

MILWAUKEE COMMERCE

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WHAT KEEPS YOU UP
AT NIGHT? 05

ECONOMIC TRENDS FOR
LOCAL ECONOMY 07

ALSO FEATURING:

John McDermott - Rockwell Automation

Stephanie Anderson - Creative Business Interiors

Damian Felton - MKE U.S. Export Assistance Center

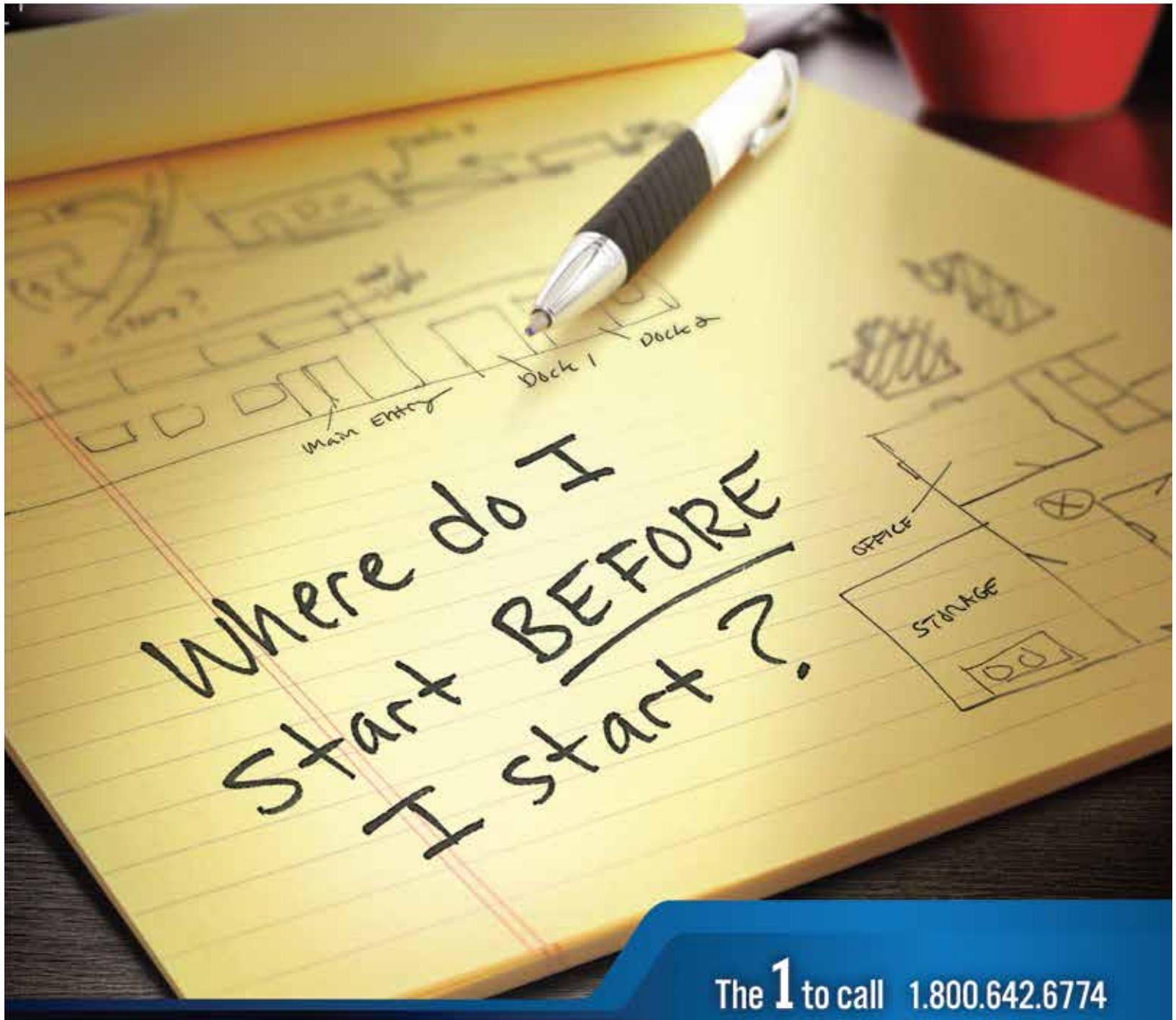


**Transformative
Business Trends:**
WHAT YOU CAN LEARN
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What keeps you up at night?

