

Perfectly Centered

Quarterly Newsletter of the
Kenosha Area Business Alliance(KABA)

FALL 2018

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Manufacturer Paasche Airbrush to relocate from Chicago to Kenosha

Paasche President Vallie Pettersen said she is excited to move - and excited to say "Made in Wisconsin, USA."

Family owned and operated Paasche Airbrush has signed a lease for a 42,235 SF speculative industrial building in the Business Park of Kenosha. The building was recently constructed by Zilber Property Group.



Established in 1904, Paasche Airbrush manufactures artist airbrushes, industrial spray guns and spray booths. Pettersen said the company is best known for its artist airbrush used for everything from model railroads to applying makeup or temporary tattoos and car detailing.

The company - previously located at 4311 N. Normandy Ave. in Chicago - expects to be fully established in Kenosha by the end of the year. Paasche currently employs approximately 30 people. While they plan to

retain many employees, they anticipate hiring several new employees here in Wisconsin.

The company does have ties to Wisconsin - Pettersen's two sons, who run the day-to-day operation, went to college in Wisconsin and the family also has a home on Washington Island, near Door County.



"We are pleased with the opportunity to work with Paasche Airbrush and their decision to relocate manufacturing operations to Kenosha. The locational and economic benefits of Kenosha County and southeast Wisconsin continue to be of value to users and we are excited to continue developing institutional-quality industrial buildings for users to occupy and grow their businesses along the I-94 Corridor."

— John Kersey, Executive Vice President, Zilber Ltd.



Archives of *Perfectly Centered* can be found on our web site:

www.kaba.org



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.

From the President...

ANOTHER YEAR OF STRONG ECONOMIC PERFORMANCE FOR THE KENOSHA AREA



As we approach the end of 2018, it is an opportune time to reflect on the major developments and accomplishments of the past year.

Economic development activity in the Kenosha Area continues at a brisk pace with several notable projects advancing.

Development of a major new business park in Pleasant Prairie - - Prairie Highlands Corporate Park - - got underway. Prairie Highlands will be the home of Haribo of America's first North American production facility. Plans call for a 2019 construction start on this massive confectionery plant. Advocate Aurora Health Care also acquired property at Prairie Highlands and has already begun developing a new \$130 million, 200,000 square foot medical complex.

The Prairie Highlands development is a significant win in two additional respects. It puts a highly visible (and valuable) 500-acre development site in play for development. This site was previously owned by Abbott Labs, and it had been set aside for future development. This deal also created momentum for an agreement between Pleasant Prairie and Bristol which will extend utility services to key development sites in the Village of Bristol.

CTDI, elmprovements, Edible Cuts, Five Star Coatings, Froedtert South, Montevideo Technology, Paasche Airbrush, and ULINE were among the companies that made major investments in Kenosha County with new or expanded facilities in 2018.

Also, over \$35 million of new investment flowed into Downtown Kenosha with major historic rehab projects on-

going at the Heritage House site (the Stella boutique hotel conversion) and the former YMCA facility (the Residences at Library Park). Both of these projects will be completed and ready for occupants in early 2019.

KABA enjoyed another strong year as well with solid growth, new development projects, financing opportunities, and marquee programs and events. Our November Ovation Awards program was sold-out and our INSPIRE leadership conference in October had a record number of attendees (approximately 575).

Plenty of good news to take note of and celebrate . . . and yet plenty of work remains . . .

Certain segments of the community have yet to benefit from the opportunities or prosperity that these new developments offer. The labor market remains incredibly tight. Housing market inefficiencies have limited new residential construction, tightening inventory and pushing up prices. And some of our streets and infrastructure are showing their age, unable to keep up with the pace of new development.

We are grateful for the positive developments that occurred this past year and still motivated by the challenges ahead. Onward.

Best Wishes,

A stylized, handwritten signature in black ink, appearing to read "Todd B.".

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comdata.com

ALLSTAFF
theallstaffgroup.com

COVE REALTY
cover Realtyllc.com

DOUBLETREE BY HILTON/ FAIRFIELD INN
marriott.com/mkekn

FCL BUILDERS
fclbuilders.com

GOLD STANDARD BAKING, INC.
gsbaking.com

GUIDED WELLNESS COUNSELING, SC
guidedwellness
counselingsc.com

HANSEN'S POOL & SPA
shophansens.com

KABA NEWS & NOTES

DKI welcomes Ashley Marchetti & Alexandria Robinson

Ashley Marchetti (pictured right) started as the new Executive Director of Downtown Kenosha, Inc. (DKI) on November 12th. She is replacing previous director Nicole Thomsen, who left in September for another position.

