additional space. Construction – being done by Riley Construction – is expected to be complete in June 2015.

ASYST Technologies is a plastic-injection molder which engineers, manufactures and distributes automotive components all over the world. ASYST and its automation division, ASYST Automation, are located across the street from each other on a combined 86,000 square feet.

## Y-Link honors the Future 5 at the Great Escape Party



On September 19, Y-Link partnered with United Way on a first-of-its kind, exciting event at a dramatically decked-out hangar at the Kenosha Airport. Party-goers wore Gatsby-themed attire and danced the night away while enjoying hors d'oeuvres and drinks, including a special brew by Public Craft Brewery.

At the event, Y-link honored the following individuals for the Future 5 young professional awards. These talented individuals were selected for

their professional achievements, community involvement and vision to improve the quality of life in Kenosha County.

- Kendra Buchanan, Xten Industries
- Crystal Miller, Frontida
- Jennifer Moskopf, Clean & Green Solutions
- Jason Pruitt, Carthage College
- Brett Yutka, Yutka Fence

## KABA Portfolio Update

On July 30, 2014 KABA's Finance Committee approved \$140,000 in financing for The Blast Shop. KABA funds will be used to help finance their expansion into a new facility in the Business Park of Kenosha. KABA funds will help fund equipment costs associated with the new building. The Blast Shop (TBS) is a leader in power coating applications, media blasting, and municipal structure restoration. Their new 21,867 square foot Kenosha facility makes room for their expanding customer base and workforce.



On July 30, 2014 KABA's Finance Committee approved a \$1,300,000 financing package for Quest Products, Inc. KABA funds will be used to help finance their new Kenosha facility including real estate acquisition, improvements and equipment. Headquartered in Gurnee, Illinois Quest Products, Inc., is a consumer packaged goods company with expertise in owning, launching and building profitable consumer product brands. Quest is currently in the process of relocating their Gurnee business to their new 44,398 SF facility in the LakeView Business Park in Pleasant Prairie. Quest will also move their calibration, assembly, packaging and warehousing operations from Independence, Iowa to the Kenosha facility in late 2014/early 2015.

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## KABA loan spurs on 'perfect storm' for Wilmot Mountain expansion

Skiing and snowboarding require a certain level of skill, with young adults representing the lion's share of the market. But tubing? All you need is a willing body and spirit, and everybody in the whole family can possess those traits.

In 2011, Wilmot Mountain, Inc. was eager to tap into the much larger market of prospective winter tubers. But there was a sizable obstacle in the path of the regional attraction's desire to reinvent itself. Would be-lenders were reluctant to float the funds necessary for the project to materialize.

KABA and its revolving loan program.

"This was a pretty challenging project to finance and traditional funding sources were leery of the business because it was very cyclical and traditional lenders covet consistency," said KABA President Todd Battle. "We viewed it as an important business and quality of life amenity that we could help support."

KABA's backing was instrumental, said Wilmot Mountain Marketing Director Ryan Church.

"It would have been really hard on us to do with our own funding," said Church. "I don't know if we would have been able to do it."

Through Community Bank & Trust of Sheboygan, KABA loaned \$800,000 to Wilmot Mountain so it could embark on the \$5.37 million project. In all, KABA manages approximately \$30 million in revolving loan funds. Over the last five years, KABA has loaned more than \$14.3 million to area businesses supporting their expansion, real estate or equipment projects. The average loan is \$550,000.

At the centerpiece of the loan to Wilmot Mountain was a 20-lane winter tubing and summer zorbing run on the southwest corner of the property.

The expanded operation was ready for the start of the 2012-2013 season and is about to embark on its third season.

"The snow tubing addition opens up a new customer base and gives them something else to do in the winter time," Church said. "It has become a really family-friendly environment and is available to pretty much anybody who wants to go out and do something in the winter time. It is also a good entry point for people to our business."



**"There are a lot of businesses like ours—small family-owned ones—that don't know if they can afford to take a risk and expand their business the way we did. But our experience is proving that you can take a risk and be successful."**

**– Ryan Church, Marketing Director,  
Wilmot Mountain**

In operation since 1938 under the same family ownership, before its expansion the business has grown to 10 ski lifts with 25 distinct "runs" and a lodge with an active restaurant and dance club.

