

Perfectly Centered

Triannual Newsletter of the
Kenosha Area Business Alliance(KABA)

WINTER 2023

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KABA and its partners break ground on new LakeView Technology Academy at the Kenosha Innovation Neighborhood

KABA held a ground breaking ceremony on October 10th for the new facility that will serve as the future home of the LakeView Technology Academy at the Kenosha Innovation Neighborhood (KIN).

LakeView is a choice high school within the Kenosha Unified School District (KUSD), with a focus on STEM (science, technology, engineering, and math) education. The school also maintains a unique partnership with Gateway Technical College that provides students with college-level instructors and coursework. The KABA Foundation, which owns the current facility located in Pleasant Prairie serving LakeView and Gateway Technical College students, is developing a new site in cooperation with the City of Kenosha. The new 48,602 SF facility will be the first development at the Kenosha Innovation Neighborhood (KIN) in the heart of Kenosha between 30th and 23rd Avenues and 52nd and 60th Streets.

"To have a school of this quality right in the heart of Kenosha will be impactful for this neighborhood. I'm proud to be a part of a community that consistently collaborates to move Kenosha County forward — as we've seen time and again — and continues to invest and create opportunities in its more challenging areas." — Nicole Ryff, KABA President



Pictured (L-R): Tim Mahone, KIN Board President; Tatiana Graver, Wisconsin Health and Educational Facilities Authority (WHEFA); Mayor John Antaramian; KABA President Nicole Ryff; LakeView Technology Academy Principal Beth Ormseth; KUSD Superintendent Jeff Weiss; Tom Mahoney, State Bank of the Lakes; WEDC Deputy Secretary Sam Rikkers; County Executive Samantha Kerkman; Matt Janison, Gateway Technical College; Tom O'Connell, Partners in Design Architects; Dave Riley, Riley Construction.

When KABA's Foundation built the original high school in 1997, it was an entirely new concept for KUSD and Kenosha County. It was built with the intention that if this new idea didn't work out, it could easily be converted for industrial use. Twenty-five years later, we

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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...

By the time this newsletter goes to print, I will officially be wrapping up my first six months as the new President of the Kenosha Area Business Alliance. It is truly a privilege to have the opportunity to lead this organization and serve the Kenosha County community. I am so grateful to the KABA staff and our partners for how welcoming and supportive you have been through this transitional period. This is a dream job for me, and my family is looking forward to building deep and permanent roots in this community.

I know it won't surprise you to hear that my first six months on the job have been a whirlwind! KABA is involved in such an impressive depth and breadth of meaningful economic development work, and I wanted to dive right in and contribute as quickly as possible.

With every new job comes a lot of "firsts" - first day, first staff meeting, first board meeting, etc. Many of the "firsts" I had the opportunity to experience are those you would expect with most new economic development roles. Notable "firsts" include:

- > Initial visits with business leaders and tours of their facilities. Business retention and expansion should always be a primary focus of a county economic development organization, and KABA clearly places value on these efforts. It has been a pleasure learning more about the diverse businesses that drive our economy and getting to know our innovative business leaders. I am grateful to everyone who opened their doors to me, and I look forward to many more visits in the months and years ahead.
- > Foundational conversations with municipal leaders and staff where I learned more about our communities, their priorities, and key assets. I consider our relationships with our community partners to be paramount to our economic development success and am grateful to work with such business-friendly municipalities.
- > Introductory meetings with brokers and developers to understand our robust inventory of sites and buildings across the county. We continue to benefit from a high level of industrial growth, with Kenosha County accounting for over 58% of the new industrial construction in southeastern Wisconsin in Q3 2023.

This period has also been full of "firsts" that are largely unique to this leadership role with KABA and in Kenosha County. KABA is truly the gold standard when it comes to forward-thinking, impactful economic development work, and I have had the opportunity to engage in much of that work from day one.

- > Within my first three weeks on the job, Kenosha County hosted a presentation and tour for the agencies that determine their bond ratings. These ratings are a reflection of the county's fiscal responsibility and economic stability. I had the privilege of contributing to this effort by highlighting all the impactful growth happening here in the county. Preparing for this was a great opportunity for me to get a crash course on the incredible businesses and assets here in a short period of time!