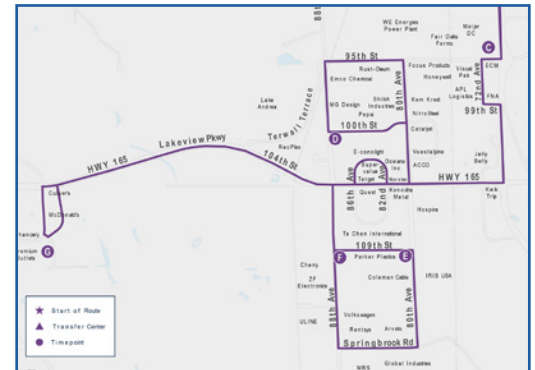
Ashley comes to DKI from Jockey International. She was with their retail marketing team, serving more than 100 retail stores across the country, creating and leading marketing initiatives and developing professional relationships with business partners.

Alexandria Robinson also started with DKI in November in the position of Coordinator. Alexandria has experience in digital marketing, contact management systems and municipal government. She will assist Marchetti with implementing marketing and fundraising campaigns, managing the organization's social media presence and acting as a quasi-office manager.



"My experience combined with my education have prepared me to be a well-rounded leader capable of serving and growing Downtown Kenosha Inc."

— Ashley Marchetti



Kenosha Area Transit expands its bus routes to some area businesses

Kenosha Area Transit recently implemented new bus routes in southwestern Kenosha County, expanding service to LakeView Corporate Park and other locations. To see the new route maps in detail, visit bit.ly/2018_New_KAT_Routes or kenosha.org/departments/transportation/bus-information.

YP Week in Kenosha, statewide is April 19-27, 2019

Save the dates! YP Week 2019 will be April 19-27. YLink - Kenosha's young professional organization - will once again be bringing the week-long platform to Kenosha, featuring local programming and meaningful events. YPWeek strives to engage the millennial workforce in experiences that are important to YPs while educating local employers on the important role these functions play in retaining YPs as their workforce.

Stay tuned for more information! Interested in becoming more involved? Contact Brooke Infusino at binfusino@kaba.org.



FOR THEIR INVESTMENT IN KABA:

HARIBO
haribo.com/enUS/home.html

IMPERIAL SERVICE SYSTEM
impservsys.com

INSPERITY
insperity.com

KARMA PROPERTY MANAGEMENT
karmapropertymanagement.com

KELSO-BURNETT CO.
kelso-burnett.com

KOWAL INVESTMENT GROUP, LLC
thekowalway.com

WINTRUST COMMERCIAL BANKING AT TOWN BANK
townbank.us

VP XPRESS, LLC
vpxpress.net

ECONOMIC DEVELOPMENT



Advocate Aurora Health breaks ground at Prairie Highlands Corporate Park

Advocate Aurora Health broke ground on a \$130 million state-of-the-art ambulatory surgery center and medical office building in the village's new Prairie Highlands Corporate Park. The new facility is expected to open in the summer of 2020 and employ 260 full-time employees.

"This is the fastest-growing market that we're a part of. It's our responsibility to ensure that we have the best health outcomes for those we serve, and we make care very convenient for our patients and our families," said chief operating officer Bill Santulli.

Pleasant Prairie broke ground on Prairie Highlands Corporate Park in July. Advocate Aurora Health and Haribo are the park's first two tenants and representatives from both organizations were on hand to mark the occasion. Haribo plans to start site work in 2020.

"We're coming here to make a home for us, it's not a building, it's not a factory, and we're going to be an active partner with the community," said Haribo chief financial officer Wes Saber (pictured right).

The new corporate park is just a couple miles north of the IL-WI border with frontage along I-94. It offers prospective developers shovel-ready plots.