By TIM SHEEHY - *President, MMAC*

What keeps business leaders up at night? Looking beyond their next sales, the end of the quarter, or projecting profitability for the coming year...what keeps them up at night is the business trend they can't yet see!

Missing a key trend can be like walking a beach at low tide without recognizing the water's running out to sea — the precursor to a tsunami that will wipe you off the beach. Not every trend is that devastating but even a rogue wave can catch you unaware and soak your business plan. Identifying the one-off disturbance from a looming trend is what gets a business leader up early. Trends that, as this *Milwaukee Commerce* issue highlights, come in the form of new technology, unseen competitors, changing demographics or a shift in public policy.

Our goal throughout the year is to help you manage the unmanageable trends by providing programming that keeps your horizon clear and engages in thoughtful public policy discussion. We want to help you see far out into the horizon by sharing insights from our membership and bringing thought leaders together to navigate the global storms that impact the this region's prosperity. We want to help your business and metropolitan Milwaukee recognize that trends acted upon early are opportunities to grow.



Our thanks to the business leaders who are sharing their insights in this issue, so you can see these opportunities to grow your business.

“Strategy is a sense of direction around which you improvise.”

– PETER DRUCKER
Consultant & author/founder
Modern Business Management

With this edition of *Milwaukee Commerce*, you'll learn from fellow members about a number of business trends that can enrich your business strategies for everything from designing your work space to preventing cyber attacks. Trends point us toward the future and provide a sense of direction. From there, it's up to you to **evaluate** and **improvise**.

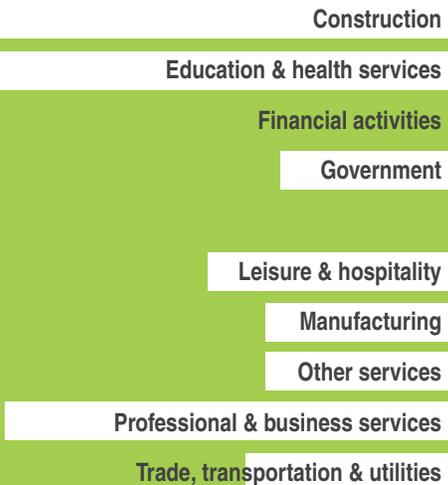
Economic trends for the local economy

GROWTH IS SLOW AND STEADY

By **BRET MAYBORNE**

Economic Research Director, MMAC

Job change by major industry sector, 2014



The prevailing feature of this economic recovery has been one of steady but slow job growth. Through the end of 2014, the metro area had recorded 51 consecutive months of year-over-year employment growth. Yet among these overall gains, none reached above 2%. Preliminary numbers suggested that job growth in 2014's second half may have exceeded the 2% level but after annual revisions this did not prove to be the case.

Nonetheless, the metro area did add 10,200 jobs in 2014, increasing at a slightly lower rate than in 2013 when 12,200 jobs were added. Metro Milwaukee is still roughly 20,000 jobs below its pre-recession high. At the present pace of job growth, the metro area is likely to reach this peak sometime in late 2016.

While job gains in 2014 were generally slow, they were broad-based. Eight of ten major industry sectors posted gains higher than 2013 levels, one ranked unchanged, while only the information sector posted a decline. Yet with only two exceptions, percentage growth among major industry groups ranked under 2%. The strongest 2014 job gains were posted in the construction, mining & natural resources (up 8.1%) and education & health services (up 3.1%) sectors.

Rising job totals and slow growth in labor force levels have driven unemployment indicators down.

The metro area unemployment rate improved nicely in 2014 with a more than one percentage point drop over the course of 2014. Further, new unemployment compensation claims posted a double-digit decline. The end result is unemployment rates that are as low as they have been since 2008.