A new feature this year will be party rooms in the basement of the building, available for birthdays and other celebrations and group gatherings. "In the future, it is set up perfectly for banquets and weddings all year-round," Church noted.

Wilmot Mountain cross-markets between the old and the new amenities: when customers purchase a pass to either "side" of the business, the business offers a discount to the other side.

Tubing, skiing and snowboarding is expected to start back up in late November and, depending on the extent of this year's polar vortex, to last until mid- or late-March, Church said.

While the precise length of the entertainment hub's coming winter season is a bit hazy, Wilmot Mountain leaders are clear about the benefit it is reaping from the perfect economic storm triggered by the KABA loan.

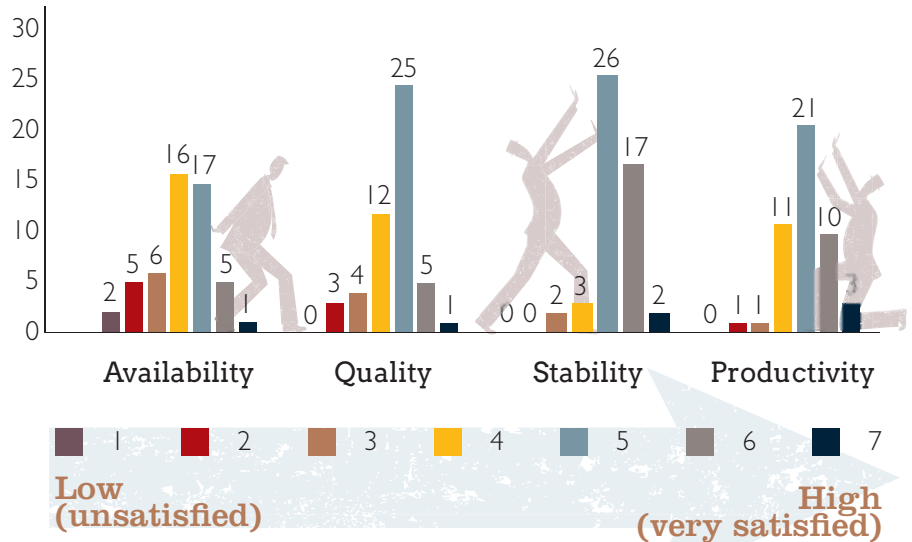
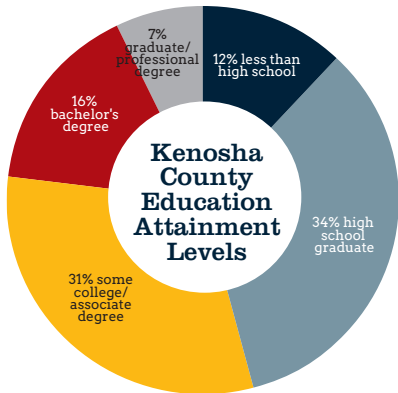


# ATTRACTING JOBS; ATTRACTING TALENT

In communities around the country, the competition for talent is fast becoming as important as the competition for jobs. Kenosha County is experiencing a surge in development and has added 4,000 new jobs in the last 18 months. Let's take a look at how the community is going to fill them... and decide to work together to attract the best talent in the Midwest!

## A LOOK AT OUR LABOR FORCE

1



Source: A compiled report from KABA's Business Retention & Expansion program, which surveys approximately 100 Kenosha County companies annually.

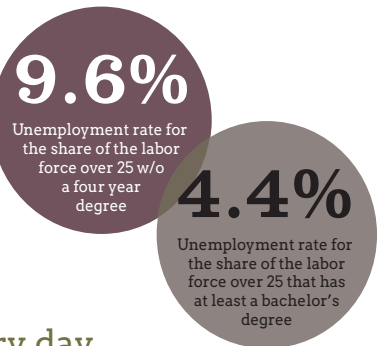
## Kenosha County at-a-glance

- Population: 167,936
- Median Age: 36.5
- Median Income: \$55,117
- No. of people in labor force: 88,659
- Unemployment rate: 7.1%
- Top Industries by employment:
  - > Education Services
  - > Food Services & Drinking Places
  - > Administration & Support Services
  - > Executive Legislative/General Govt.
  - > Hospitals

Data collected from over 100 Kenosha County employers shows that they are generally very happy with the quality and stability of the workforce here. They rated availability lowest, finding recruitment of mid-level and support positions that require specific manufacturing skills the most challenging to place.