AMENITIES

- > 55 developable acres remaining
- > Flexible subdivision plan
- > Fully improved, shovel ready sites
- > All infrastructure in place, including fiber
- > Great location within minutes of I-94 and Illinois state line
- > Competitive Land Prices
- > Incentives available for high impact developments
- > Park accommodates small to mid-size users including manufacturing, assembly, warehouse and distribution

SALEM BUSINESS PARK

The Salem Business Park is in a great location: on County Highway C just west of State Highway 83, the park is within a few miles of the Illinois border and 7 miles from a full interchange with Interstate 94. Sites ranging from two to ten - or more acres are now available!

For more information, contact:

**HEATHER
WESSLING
GROSZ,**
hwessling@kaba.org
262.925.3467



Developed by:



ECONOMIC DEVELOPMENT

Fresh produce processor Edible Cuts establishes HQs in Kenosha; brings 200 jobs from Chicago

In July, Edible Cuts relocated and expanded its operations into a 70,000-square-foot building in the City of Kenosha's Industrial Park. The company, previously located in Chicago, moved a majority of its processing equipment and operations into the building previously occupied by Doheny Enterprises, Inc., investing approximately \$8 million in real estate and equipment. Edible Cuts will employ more than 200 at its new facility and they are currently hiring for several positions.

"The State of Wisconsin and Kenosha County have one of the strongest food processing industries in the nation," remarked Kenosha County Executive Jim Kreuser. "A proximity to local agriculture, abundant water, as well as robust distribution channels make Kenosha County an ideal location for businesses like Edible Cuts. We welcome this great company to Kenosha and look forward to helping them thrive here."

Edible Cuts provides pre-cut wholesale and retail produce for schools, sports venues and may other institutional and retail customers. Edible Cuts is committed to using, whenever possible, exclusively local produce and focuses on those varieties of pre-cuts that can be sourced locally. Their mission is to rescue cosmetically imperfect produce from going to waste on local farms. They process the produce, realizing flavor - not appearance - is most important.



Edible Cuts is planning to add products and additional capabilities - including sandwiches and other prepared, healthy foods. The site has additional land available for possible future expansion.

Major Employers in Kenosha County

Company	Employees (FTEs)
Amazon	4,000
Kenosha Unified Schools	3,000
Uline*	2,600
Froedtert South, Inc (fka UHS, Inc.)	2,310
Advocate-Aurora Health Care	1,500
Kenosha County	1,320
City of Kenosha	730
Snap-on*	650
Gateway Technical College	600
UW-Parkside	540
Good Foods Group*	500
Birchwood Foods/Kenosha Beef*	475
Kenall Manufacturing**	450
Meijer, Inc.	440
Carthage College	400
Jockey International*	350
Gordon Food Service	350
Rust-oleum	330
Pfizer (fka Hospira)	300
Fair Oaks Farms	275
Shiloh Industries	260
Associated Wholesale Grocers	236
InSinkErator	235
Sanmina SCI	230
Emco Chemical Distributors*	228

*Indicates corporate headquarters

KABA Loan Portfolio Update

In May 2018, KABA's Finance Committee approved a \$350,000 loan to APIS Hotel, LLC. The funds will assist APIS Hotel in the acquisition of new project equipment and furnishings located in the newly renovated building (614 - 56th St) in downtown Kenosha. The low interest loan will be issued out of the downtown TID #4 and Urban Development Action Grant (UDAG) revolving loan funds.

In June 2018, KABA's Finance Committee approved a \$2,241,000 loan to Five Star Coatings Group, Inc. The funds will assist Five Star in an equipment purchase for their newly

constructed 110,000 square foot facility located in Twin Lakes, WI (pictured). The low interest loan will be issued out of the Consolidated Kenosha County (CKC) and Economic Development Administration (EDA) revolving loan funds.



TAKE A LOOK: KABA EVENTS

550+ attended Inspire 2018 for a day of inspiring content!

In 2012, KABA wanted to bring something new and exciting to the Kenosha community - a day of inspiration and leadership development for people of all ages and in all stages of their career. Then called Leadercast, we brought approximately 75 people together in a lecture hall at Carthage College to view programming happening more than 700 miles away in Atlanta. Today, Inspire is a full day of live, inspiring content with a diverse line up of speakers and riveting programming that leave attendees with fresh ideas and new perspectives on their professional and personal lives.