Jobs needed to reach pre-recession high



20,000 more jobs needed

OUTLOOK MOVING FORWARD

January's monthly indicators, the year's first picture of 2015's economic trend, suggest a similar pattern to that of 2014 – slow growth across a broad spectrum of local indicators. Sixteen of twenty-three local indicators registered year-over-year increases in January, matching December's performance and fitting into the range of results (16 to 19 improvements) that were posted over 2014's 12 months.

Results from the MMAC's quarterly business outlook survey suggest continuing growth is likely. Three-quarters of businesses surveyed in December saw first quarter, 2015 real sales gains while companies expecting local job gains outnumbered those expecting declines by over a ten-to-one margin. Early results of the second quarter survey suggest slightly higher levels of optimism for the coming quarter.



How the Internet of Things and the Connected Enterprise WILL TRANSFORM MANUFACTURING

By **JOHN MCDERMOTT**
Senior VP of Global Sales & Marketing, Rockwell Automation

Technology is transforming the manufacturing landscape.

Labor-intensive production processes are now highly automated.

Industrial-age plants are gone – replaced by clean, safe, efficient production facilities.

Industrial equipment is now becoming integrated with the information technology systems that run a manufacturer’s business operations.

As a result, industry is now at an inflection point driven by the growing convergence of information and operations technologies. Rockwell Automation calls this merging the “Connected Enterprise.” The Connected Enterprise links people, processes, and technology to improve productivity, sustainability, and economic performance.

It’s enabled by a manufacturing control and information architecture that results in a smarter, more productive and more secure environment. This environment is further enhanced by the “Internet of Things” technologies. The impact of these technological developments intersects with several significant global trends.

TECH AND GLOBAL TRENDS MEET

McKinsey & Company reports that in the next decade more people will exit poverty than ever before. Over 70 million people will cross into the middle class, even as the global population grows. Subsequently, demand for manufactured goods will rise along with global consumer spending.

Our strategic partner, Cisco, predicts the “Internet of Things” has potential to create an estimated \$19 trillion in new economic value by 2020, based on 50 billion interconnected devices. The impact on manufacturing is significant, comprising 27%, the single-biggest share, according to Cisco.

Cisco predicts the “Internet of Things” has potential to create an estimated \$19 trillion in new economic value by 2020, based on 50 billion interconnected devices.

Cisco also reports that “Internet of Things” market adoption is accelerating for three reasons:

1. Analytics and cloud computing growth is accelerating.
2. Machines and personal smart devices are more inter-connected.
3. Applications connecting supply chains, partners, and customers are proliferating.

As more intelligent assets in manufacturing become connected, robotics, automation and other advanced technologies used to improve efficiency will increase.

WHAT’S THE SIGNIFICANCE TO MANUFACTURERS?

Using advanced manufacturing technology to better connect the plant floor with the business enterprise will enable them to achieve faster time to market, improve asset utilization and optimization, lower total cost of ownership, and achieve safer, more secure enterprise risk management.

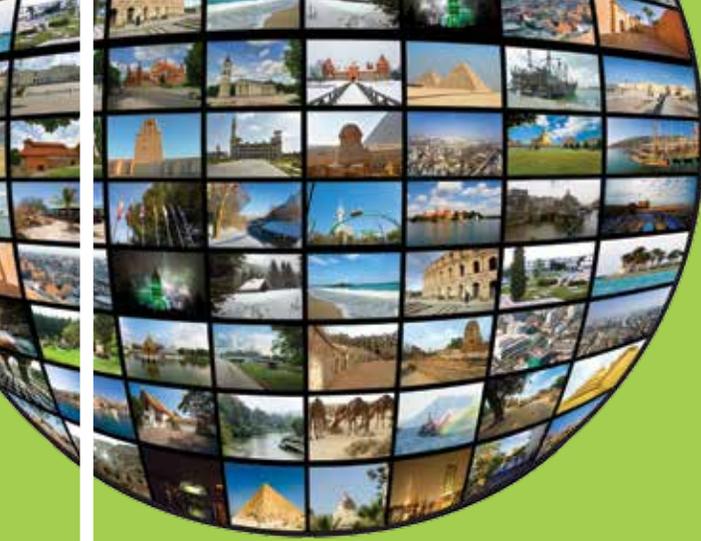
Moving forward, manufacturers need to consider technology investments to keep their manufacturing enterprise competitive and growing. These investments can successfully converge manufacturing operations technology with information systems technology, into one, single connected system – the Connected Enterprise.

