

UNEXPECTED kenosha

Quarterly Newsletter of the Kenosha Area Business Alliance(KABA) | Spring 2016

New spec building breaks ground in LakeView Corporate Park; 1.4MM SF of new development now under construction in Kenosha County

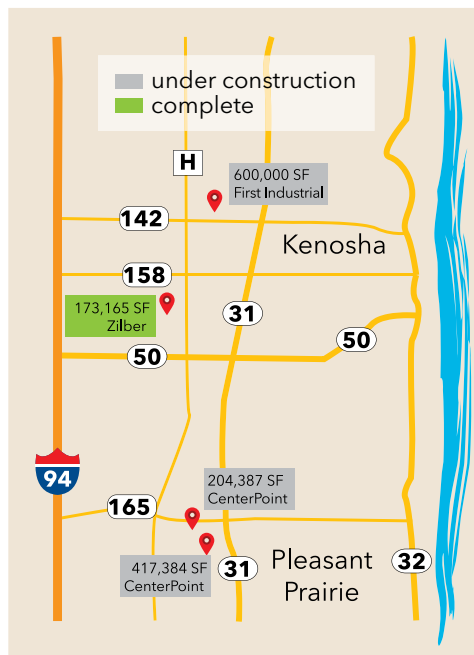
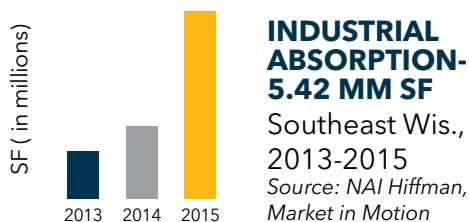
CenterPoint Properties Trust and Wispark LLC submitted plans in March that were approved by the Village of Pleasant Prairie plan commission for a 417,384-square-foot speculative industrial building in LakeView Corporate Park.

The 26.2-acre, vacant site is at the northeast corner of 80th Avenue and Springbrook Road. The investment is estimated to be near \$20 million. No users for the building have yet been identified. Construction is scheduled to begin this spring with completion anticipated during January of 2017.

With almost seven million square feet of development/absorption within the last two years, the vacancy rate in Kenosha County is at extremely low levels. Increased interest from developers, however, will bring nearly 1.4 million square feet of development into play in the coming months (see graphic).

"There's definitely a reputation now in the marketplace about Southeast Wisconsin and its many advantages."

– Sam Badger, NAI Hiffman



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.



Some of the developments currently under construction:

- > 173,165 SF*
Business Park of Kenosha
Zilber Property Group
- > 204,387 SF
LakeView Corporate Park
CenterPoint
- > 600,000 SF
First Park Kenosha
(pictured above)
First Industrial

**recently completed and ready for occupancy*

Inside...

- > Increase in multi-family housing units
- > Vail Resorts plans large investment in Wilmot
- > Kenosha wins two Main Street awards

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

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From The President

Public-Private Model Relies on Partners from Business Community and Local Government

The Kenosha Area Business Alliance (KABA) is best described as a public-private partnership. Simply put, this means that KABA relies on support, involvement, and leadership from individuals and organizations from both government and business. The goal is to bring these actors together, find areas of mutual interest, and work collectively to improve the economic environment within Kenosha County.

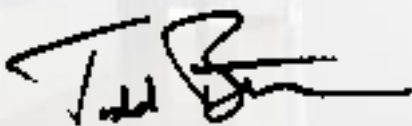
Over the years, we have received numerous comments from clients and prospects who are impressed with the cooperative approach to development that KABA represents and fosters. They find it refreshing when they meet with us in that CEOs and executives from leading employers are at the table with elected officials and public administrators from the impacted local unit(s) of government. All parties working together to represent the area in a positive way and contribute what they can to assisting the prospect in making a sound expansion or location decision.

This month, I would just like to take a minute to say thank you to two of those partners that have been key contributors to KABA and its mission in recent years. Keith Bosman will move on from the Mayor's office, after serving the City of Kenosha in this capacity for eight years. Jean Moran, CEO of LMI Packaging Solutions, will conclude 15 years of dedicated service on the KABA board of directors. Both - one public sector partner and one private - have been tireless advocates of the Kenosha Area and its economic development success.

We wish them both much success in their next chapters and want to let them know that the Kenosha Area is well-positioned for continued success - thanks in large part to their efforts and contributions.

It is people like you that help make KABA the strong organization that it is. Thank you Jean and Keith!

Sincerely,



Todd Battle,
President, Kenosha Area Business Alliance



Thank you for investing in KABA!

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Locally owned and operated with offices in Walworth, Racine, Kenosha and Rock Counties.