While Kenosha's labor force is generally highly skilled and very productive, it could be better educated.

Wisconsin consistently has one of the highest high school graduation rates in the country. According to the U.S. Department of Education's 2012 report on Graduation Rates, only Iowa had a higher percentage. Particularly in Kenosha County, however, the higher education attainment rates have room for improvement. Only 23% of our residents having obtained a bachelor's degree or higher.



According to the Dept. of Workforce Development, 17,120 Kenosha County residents drive to work in Lake County, IL every day.

# 2 WHY ATTRACT TALENT?

- States with the strongest net employment outlook:
1. North Dakota
  2. Texas
  3. Arizona
  4. **Wisconsin**
  5. Mississippi



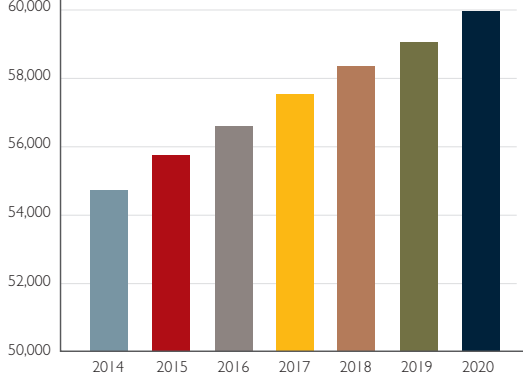
Source: ManpowerGroup's second quarter 2014 National Employment Outlook survey.

Educating and training our existing workforce and attracting educated and skilled workers are both essential to attracting and retaining top employers.

Overall, Wisconsin's education system is doing a pretty good job at readying its students for post-secondary education and the workforce. According to a recent report from the United States Chamber of Commerce Foundation, Wisconsin is one of ten states to get an A grade in this area.

Wisconsin does not fare as well at attracting talent, and actually loses talent - especially young professionals - at a rate much higher than its neighbors Illinois and Minnesota.

### Kenosha County Projected Jobs



Source: Economic Modeling Specialists, International.

### Kenosha County New Employers

Employer	Initial New Jobs	Multiplier	Additional Jobs	Status
InSinkErator	165	1.52	85	Mid 2015 completion
Hanna	105	1.48	51	Complete
EMCO	145	1.81	118	Complete
ULINE	975	2.77	1,728	Late 2015 completion
Amazon	1,600	1.21	333	Late 2014 completion
Kenall	600	1.29	177	Late 2014 completion
Niagara	70	1.46	32	Early 2015 completion
Meijer	500	1.55	276	Complete
<b>Total</b>	<b>4,160</b>	<b>1.67</b>	<b>2,800</b>	

**6,960 Total New Jobs**

Source: Economic Modeling Specialists, International.

In migration at the state and county level are very important to job growth – particularly the 21-34 year old demographic.

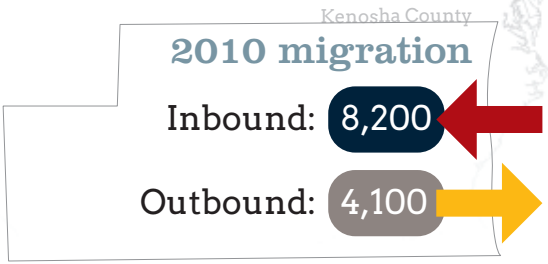
The state of Wisconsin's population of working age people is declining in this crucial demographic.

Kenosha County bucks this trend somewhat, due in large part to its close proximity to Northern Illinois. In 2010, Kenosha County gained 1,633 new residents from Lake County; a trend that is increasing.

Wisconsin's projected population growth between 2010-2040 is 14%, while Kenosha County's is 26%. Projected population growth for working age adults (ages 20-64) during the same time period is -0.2% for the state and 14% for Kenosha County.