- > We had great opportunities to highlight KABA's significant involvement in the Uptown Lofts project and the new LakeView Technology Academy building. We hosted tours at Uptown Lofts for key stakeholders and government leaders. Our LakeView Technology Academy ground breaking was a momentous milestone for the community, with this being the first project to officially start construction at the Kenosha Innovation Neighborhood.
- > The pipeline of companies considering new facilities in Kenosha County is stronger than any market I have worked in. Over the past six months, we have been working with more than a dozen strong prospects that are evaluating significant investments and new job creation in our communities.

If the last six months are any indication, I expect many more exciting "firsts" in the years to come!

Best Wishes,



Nicole Ryf
President, Kenosha Area Business Alliance



WHAT'S HAPPENING AT KABA?

KABA launching a Manufacturing Forum Series

Dates: Wed., February 28; Wed., May 29;
Wed., September 11; Tues. November 5

Time: 8:00 - 9:30 a.m. | **Cost:** \$25

Location: KABA Training Center

More information and registration is
available at kaba.org/news/events.



KABA is excited to announce a new learning series specifically for local manufacturers. We are partnering with the Wisconsin Manufacturing Extension Partnership (WMEP) to offer quarterly training sessions with knowledgeable subject matter experts paired with facilitated peer-to-peer learning. The goal of the forum is to learn from experts as well as each other. Each quarter will be focused on a different, timely topic:

- > **Wed., Feb. 28: Creative ways to retain & develop key employees** | Carol Crawford, WMEP's Talent & Culture Service Line Leader, will present several methods and activities you can use in your facility to boost retention and development of some of your most important employees.
- > **Wed., May 29: Leveraging continuous improvement to drive employee engagement & productivity** | Beth Aldana, WMEP's Operational Excellence Service Line Leader, will give an overview the most critical element of a continuous improvement program - PEOPLE!
- > **Wed., Sept. 11: How to excite & inspire your workforce about implementing automation** | Colin Wilson, WMEP's Automation and

Technology Service Line Leader, will showcase best practices and facilitate a discussion on how manufacturers can navigate two-pronged challenge - implementing new automation technologies without alienating long-term production employees.

- > **Tues., Nov. 5: Safety & Quality - and how to leverage your best asset (your people) to improve them** | Jennifer Arnold is WMEP's in-house Lean Six Sigma Master Black Belt, and works with clients all over the state on improving their safety, quality and continuous improvement programs. She's also a certified StrengthsFinders coach and Prosci Certified Change Practitioner.



Emily Bruno joins the KABA team

Emily Bruno joined the KABA team in October as its Program Coordinator. In her new role, she will focus on investor engagement and the Life Balanced Kenosha County initiative. Previously, she worked in the public sector and has 10+ years of experience within the Kenosha and Racine communities. Emily was born and raised in Kenosha and graduated from UW-Parkside. She and her husband enjoy traveling and spending time with their son. Welcome Emily!

Thank you to the following companies for their investment in KABA

B RILEY ADVISORY
brileyfin.com

KENOSHA HARBORMARKET
kenoshaharbormarket.com

K-TOWN PALLET
kenoshapallets.com

MIRON CONSTRUCTION
miron-construction.com

LANDMARK TITLE OF KENOSHA
wi.ctic.com/offices/landmark-title-kenosha

MK-LIFE ON PURPOSE
megan-kuiper.com

THE REESEMAN COMPANY
reesmans.com

RJ UNDERGROUND INC
rjunderground.com

THE SALVATION ARMY
centralusa.salvationarmy.org/kenosha

SCORE SE WISCONSIN
score.org/sewisconsin

SPC PARTNER SUCCESS LLC

WHAT'S HAPPENING AT KABA?

CONGRATULATIONS TO THE 2024 OVATION AWARD WINNERS!

Business of the Year: **Niagara Bottling, LLC**
Small Business of the Year: **Blue House Books**
Entrepreneur of the Year: **Keith Smith, Vonco Products, LLC**
Forward Awards: **Centrisys/CNP** | **HARIBO** |
Kenosha Common Markets | **Kenosha Community Health Center** | **The Shalom Center**

The Ovation Awards Dinner is February 8, 2024. Learn more and register at kaba.org/ovation-awards.