Once connected, they will be able to:

- Globally standardize their business
- Capture and act on information that’s buried within operations
- Improve efficiency and strengthen the ability to compete.

All of which makes a company more competitive and productive.





The Digital Frontier's Human Factor

By **MARK CARLSON**

*EVP, Director of Brand Strategies,
Laughlin Constable*

Marketing in today's digital world is both invigorating and opportunistic. New trends and channels reveal themselves daily, and with these tools come a multitude of ways to put messages in front of a target audience. The breadth and scope of these channels allow for precise targeting and customized communication.

But this rapid expansion of communication channels has often come at the expense of meaningful messaging – communications that feel warm, personal and human. In the digital industry, we are all too often smitten by the technology itself and do not invest enough energy into figuring out how to make the technology meaningful, relevant and motivating to our very human audiences.

A key tenet of successful brand communications is the idea of talking less about what a product is or does, and more about why that product might be important to a potential consumer. This requires insight into the target audience, and understanding how our product or service might fit into their already crowded lives. Instead of bombarding our target with messaging, marketers strive to surgically place the right messaging at the right time so that our brand resonates with its intended audience.

Digital channels enhance the ability to precisely place messaging. We can now anticipate when a consumer is near a movie theater and intercept her with a link to a trailer or popcorn offer redeemable on premise. By monitoring user patterns, we can tell how individuals maneuver through a website and what their next click will likely be. We can tell which Facebook ads encourage interactions and which fall flat.

What we can't leave behind amid this incredible capability is the use of insight in our messaging.

We have to make sure that there is a human connection expressed through these digital channels.

For instance, knowing that mom is the key shopper for back-to-school purchases is one level of understanding that can lead to basic targeting tactics. But recognizing that this is a time of year when she is both thrilled that her child is taking the next step toward independence, and terrified that she won't be there in person to run interference – this level of understanding can lead to more meaningful and resonant messaging. With this insight, we can develop digital applications such as an age-appropriate "trends for success" ecommerce microsite, brand-sponsored content suggesting successful homework habits, or even a curated Facebook community dedicated to helping moms help their kids.

Successful brand communication:

- Less about what product is/does
- More about why product might be important to potential customer

In today's "omni channel" world, people have thousands of opportunities to interact with brands every day. Brands that have insight into their audience, and connect through meaningful and resonant interactions will be the ones that truly capitalize on the opportunity along the evolving digital frontier.



Europe:

A new place for your investment dollars

By **ANDREW BURISH**
Managing Director, UBS Financial Services

Since the March 2009 U.S. stock market low, U.S. Equities have been the place to be. All told, from March 9, 2009 to March 9, 2015 the S&P 500 has increased 248.9% — an excellent six-year run. Essentially, everything that could go right for stocks did — aggressive monetary stimulus enacted, interest rates declined, the U.S. dollar weakened, the economy recovered, corporate earnings surged, margins expanded, and valuation multiples lifted back to historical highs.