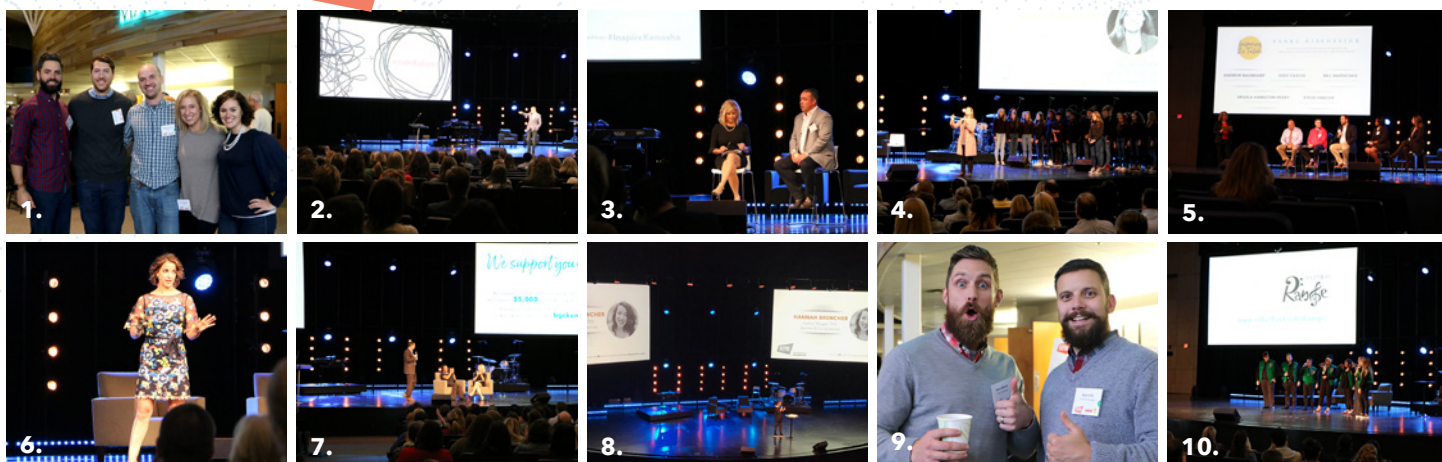
KABA would like to thank our sponsors, the high-caliber speakers, and the more than 550 attendees for making Inspire 2018 an unforgettable day. Highlights from the event include a keynote address from international bestselling author and entrepreneur Greg McKeown, an uplifting story of gratitude and perseverance from Jockey spokesmodel Victoria Arlen, and amazing performances by KUSD students and the Parkside Range.

Sponsored by



INSPIRE
2018

See pictures, the speaker line-up and other highlights from the event at kaba.org/about/inspire.



Pictured above: **1.** A few members of the team from Jockey. **2.** Greg McKeown speaks about essentialism and how the pursuit of less allows us to regain control of the things that really matter. **3.** Good Foods Group CEO Kurt Penn speaks with moderator Aleta Norris. **4.** KUSD's theater arts teacher and 2018 Tony Awards Educator of the Year - Honorable Mention discusses the importance of the arts and creativity in the workplace; KUSD theater students performed a song from *Children of Eden*. **5.** A panel discussion with leaders from KUSD schools. **6.** Victoria Arlen gave a mesmerizing and inspiring account of how she was trapped inside her own body unable to move or speak for four years. **7.** Todd Battle announces a \$5,000 donation to the Boys & Girls Club of Kenosha after hearing Felicia Dalton - Director of Outreach Services & Prevention - speak about her journey back to the club that was her refuge as a child and her passion for helping others growing up like she did. **8.** Hannah Brencher explained why people need to stop investigating each other's lives (on social media) and start investing in each other's lives. **9.** Steve Scherer and Kyle Jolly from CCB Technology. **10.** The Parkside Range gave a toe-tapping acapella performance.

TAKE A LOOK: KABA EVENTS

KABA hosted a discussion about the Kenosha County housing market

KABA hosted a conversation about the trends and challenges facing the Kenosha County housing market in November.

Attendees heard from keynote speaker Dr. David Clark, Executive Associate Dean and Professor of Economics at Marquette University as he presented his view of the national and local housing market. Clark predicts that home prices in southeast Wisconsin will continue to grow above the rate of inflation and sales should improve from 2018.

Strong employment, some inflation including mortgage rates inching upwards but should remain attractive and below 6%. Housing construction in single family developments

did not meet demand after the great recession, therefore, housing deficiencies could create opportunities for new developments. Foreclosures are

down and listings of existing homes are also down, indicating a healthier housing sector today. The supply of housing is constrained by slower rises in median family income and more expensive construction costs and labor.