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KENOSHA COUNTY'S
BEST IN BUSINESS
#2024OvationAwards

KENOSHACOUNTYJOBS.COM: Access to the Life Balanced Kenosha County jobs board is now free for KABA investors!

KABA is excited to offer a hyper-local jobs board on the Life Balanced Kenosha County talent recruitment website: **kenoshacountyjobs.com**.

Now more than ever, Kenosha County employers need resources that support their talent attraction efforts. This jobs tool is a unique resource solely available to Kenosha County employers to promote their careers to job seekers - both regionally and throughout the country. The jobs board is designed to highlight your company and your positions, and features:

- > A dedicated employer profile page where text, photos, logos, video & social media links can be uploaded;
- > Applicant tracking features including the ability to receive resumes, message applicants, forward applications to multiple staff on your recruitment team and more; and
- > An ability to categorize positions by type and industry.

To help promote the site across the region, KABA has invested in a paid social media campaign and extensive search engine optimization (SEO) with the intent to capture the right applicants for your positions.

Kenosha County companies that are investors in KABA receive free, unlimited access to post and manage jobs on the Life Balanced Kenosha County Jobs Board, KenoshaCountyJobs.com. If you are a current KABA investor and would like to utilize the site, please contact KABA at careers@kaba.org.

Life Balanced Kenosha County is a great resource for local employers!

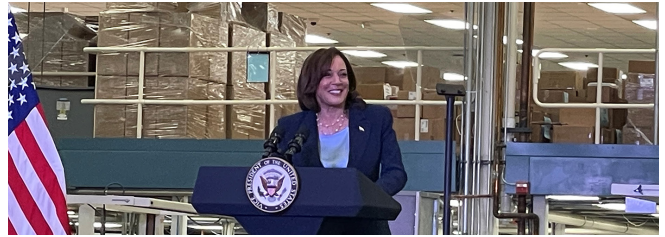
Life Balanced Kenosha County is a comprehensive resource for Kenosha County's major employers, community organizations, and anyone looking to live or work in Kenosha County. Learn more at LifeBalancedKenosha.com. Questions? Contact Emily Bruno at ebruno@kaba.org or 262.605.1100.



ECONOMIC DEVELOPMENT

Nokia will manufacture broadband network electronics at Sanmina's Pleasant Prairie facility, creating 200 new jobs

Vice President Kamala Harris was at Sanmina's Pleasant Prairie facility in August to make an exciting announcement: Nokia will begin manufacturing broadband network electronics in southeastern Wisconsin. The Finland-based telecommunications company is expected to begin production in 2024 and bring up to 200 new jobs to Kenosha County. Nokia is the first telecom company to begin manufacturing broadband electronics products in the United States.



Siemens to manufacture solar inverters at Sanmina

Germany-based multinational technology conglomerate Siemens announced in mid August that it plans to manufacture photovoltaic string inverters at Sanmina's facility in Pleasant Prairie. Photovoltaics is the conversion of light into electricity (solar power) using semiconducting materials.

Siemens said Sanmina's Pleasant Prairie facility will help it "meet increased demand for localized production of critical parts for photovoltaic projects while helping customers take advantage of the full value of solar tax credits and domestic content incentives."

"Sanmina has been manufacturing in the U.S. for more than 40 years. By continuing to invest in domestic manufacturing, Nokia and Sanmina will be able to help create a sustainable future for the industry, one that drives job growth and ensures the fiber products produced embody the quality and excellence associated with American manufacturing."

*— Jure Sola,
Chairman & CEO, Sanmina*

HARIBO planning second phase of facility; potential visitor center



With production underway at its U.S. confectionery plant in Pleasant Prairie, Haribo of America is already designing a second phase of equal size, with two more that could bring the total plant to about two million square feet.

The second phase that is in the planning stages would bring 400 more jobs to the facility in addition to the 400 already expected for completed buildings, said Wes Saber, executive vice president and

CFO of Haribo of America. He talked about the facility Haribo built west of Interstate 94 in Pleasant Prairie during a *Milwaukee Business Journal* Power Breakfast in October.