While not as bad off as the rest of the state, the dearth of qualified workers will continue to challenge Kenosha County for years to come.

**It's important that inbound migration – especially in the 21-34 age range – continues to grow. To do that, Kenosha County needs to make itself attractive to young professionals.**



Source: Internal Revenue Service Tax Stats, via Forbes, <http://www.forbes.com/special-report/2011/migration.html>.

**“There is no reason to believe we will escape the forecasted decline in labor force participation. Therefore, in-migration is very important for job growth How can we get new population to Wisconsin? Target the young, especially 21-34 year old college grads.”**

– Morris A. Davis, Ph. D., (previous) Academic Director, James A. Graaskamp Center for Real Estate, Wisconsin School of Business, UW-Madison, at the 2014 WEDA Conference

## > STUDENT INTERNSHIP PROGRAMS

Internships are valuable for both employers and students. In addition to being a pipeline for hiring talented, young professionals, interns fill positions and assist employers with innovative ideas and technology. For students, internships allow them to gain an insider's view of a possible career path and could lead to a full-time position for that company.

WHAT'S  
BEING  
DONE?

3

## > INDUSTRY-DRIVEN PROGRAMS AT GATEWAY TECHNICAL COLLEGE



### Boot Camps

Boot Camp are rigorous and intensive training programs that put people to work with the skills needed by local employers. The model is a fast-paced, hands-on program which teaches the essentials of specific technical skills required to secure skilled entry-level employment in the CNC and Telecommunications industries. They have been developed to fill the gaps in industry with entry level positions by training the unemployed or underemployed.

- Computer Numerical Controlled (CNC) Begins January 5, 2015
- TeleCom/Cabling Boot Camp Begins March 9, 2015
- Welding offered also as needed

Contact: Rich Salisbury | [Rich.Salisbury@kenoshacounty.org](mailto:Rich.Salisbury@kenoshacounty.org) | 262.697.4527

### Youth CNC Boot Camps

The second Youth Computer Numerical Control (CNC) Boot Camp program is underway at Gateway Technical College with 12 students enrolled. High school seniors from Racine County gain work experience, and obtain skills to prepare them for a career in manufacturing. Local employers act as mentors and also host the students during the paid internship portion of the program.

Eight employers participated in the first boot camp. Two of the six students completing the first boot camp were hired directly from their internship experience. Gateway is exploring what it would take to expand the youth boot camp programs for 2015. They are working to determine what skill training is needed in order to develop a camp that will help graduates get jobs. One of the counties they project expanding to is Kenosha County.



**“Programs like the High School Boot Camp can assist in developing our work force and show others that financially, manufacturing employment can be better than a four-year degree with no jobs when they graduate. The need for machinists will provide a good path for high school students for many years to come.”**

– Jim Nelson, Vice President of Operations, Bradshaw Medical

UNIVERSITY OF WISCONSIN  
**PARKSIDE**

Parkside's **Intern Connections Program** is a newly offered program beginning Fall 2014. It combines two opportunities—

RangerLink and Great Lakes Career Ready Internships—that allow students to integrate academic studies with professional work experience. Students enrolled in the Ranger Link program complete an 80 hour semester-long internship and have the option to apply their internship for college credit.

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CARTHAGE  
COLLEGE

The **Smeds Executive Internship Program** is a summer internship program that allows Carthage students to apply their coursework in real-world settings, and enables companies and organizations to employ students for real-work projects while evaluating them as potential employees. Students are nominated by faculty for the program and hiring decisions are made by the employers.

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## ATTRACTING JOBS; ATTRACTING TALENT



Kenall Manufacturing's Hiring Event

**What:** Customized hiring events for new or expanding companies with significant hiring needs.

**Purpose:** Help companies secure a high-quality labor force by building greater awareness about a company's brand, corporate culture, job opportunities and plans to grow in Kenosha County.