A panel discussion between local and regional developers engaged the business community and the new LifeBalanced Kenosha.com relocation tool was previewed.

In 2019, the development community and municipal leaders are coming together to formulate strategies and further plans to stimulate high quality housing developments that meet the needs and income constraints of families moving into Kenosha County.



2018 OVATION AWARD WINNERS

Business of the Year:

GOOD FOODS GROUP

Small Business of the Year:

CHIAPPETTA SHOES

Entrepreneur of the Year:

**CRYSTAL MILLER,
FRONTIDA ASSISTED LIVING**

Forward Awards:

CLARK DIETZ

FIVE STAR FABRICATING

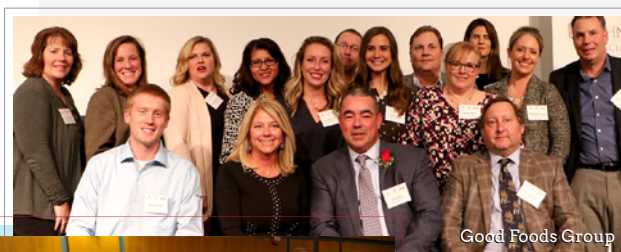
FROEDTERT SOUTH

GATEWAY TECHNICAL COLLEGE

Thank you to the nearly 400 people that joined us on Nov. 1 to celebrate the best in business in Kenosha County at the 2018 Ovation Awards!

Videos of the award winners, pictures and media coverage of the event can be found at:

kaba.org/ovation-awards



Good Foods Group



Chiappetta Shoes



Crystal Miller

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KENOSHA AREA BUSINESS ASSOCIATION

LET'S TALK TALENT!

A look at our labor force

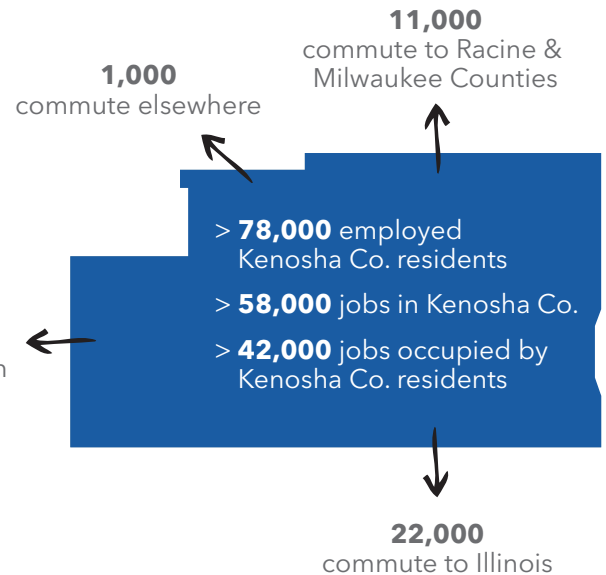
People are at the heart and soul of any business or community. Attracting, retaining and engaging with people to live, work and find success in Kenosha County is an ideal to which KABA is strongly committed.

THE NUMBERS

Kenosha County

Total Population	168,521
Projected population growth (23% growth by 2040)	206,724
Unemployment rate	3.3%
Median household income	\$54,930
Mean travel time to work	25.9 mins.

Working age population
growth (2010-2040):



Comparisons

County	Kenosha	Lake	Racine	Walworth
Population (20-64 years)	100,799	417,050	115,985	61,489
In labor force	91,080	379,304	99,226	57,695
Median age	36	37	39	38

COMMUTING PATTERNS

46%

of Kenosha County's employed commute outside of the County to work

3.5 MILLION+ PEOPLE

live within a 45-minute
commuting distance
of Kenosha County



TIME TO HIRE

KABA has been collecting data about new and expanding companies' time to hire - or the time it takes to fill new positions created due to a relocation or expansion. These companies utilized specific recruitment strategies to fill open positions. The data showed:

90%
of new job
openings



were filled
within
**6 mos.
or less**

LET'S TALK TALENT!