Beyond hosting its first U.S. manufacturing plant, Kenosha County could also be the place where international candy giant Haribo opens its first U.S. store.

How sweet!

Pleasant Prairie's Haribo water tower placed #10 in the national 'Tank of the Year' competition put on by Tnemec.



ECONOMIC DEVELOPMENT

Keen Edge Co. joining the roster of companies at the Salem Business Park

KABA, Kenosha County, and the Village of Salem Lakes are excited to welcome Keen Edge Co. to the Salem Business Park. The outdoor power equipment, engines, parts and accessories supplier recently completed construction on a new 50,000 SF warehouse space which includes offices, a conference room, a breakroom, six loading docks, two drive-in doors, and a trucker's lounge.



A big thank you to the construction team, including Riley Construction—which provided the general contracting—and Partners in Design Architects.

Wisconsin among 31 regions to earn national tech hub designation



In November, the U.S. Department of Commerce's Economic Development Administration named Wisconsin one of 31 regions in the United States to be designated as a Regional Technology and Innovations Hub, focused on the biohealth industry.

The EDA announced the regions as part of the national Tech Hubs program. The Tech Hubs program, part of the CHIPS and Science Act, is an economic development initiative designed to spur regional innovation and job creation by strengthening a region's capacity to manufacture, commercialize and deploy technology.

Nexus Pharmaceuticals aims to double its workforce in under a decade as it adds production lines at its Pleasant Prairie facility

Nexus Pharmaceuticals, a manufacturer of generic drugs and other products, aims to grow Pleasant Prairie footprint as it adds drug lines.

John Cook, the company's vice president of manufacturing, said recently that they wanted to leave space for further expansion when they selected the 16-acre site in Pleasant Prairie. Currently about 85 members of its 200-person workforce are located there.

Nexus currently has one vial-filling line at the site but the company recently installed a second line, and planned to submit related filings to the FDA by the end of 2023. Future additions could include oncology products such as chemotherapy drugs as well as vaccination products. As these and other expansions occur in the coming years, Nexus expects to have at least 400 employees in fewer than 10 years.



Read more about these stories—and more—in the news section of the KABA website >kaba.org/news/list.

ECONOMIC DEVELOPMENT

Catalyst Exhibits relocates to a new, expanded HQ in Kenosha

Catalyst Exhibits upgraded and expanded their headquarters to a beautiful new 150,000 SF building just west of the interstate at 3919 128th Avenue in Kenosha.

The new facility will expand capabilities; facilitate seamless collaboration between in-office, remote, and hybrid teams; modernize infrastructure; and enhance operational efficiency.

"The investment will pay dividends not only for Catalyst, but for our team members, suppliers, and the community. We bought new equipment, new computer systems, and reinvented how we work at every level."

— Tim Roberts, President & CEO, Catalyst Exhibits, Inc.



KABA's Revolving Loan Fund (RLF) program can be an impactful tool for local companies

KABA manages an extensive portfolio of community revolving loan funds. These funds are used to provide low-cost financing options to companies creating or retaining jobs in Kenosha County by expanding an existing business or by establishing a new facility in Kenosha County.

Loan terms and conditions vary by RLF and are tailored for individual projects. The RLFs are funded by a variety of sources, including the City of Kenosha, Kenosha County, Village of Pleasant Prairie, Community Development Block Grants, and other state sources.

The purpose of including KABA RLF funds is to provide an opportunity for businesses that may not be eligible for financing through a conventional lender or private means. Each RLF has certain loan requirements that must be met in order for the business to be eligible.

Learn more at kaba.org/locate-expand/financing-incentives or contact Borck Portilia at bportilia@kaba.org.

Loan Fundamentals

1. Acquisition of land and/or buildings
2. Leasehold Improvements
3. Equipment
4. Working capital

Collateral Options:

1. Real Estate Mortgage
2. Equipment
3. Corporate and Personal Guarantees
4. Inventory, Receivables, or Other Corporate Assets

ECONOMIC DEVELOPMENT

Forest County Potawatomi buys 128 acres in LakeView Corporate Park

The Forest County Potawatomi Community expanded its Kenosha County development efforts by acquiring 128 acres in the LakeView Corporate Park.