SOUTHSHORE REALTORS ASSOCIATION

sswra.com

It's mission is to unite those engaged in the real estate profession in Kenosha, Racine Counties and beyond.

Investor News & Notes

Gateway's boot camp receives Innovation Award

The American Technical Education Association recognized Gateway Technical College's boot camp training program with its inaugural "Innovative Best Practices" award at the 53rd Annual ATEA National Conference ceremony in March 10 in Orange Beach, Alabama.

Riley honored with Award of Business Excellence

Riley Construction Co.'s Illinois office was recently honored with an Annual Award of Business Excellence from the Daily Herald Business Ledger. The AABEs showcase successful suburban Chicago businesses and honor its leaders for business achievement, growth and community involvement.

Kenall receives top honor from LEDs Magazine

Kenall Manufacturing's TekLink™ Lighting Controls won in the category of SSL Network and Control Technologies at the prestigious LEDs Magazine Sapphire Awards held in March at the co-located trade shows Strategies in Light and The LED Show.

Carthage's Science Center wins Real Estate Award

The David A. Straz Jr. Center for the Natural and Social Sciences was one of 17 projects honored as part of the Milwaukee Business Journal's real estate awards program. First-place winners and the "Project of the Year" will be announced at an awards luncheon on April 14.

LakeView Technology Academy recognized

LakeView Technology Academy received a Program of Excellence award from the International Technology and Engineering Educators Association (ITEEA). The Program Excellence Award is presented in recognition of outstanding contributions to the profession and students. Awards are given to one program from each category from every state.

Clark Dietz moves Downtown

The Kenosha-based engineering consulting firm Clark Dietz has relocated from Green Bay Road to the sixth floor of Downtown Kenosha's Kenosha National Bank building.

Upcoming Events

For more information about these events, please visit: www.kaba.org.

2016 KABA Annual Meeting

Date: Friday, April 22 | **Time:** 11:30 a.m. - 1:30 p.m.

Location: Snap-on Idea Forge | **Please note: This event is sold out.**

KABA will provide an update on the economic development landscape in the last year and what the organization sees as key priorities in 2016. A Keynote Address will be given by House Speaker Paul Ryan.

Political Innovation: The Key to U.S. Competitiveness, featuring Katherine Gehl

Date: Thursday, May 5 | See more info on page 6.

The 2015 KABA Annual Report is now available! One printed copy will be mailed to every KABA investor. If you would like additional copies, please contact KABA. The report is also available online at: www.kaba.org/kaba/resource_room.



Date:
Tuesday,
May 24th

Time:
7:30 a.m. -
12:00 p.m.

Location:
UW-Parkside
Student Center Ballroom



Save the date for a half day conference focused on how local businesses can get and keep the right talent.

Attend the conference to discover:

- > Results from the Kenosha County Labor Market Study, presented by the W.E. Upjohn Institute for Employment Research
- > Panel discussion featuring local HR leaders
- > Insight into what talent wants from employers
- > Strategies to develop a talent attraction and retention strategy

Look for more information to be available soon!

Economic Development

Vail Resorts plans \$13 million investment in Wilmot Mountain

Vail Resorts, Inc. will invest \$13 million to re-imagine the entire guest experience at Wilmot Mountain ahead of the 2016-2017 winter season.

"[It] represents one of the biggest transformations ever undertaken for a Midwestern ski area," said Rob Katz, chairman and chief executive officer of Vail Resorts.

The company's plans include:

- > New Lifts. Three new four-person chairlifts will replace existing lifts.
- > Base Area Transformation. The entire base lodge will be transformed, including the addition of 400 seats and upgrading the food and beverage offering.
- > New Kids' Ski and Snowboard School and Enhanced Beginner Area.
- > New Terrain Park and High-Speed Rope Tow.
- > State-of-the Art Snowmaking.

Vail also announced that its guests will have the opportunity to purchase Vail Resorts season passes allowing them to ski in their own backyard and at nine world-class resorts out West.

Residential developers see Kenosha County as high-growth area; several projects underway

Menominee Falls-based Continental Properties recently announced plans for a 280-unit multi-family development consisting of 14 buildings at Highway 50 and 125th Avenue, west of Interstate 94. 'The Springs At Kenosha' (pictured below) will be ready for occupancy by January 2017.

Company officials said their research led to a prediction that Kenosha will be Wisconsin's fastest-growing large city over the next five years, leading to their decision to invest here.

Bear Development is currently building 280 apartments in Somers. Work on the first phase of 'Market Square Apartments' is expected to be complete by December 2016.



Students have fun learning about manufacturing careers on facility tours

KABA periodically hosts Schools2Skills tours to expose middle and high school students to local careers in manufacturing and seek to dispel myths about the industry. In March, twenty-five students from Lance Middle School and Bradford High School toured InSinkerator's Kenosha facility and Niagara Bottling's Pleasant Prairie facility.