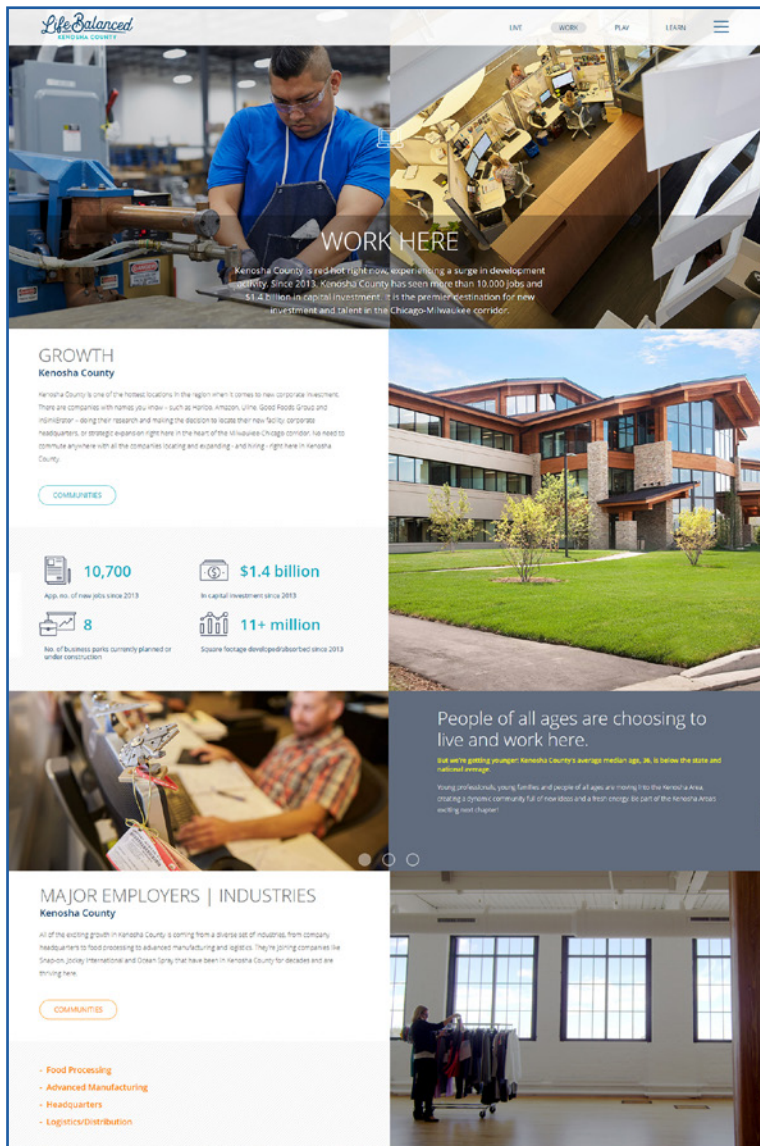
Talent attraction website - LifeBalancedKenosha.com - to launch in early 2019

Development of an online resource for employers looking to attract and recruit talent from across the country is nearly ready to launch. LifeBalancedKenosha.com is a collaborative effort by several local partners including Kenosha County, Kenosha Convention & Visitor's Bureau, the Chamber, the City of Kenosha, the Village of Pleasant Prairie and many other Kenosha County communities.

The website highlights all that's great about living in Kenosha County - beyond just the fact that we are strategically located between Milwaukee and Chicago. It talks about shorter commute times, our accessible and exciting lakefront and downtown area, our amazing economic growth, our lower cost of living, vibrant arts scene and our endless amenities. It also is rich with information about housing, healthcare, education, shopping, dining, employers and much more.



To be notified when the site goes live, request a web site graphic to link to the site, or any others questions, please contact Becky Noble at bnoble@kaba.org or 262.925.3465.



LET'S TALK TALENT!

Talent Recruitment & Retention Strategies - 2018 Survey Results

KABA recently conducted a three-part survey with Kenosha area employers to gather local information about talent recruitment and retention practices.

The first part of the survey obtained information from employers about hiring practices, retention trends, and employee benefits.

Part two of the survey presented companies with over 70 positions and asked to indicate what were their critical, most in demand positions they needed to fill or have had to fill in the past year. These responses were used to determine the 40 most critical positions in Kenosha County.

The third part of the survey collected wage and salary data. Employers were asked to provide their current starting wage for those 40 most critical positions at various experience levels: 0-2 years, 3-5 years, and 5+ years. In addition to the wage and salary data, information was collected on the minimum education requirements and the difficulty to recruit for each position.