The \$12.2 million purchase, which closed in October, gives the Potawatomi land to develop industrial or office buildings in the future. Counting that deal, the Potawatomi own about 391 acres for development in Kenosha County, representing about \$30 million in investment already. That includes 240 acres at the former Dairyland Greyhound Park in Kenosha, where infrastructure construction began in December for a business park.

"The Potawatomi have called Kenosha home for hundreds of years," said Forest County Potawatomi Chairman James Crawford. "This most recent property acquisition highlights our ongoing and long-term commitment to Kenosha."

The Potawatomi worked with Milwaukee developer Zilber Property Group for the purchase at LakeView Corporate Park in Pleasant Prairie.

Greenway ground breaking

Forest County Potawatomi, Sagewind Development and Greenfire Management Services held a ceremonial ground breaking in December for their Greenway project.

Greenway is a comprehensive redevelopment project of the approximately 240 acre land site, formerly occupied by the Dairyland Greyhound Park, into a financially viable mixed-use residential and commercial center. The development will employ sustainable development practices across multiple building types, including multi-family residential, industrial, office and commercial.



Uline partnering with the City of Kenosha to address housing issues

In September, the Kenosha City Council approved a new home ownership program in partnership with ULINE that will allocate up to \$3 million in a matching fund.

The city called the effort a "once-in-a-generation investment" through a private donation of \$3 million from ULINE. It will require a commitment from the city to match the donation and leverage public and private resources to offer families home ownership in the community.

"Uline is proud to be a part of the Kenosha community. Many of our employees live here. Affordable home ownership is vital to those who want to live and work here."

— Liz Uihlein, Uline President

KABA adding a powerful new data tool to its website

KABA is partnering with GIS Planning to provide online site selection data tools with comprehensive information to help new, expanding, and relocating businesses find locations in Kenosha County.



In January, the new tool will be added to the KABA web site: kaba.org/locate-expand/sites-properties. It will feature a full inventory of available industrial and commercial sites - powered by ZoomProspector and updated in real time - throughout the county as well as a suite of innovative, interactive data tools for site selectors, municipalities, businesses, and anyone doing research and analysis in Kenosha County. This includes data on demographics, workforce, GIS, business/industry, education, wages and more.

ON LEADERSHIP

Are You More Special Than Those Around You? | by Aleta Norris

In our own lives, we recognize how a variety of complex factors shape our actions. We know, for example, if we showed up late for an appointment what our reason is. If someone else were late, we might assume it's because they can't stick to a schedule, they're lazy, or they don't view timeliness as a priority.

In psychology, this is called the Fundamental Attribution Error. This means that for ourselves, we can identify the situations and environmental conditions that went into shaping our actions. But in others, we only see the surface, so we don't stop to think about everything they may be struggling with, thinking about, or facing. No one holds a sign around their neck that says, "I'm worried about my mother's health while she gets medical tests today, and that's why I seem distant at today's meeting. Or, 'I have a special needs child, and that is what makes my schedule less predictable than others.'" Seeing someone check out at a meeting, we may think they're disengaged or just don't care about this project. Or working with someone who requires more flexibility in their schedule may feel unfair unless you realize the unseen challenges.

It takes time and effort to get at the true motivations of others. But like peeling an onion, there are always more layers than what you see on the surface.

One way to begin softening our very-human tendency toward Fundamental Attribution Error is a practice called sonder. You can practice right now, especially if you are in public. The idea of sonder refers to the profound feeling of realizing that everyone, including strangers you pass on the street, has a life as rich and complex as your own. Practice sonder on the street, the train, a coffee shop or anywhere people are around.

Look at the people surrounding you right now or think about the people you saw on the street today or in the restaurant at lunch. Realize that they all have lived rich and full lives just like you, full of hardships and pain, hopes and dreams, love and heartbreak, with boring, mundane tasks and moments of pure joy. They all have perspectives on life and belief systems and goals for the future.

Now, you could pick any one of those people and, through sonder, imagine what their story is like. The point of sonder is not to be correct in our imagination but to open ourselves up to the realization that rich and complex possibilities exist in the lives of everyone we meet.