"The automation at these facilities is really impressive. My students were speechless!"

– Johnathan Predaina, Technology & Engineering Instructor, Lance Middle School



Resource re-alignment affects involvement with golf outing

KABA is placing a greater emphasis on leadership development programming in 2016. Through a partnership with Living as a Leader, KABA will continue to offer an open enrollment Leadership Development series. In addition, plans are taking shape to again host a one-day leadership summit in late summer, now known as Inspire Kenosha. KABA is also adding programming, namely a speaker series with noted and impactful leaders, under the Inspire Kenosha label.

With a greater emphasis on leadership development programming, a continued commitment to economic and business development activities, and new education initiatives kicking off through the STRIVE Together collective impact program, KABA will discontinue its involvement in an annual golf outing. The golf outing will transition to become a Kenosha Area Chamber of Commerce event without formal involvement and coordination with KABA. We apologize if this creates any inconvenience or confusion for KABA investors. The Chamber has noted a willingness to accommodate any KABA members that would still like to participate in the Chamber Golf Outing. We wish the Chamber well with this event which raises money for college scholarships.

NEWAUKEE'S

ypWeek

WISCONSIN 2016 | APRIL 23 - 30

For more info, visit
[ylinkenasha.com](http://ylinkenasha.com/calendar)
/calendar



UPCOMING EVENTS FOR YLINK

Volunteer: Dairy State Cheese & Beer Fest

April 23 | 1:00-5:00 p.m. | The Brat Stop

Trivia on Tap

April 26 | 5:30-8:30 p.m. | Public Craft Brewing Co.

Behind the Scenes: Kenosha Creative Space

April 27 | 5:30-8:30 p.m. | Fusion

Style & Branding - Creating Professional Image through Fashion

April 28 | 5:30-8:30 p.m. | Pleasant Prairie Premium Outlets, #508

Streetcar Takeover: The State of the Downtown

April 29 | 11:30 a.m. - 1:00 p.m. | McCarthy Transit Center, 54th St. & 8th Ave.

For more information about the state-wide event, visit ypweek.com.

What's Up in Downtown Kenosha

Kenosha recognized at state-wide Wisconsin Main Street Conference

Downtown Kenosha, Inc. won two awards and two recognitions at the 25th Annual Wisconsin State Main Street Awards, held in Marshfield on April 8th. Kenosha had 16 representatives from the community attend.

Kenosha received **Best Image Item/Campaign/Event for its Downtown Kenosha Restaurant Week in 2015**. Accepting the award was the event's planning committee (pictured L-R): Laura Tynaitis, Kenosha Area Convention and Visitors Bureau; Francisco Loyola, Kenosha Creative Space; Christopher Naumann, DKI; Deanna Goodwin, DKI/Kenosha Area Convention and Visitors Bureau; Kevin Ervin, DKI/Frank's Diner; Susan Mantuano-Tishuk, Mangia's; Riki Tagliapietra, Sazzy B/The Buzz (not pictured). Photo credit: Paul Tishim, Photographic Artist.

Kenosha also received **Best Public Improvement Project for the Downtown Kenosha Mural Project**. The project, administered by Expose Kenosha, utilized local artists and volunteers to design and create the murals on demountable panels in several locations throughout downtown. Accepting the award was: Francisco Loyola, Kenosha Creative Space; Aurora Contreras, Artist; Dean Tawwater, Tawwater Sign Co.

Kenosha was one of 35 communities that participated in the awards submissions this year.



Learning Vs. Mistakes

Learning versus mistakes; I am reminded of the differences every day. The differences are something I just know and not yet wisdom, as it is still not second nature for me to see them right away. My executive staff often needs to remind me to stop using that word 'mistake' when I mean learning.

One sunny, summer day after I had recently taken over as General Manager of LMI Packaging at 33 years old, I received a call from one of our suppliers. He let me know that a material order he was holding for us was going up in price the next week and if I released it today I could save money. It was more than \$10,000.00 which seemed like a lot of money to me, and still does. So I said YES RELEASE IT! I was so grateful for the warning and so proud of myself. It was the first time I had made such a major decision in the business and I felt like I had really come of age.

Fast forward one week and I am driving to work. As I reached our building, I noticed five semi trucks backed up along the road and traffic backed up for a mile as a result. I wondered what that was about, happy that I was at work now and didn't need to have anything to worry about it. Boy was I mistaken.