**Partners:** KABA, Kenosha County Job Center, Gateway Technical College and other institutions of higher education.

### > CUSTOMIZED HIRING EVENTS

#### Case Study: MEIJER

Positions to fill: approximately 300
Where: Pleasant Prairie distribution facility
Pre-employment events hosted by the job center:
> Three orientation sessions: 534 attendees
> Soft-skills workshops: 260 attendees
> Phone interviews by Meijer: 260 (attendees of soft-skills workshops)
Pre-screening Hiring Event: March 18-19, 2014
Location: The Job Center
Job seekers interviewed: 99
Hired day of event: 42
Second Hiring Event: April 1-2, 2014
Location: Gateway's iMet Center, Sturtevant
Job seekers interviewed: 80
Hired day of event: 40



"The most helpful part of the hiring event was helping us identify partners in the community. We are new to the area but KABA and the Kenosha County Job Center were happy to support us in the hiring process."

— Cecil Brown, Talent Acquisitions Manager, Meijer

#### 2014 Kenosha County Hiring Events

amazon	Kenall	meijer	niagara
Sept/Oct	August	March/April	October

### > APPRENTICESHIPS: SPOTLIGHT ON OCEAN SPRAY

Apprenticeships are structured training systems that prepare individuals as certified workers in skilled occupations. Apprentices are sponsored by an employer and establish a written agreement with the sponsor and the State of Wisconsin's Bureau of Apprenticeship Standards. The program combines program instruction and on-the-job training so students can "earn while they learn".

In August 2013, Department of Workforce Development (DWD) Deputy Secretary Reggie Newsom was at Ocean Spray to announce that the Kenosha-based beverage manufacturer was becoming an Apprenticeship partner by sponsoring three workers in its Maintenance Technician training (pictured below). This past January, DWD Deputy Secretary Jonathan Barry visited the plant once again to join Ocean Spray executives in welcoming new apprentices.



"Ocean Spray's ability to expand our markets and products is directly tied to our ability to find employees with the right skills. We chose to start an apprenticeship program at our Kenosha plant to develop our workforce while providing growth opportunities."

— Tim Peoples, Plant Director, Ocean Spray Cranberries, Inc.


#### Apprenticeships at Gateway

2012:	49
2013:	82
2014:	265

Contact: Sandy Martin | [sandra.martin@dwd.wisconsin.gov](mailto:sandra.martin@dwd.wisconsin.gov) | 262.564.3210

### 3: WHAT'S BEING DONE?


These two ongoing programs play important roles when it comes to making Kenosha County attractive to the younger demographic of workers essential to Kenosha County's future. Supporting these two initiatives is a effective way to impact the future labor needs here.



Young professionals who feel they can make a difference in their community are two- to three-times more likely to stay in the community, according to a recent YP Global Impact Survey. The same survey showed that 53% of YPs indicated that their YP organization positively impacted their perception of their community.

Y-Link is Kenosha County's young professional organization. It aims to help Kenosha YPs reach their potential through leadership development, peer networking and civic involvement. It is doing great things to help Kenosha County's young professionals be engaged in and informed about all the great things happening here and provides ways for them to be involved in the process. Learn more at [ylinkenosha.com](http://ylinkenosha.com).

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A vibrant and thriving city center – in Kenosha's case it's lakefront Downtown – is vital to attracting and retaining young, skilled workers. Young professionals appreciate amenities like diverse dining and nightlife options, cultural offerings and shopping as well as "third places" like coffee shops and open spaces.

Downtown Kenosha, Inc. is working hard to revitalize the area and build upon its many assets. It has created a master plan with the help of an outside consultant and is systematically implementing it. They have been designated a Wisconsin Main Street Community and have established an Executive Director position for the organization. Learn more at [downtownkenosha.org](http://downtownkenosha.org).

Contact: KABA | [info@kaba.org](mailto:info@kaba.org) | 262.605.1100

## CASE STUDY: SNAP-ON 4



**“Now is the time for technical education in America.”**

**– Nick Pinchuk, Chairman & CEO, Snap-on Inc.**

In 2013, Nick Pinchuk was honored as the SkillsUSA Champion of the Year. The honor is given annually to recognize the leadership of a corporate executive for supporting the growth of a highly skilled workforce throughout America.