The same is true for the people you lead. Remember that we can see below the surface of our own actions, but we don't automatically think about the backstories that drive and shape the lives and actions of other people, including our employees. It takes an extra effort to see what's driving their attitudes, beliefs and actions. For leaders, it's necessary to take an additional step and learn about the deeper motivations of your team.

Aleta Norris provides an ongoing column about leadership. She is a leadership expert and Principal at Living as a Leader LLC.



Inspire 2023 was a day filled with energy, insight, connection & service

Thank you to the 550+ attendees, speakers, volunteers, and generous sponsors! *Inspire* is a premier leadership development experience featuring high-caliber national and regional speakers and experts providing inspirational content to elevate your personal and professional leadership journey. This year's featured speakers were Nick Pinchuk, Liz Wiseman, Liz Bohannon & Raven Jemison. Our high energy emcees were Willie Jude and Lawrence Kirby. We can't wait to see you in 2024!

See photos & videos on KABA's Facebook & YouTube pages: @KABAConnectHere.



WEDC representatives "shop small" in Kenosha

In December, Wisconsin Economic Development Corporation (WEDC) Secretary Missy Hughes and Deputy Secretary Sam Ridders spent the day in Kenosha's Downtown and Uptown neighborhoods.

They toured several small businesses, talking with the owners and doing some holiday shopping.

They visited Equinox Botanical Boutique, House of Nutrition, Millie Bo Beep Children's Boutique, Modern Apothecary, and Cooper's Uptown.



AS SEEN ON SOCIAL: @KTECHighSchool

Principal Stacey Duchrow shares exciting insights from her time with the Kenosha Area Business Alliance.

Our students are riding a digital wave like never before, preparing for careers that blend AI with creativity and innovation. Want to know how this tech revolution is reshaping learning and the workforce? Check out Principal Duchrow's latest blog for more on preparing our youth for a transformative future: ktecschools.org/2023/12/08/principal-stacey-duchrow-ai-driven-future.

#GenerativeAI #FutureOfEducation #InnovationInLearning #KTECHS

LakeView ground breaking, cont.

(continued from cover page) can safely say the concept was a success. LakeView has previously been named a blue-ribbon school and was recently ranked the second best public high school in the state by *US News & World Report*.

As the first anchor development on the site of the KIN, the ground breaking of LakeView marks a significant milestone in the revitalization and transformation of 107 acres of vacant land into a collaborative, mixed-use project that is bringing the community together with a regional destination to live, learn, work and play.

KABA and its Foundation are excited to deliver a new, state-of-the-art high school specifically designed to accommodate and support LakeView's unique programming. The facility will also empower the school to serve more non-LakeView students within KUSD and expand its programming to include areas such as automated manufacturing, CNC, and the trades through its partnership with Gateway Technical College. Classes are expected to begin in January 2025.

WEDC announces grant for Uptown Lofts development; in town to celebrate innovation & entrepreneurship in Uptown

WEDC Secretary Missy Hughes and Deputy Secretary Sam Ridders were in town in December to celebrate innovation and entrepreneurship in Kenosha's Uptown, where they announced that they have awarded the City of Kenosha a \$250,000 Community Development Investment grant to support the new Uptown Lofts development.

They toured the Uptown Lofts development as well as the Kenosha Emerging Leaders Academy (KELA) building which features the new Best Buy Teen Tech Center, sponsored by Jockey and administered by the Kenosha YMCA.



Jerry Franke named Executive Director of the KIN

The Kenosha Innovation Neighborhood, Inc. has named longtime Milwaukee area commercial real estate executive Jerry Franke as the organization's first executive director.

Franke was the president of WISPARK LLC from 1988 to 2017. WISPARK did a significant amount of development in Kenosha County under Franke's leadership, including much of the LakeView Corporate Park.



More about the KIN

The Kenosha Innovation Neighborhood (KIN) is the revitalization and transformation of 107 acres of vacant land that was previously the site of several auto manufacturing plants - most recently Chrysler - in the heart of Kenosha.

The KIN is a collaborative, mixed-use project that is defining and delivering a regional destination with sustainable, innovation-focused office, medical, educational, commercial, residential and recreational space that meets the unique needs of neighbors, the broader Kenosha community, visitors and end-users.

Learn more about the KIN, including goals, updates, and the master plan, at kin-kenosha.org.



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