When I walked into the building everyone was in an uproar. It seemed that all five trucks and the one in the dock were for us, delivering a hundred thousand pounds of aluminum coils. We had no room in the warehouse to put them. We didn't have the crew or the equipment to efficiently unload them. And soon enough I would >



Political Innovation: The Key to U.S. Competitiveness

Featuring Katherine Gehl, business leader & former CEO of Gehl Foods

Date: Thursday, May 5 | **Time:** 7:30 - 9:00 a.m. | **Location:** Kenosha Country Club

As former CEO of Gehl Foods, one thing Katherine Gehl learned over the course of her career is in order for a company to compete globally, it needs a workforce of skilled self-starters and problem solvers. This is the very definition of competitiveness: businesses are succeeding, while living standards are maintained or rising for average Americans. But, there's an imbalance taking place, resulting in an economy doing half of its job, according to a recent Harvard Business School study.

At this Inspire Kenosha event! Gehl will provide her insights on the state of our democracy, how local business leaders and the community can become more aware of the problems we face, and how we can become part of a solution.

Talent Development

Gateway announces Promise scholarship program

Gateway Technical College recently announced its Gateway Promise program, a scholarship initiative which enables all qualifying students seeking an education in the college's district will be able to do so tuition-free.

The Gateway Promise is funded by community support through the Gateway Technical College Foundation. For students who qualify, the scholarship bridges the gap between the amount of money awarded to students through financial aid and the cost of their education. They will receive tuition for up to six full-time semesters, with a not-to-exceed total contribution of \$10,500. The first high school class eligible to qualify for the program is the Class of 2017.

Those students who apply and are accepted for the scholarship must meet certain benchmarks to continue, such as maintaining 2.0 grade point average, participating in learning enhancement activities and enroll in at least

12 credits per semester. The wide-reaching program not only helps students with their monetary needs, but strongly encourages use of learning support services which will help them succeed in their education.

KABA is proud to be a funding partner of this initiative.



< learn that we also didn't have the money to pay for them. I had never considered all this. I had thought the \$10,000 savings was a no brainer. What did I learn that day and the next few weeks? I learned about inventory turns, cash flow, and taking responsibility with six fuming truck drivers, a line of screaming drivers, bankers, and employees. Unfortunately there was no one there to remind me I hadn't made a mistake but had made a learning.

As the business grew I found out that I would not be the only one in the company making mistakes-learning. I remember the day they delivered the brand new lathe we bought. Everyone was excited; we had finally spent the money to buy a highly precise piece of equipment. The plant foreman had been after me for months to make the investment. He walked into my office later that day, his face was ashen white. As he was unloading the lathe, it fell off the truck onto the concrete floor. No one was hurt but its 'highly precise accuracy' was

now questionable. What did I learn? I learned that people are typically harder on themselves than I could ever be on them and often when they make mis-learning all they really need is understanding and support. I also learned what FOB Supplier's Dock meant: Once it leaves their dock it's ours.

I realized that my job was not to protect people from making mistakes but to make sure that any mistakes learning they made would not cost so much that they put the company under.

There are mistakes, of course, when we do the same thing again that didn't work the first time and when that happens it makes me crazy. But typically we make lemonade out of lemons, never quit so we never fail and support each other through all the mistakes learning.

Jean Moran is CEO of LMI Packaging Solutions. She is also an invaluable advocate for the community, participating in many important initiatives including STRIVE Kenosha.

INSPIRE

KENOSHA

Ask Them How They're Doing

Employees want to work for leaders who are intentional about their expectations and who also care about how things are going for the employee. And, employees want to have conversations.

Whether you have a performance review process in your organization or not, I encourage you to weave in a conversational process like the one outlined below. At times, in the formality of the performance review process, leaders are too stiff and tell oriented.

In your conversation, you may consider questions like:

- 1) In general, how has this year been for you?
 - a) What did you feel particularly good about?
 - b) What did not go particularly well for you?
- 2) In what ways have you grown over the past year?
- 3) Where did you experience missed opportunities or disappointments?

A few tips as you go into the conversation

Going into this conversation, a few reminders for you:

- 1) Remember, this was their experience. Let them own it; allow them to do most of the talking.
- 2) As they share reflections, you will want to delve deeper:
 - a) "Tell me more about that"
 - b) "Can you share a couple of examples?"
 - c) "How did that make you feel?"
 - d) "What was the impact of that?"
- 3) After they have shared:
 - a) Acknowledge their perspective, particularly where you have noted agreement.
 - b) Add your perspective
 - c) Avoid the phrase, "Now, let me tell you what I think."
 - d) Instead, use the phrase "Let me add a few things that you didn't mention (or that I see differently)."

In my next column, I'll talk about planning and goal setting for the coming year.



Aleta Norris provides an ongoing column on developing better leadership skills. She is a leadership expert and Principal at Living as a Leader LLC.



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