KABA then compiled a cumulative report from information obtained from the three surveys. Each position in the wage

and salary data report had a minimum of seven companies reporting, with some positions exceeding 25 company responses. The results of this survey are meant to provide a snapshot of the labor market in Kenosha County at the time the results were collected, by the companies that participated. It is not reflective of all companies in Kenosha County.



The full survey results are available - please contact KABA to purchase. Pricing: KABA investors - \$75, Non-investors - \$150. Receive future results for FREE by participating in the survey. Contact KABA at info@kaba.org to be put on our Survey Distribution List for future survey participation opportunities.

Gateway breaks ground on iMet expansion

Gateway Technical College broke ground in October on a \$6.5 million expansion of the SC Johnson iMET Center. Gateway President Bryan Albrecht said the expansion and upgrades "will be the model for training technicians throughout the world." The project will remodel about 12,000 square feet of the existing building and add about 36,000 square feet onto the structure. The expansion will nearly double the educational space within iMET; it will add four new engineering labs, five computer labs and eight new classrooms.



ALLIED PLASTICS HOSTS HIRING EVENT

Twin Lakes manufacturer Allied Plastics held a successful open house hiring event in October at their facility.

If you are an employer looking to hire locally, hosting an event like this is a great way to bring potential candidates in the door to see who you are and what you do, experience your culture and get a chance to talk face to face. Contact Brooke Infusino at binfusino@kaba.org to learn more.



ON LEADERSHIP

Responsibility Requires Confidence | by Aleta Norris

100% of the organizations I talk with share something in common. A key reason for seeking development of its leaders is They won't address issues.

This is almost universal. Several years ago, I talked with a company president who had a serious issue unfolding in his operation while I was on site. I went to him and said, "I think this is something you need to address personally." His reply, without so much as a hesitation was "I'm not going out there."

If our executives are afraid to have a conversation, it certainly is unreasonable to think front line leaders and middle leaders are equipped with the skill.

Most issues that require involvement from a leader will relate to performance, behavior or attendance. Yet, the most common response of a leader who is faced with an issue to address is avoidance. The second response is to address it poorly, in a way that shows disregard for the employee.

Leaders lack confidence. We hear things like:

- > I don't know what to say.
- > I don't want to offend them.
- > I don't want to hurt their feelings.
- > I don't want to deal with their anger.
- > I don't like conflict.
- > I don't want to hurt our relationship.

The underlying message is I do not have the confidence to have the conversation. I do not believe I can have the conversation in a candid, respectful manner.

For many, confidence is misunderstood. To be confident doesn't mean you know how to do it; to be confident means you trust in your ability to figure it out. Sometimes figuring it out requires reaching out to someone for help, participating in learning and development of some kind, or even sitting down with a blank sheet of paper.

Where does responsibility factor in? Leaders are responsible for having these conversations. A leader can change the trajectory of an employee's future, as well as their present performance and fulfillment at work. This includes the work they do, combined with their sense of satisfaction in their relationships.



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

The ROI that Beats the Stock Market | by Lynn Debilzen

The buzz in recent years on the importance of early childhood has been deafening. Research has shown that investing in quality care and programming at this young age, specifically for our most disadvantaged children, set families up for success from very early-on leads to a 13% return on investment annually. Kenosha County residents of all generations, and our economy, would benefit widely from this return. Setting families up for success from very early-on is the work of our Smart Beginnings Network.

Dr. Diane Gerlach, pediatrician at Aurora Health Care and champion of this work, demonstrates this. "When children are struggling early on, they tend to have behavior problems. This adds stress to the parent who may also be struggling with parenting, and it bleeds over to their [employment] with poor productivity and attendance. Identifying problem areas early allows for early treatment, which decreases their struggles and behavior problems, which decreases parent stress. This creates better current and future employees." Smart Beginnings brings together community partners to directly address the importance of early childhood through alignment of programs and systems.

We are already seeing small wins with this alignment. Suzi Wolf, Early Intervention Program Manager at KAC, shares, "Providing services before a child is school age is more effective and less costly because the developing brain is the most capable of change." Is this an investment we can afford not to make?



Lynn Debilzen is Manager, Birth to 8 at Building our Future. Learn more at buildingourfuturekc.org.



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