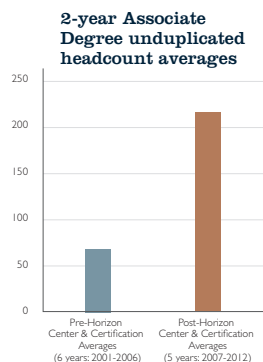
Kenosha-based tool manufacturer Snap-on Incorporated was consistently finding that their national network of service technicians were not properly trained to utilize its products and equipment, using only 15-20% of their advanced diagnostic tools' features and capabilities. The techs also lacked a foundation of technical skills to be effectively educated on the job.



Snap-on chose to get involved at a higher level to influence the curriculum and techniques being taught at technical schools offering associate degree programs. They started in their own hometown with Gateway Technical College.

### > THE HORIZON CENTER

In partnership with Snap-on, Gateway opened the Horizon Center for Transportation Technology in 2007 as a state-of-the-art facility



for automotive, diesel and advanced propulsion technician training and aeronautics-pilot training.

The Horizon Center trains high schools, college students, and career professionals on certifications developed in collaboration with Snap-on. The program had a notable affect on enrollment (see graph left), as well as the average number of certified professionals, increasing from an average of 60% in years 2002-2006 to almost 90% in years 2007-2012.

The Horizon Center and its curriculum proved to be a very successful pilot program and Snap-on was poised to take the training model nation-wide.

## > National Coalition of Certification Centers

## ATTRACTING JOBS; ATTRACTING TALENT



After the success of the Horizon Center and its integration of the Snap-on certification curriculum, other colleges and businesses with similar skills gap concerns began to look at this partnership model. A separate organization was needed to spearhead the expansion and facilitate future partnerships. In 2010, a number of colleges, associations, and other industry partners – led largely by Snap-on – formed a separate non-profit organization: The National Coalition of Certification Centers (NC3).



What: NC3 was established to address the need for strong partnerships between industry and educational institutions.

Purpose: NC3 develops, implements and sustains industry-recognizable portable certifications built on national skills standards.

Partners: NC3 is a network of education providers and corporations that supports advances and validates new and emerging technology skills in the transportation, aviation and energy industry sectors.



Certification centers across the U.S.



NC3 currently\* has: Two Global Industry Leaders—Snap-on & Trane; over 150 Certifications Centers ; 29 NC3 Member Schools; and nine Business-Educational Associations representing careers in the Transportation, Energy, Manufacturing & Aviation sectors.

\*January 2014



## > Kenosha School of Technology Enhanced Curriculum (KTEC)

Realizing that earlier exposure for students to technical education would be most beneficial, Snap-on began looking for a partner to collaborate with at the K-12 level. The

Kenosha School of Technology Enhanced Curriculum (KTEC) and its mission to provide an innovative learning environment through the use of 21st Century skills and technology integration stood out as a logical choice. In 2013 talks began between them to develop a curriculum that meets the demands of math and science standards while integrating tool identification/safety and measurement.

**“KTEC is always looking for ways to build hands-on, experiential learning onto the existing curriculum standards. Our partnership with Snap-on enables us to provide that in many different ways across several grade levels. Hearing directly from industry about the skills needed in the workplace is invaluable. ”**

— Dr. Angela Andersson, Principal, KTEC

Engineers from Snap-on are working directly with KTEC teachers at every grade level to integrate the concepts of hand tool identification, use and safety as well as measurement – and the tools used to measure – into the existing curriculum. KTEC is collaborating with Snap-on to procure all of the equipment to outfit the classrooms with the necessary tools for learning. KTEC expects to incorporate the new curriculum units in the 2015/2016 school year.

Additionally, a Learning Lab will be built at KTEC's West Campus to create a space where other educational institutions can come and learn from the Snap-on/KTEC model.



KTEC is a charter school of the Kenosha Unified School District founded in 2007 with a focus on STEM (Science, Technology, Engineering and Math) education. In 2014, KTEC expanded with to a second campus and now has an enrollment of 778 in grades 4K - 8. In 2014, it is one of 21 school nationwide to pilot a Project Lead the Way Curriculum in the Biomedical and Computer Sciences.



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