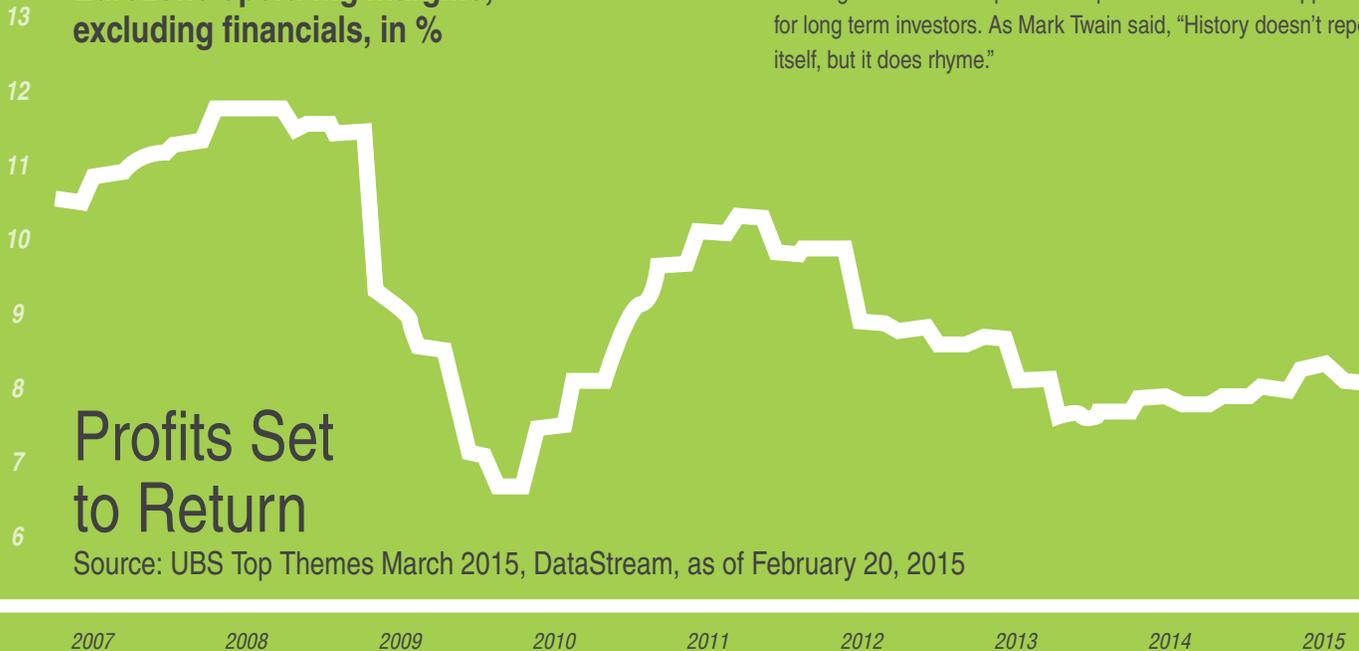
Now, when one considers the future and the fact that you are paying “full freight” multiples on the S&P 500 with the backdrop of a broad set of cyclical economic and corporate conditions at or near their respective peaks, future returns seem likely to disappoint. U.S. stocks today look a bit like hotel mini-bar pricing, and like the small pack of \$7.50 peanuts, value is hard to come by. With this reality, what is a stock investor to do? The ideal answer would be to find the same re-rating journey again, and to ride the economic recovery and valuation climb from cyclical lows to highs.

EUROPEAN EQUITIES REPRESENT RE-RATING JOURNEY

Looking across the globe in the search for value, like the U.S. in 2009, European equities today represent a potentially powerful re-rating journey. While one can claim differences in specifics between the US of 2009 and Europe of today, the generalities rhyme: aggressive monetary stimulus, plunging interest rates (negative event!), weakening Euro, recovering economies, firming corporate earnings, expanding margins and multiples – all positive drivers for stock prices. For example, while U.S. operating margins have surpassed their pre-Great Recession peak, as shown in the graph, Eurozone margins have only begun to lift and have plenty of room to run to past highs.

While predicting a re-rating in stocks is always a precarious exercise at best, we think that the strength of the fundamentals in Europe and the magnitude of return potential represent an attractive opportunity for long term investors. As Mark Twain said, “History doesn’t repeat itself, but it does rhyme.”

Eurozone operating margins, excluding financials, in %



Profits Set to Return

Source: UBS Top Themes March 2015, DataStream, as of February 20, 2015



THE WORKPLACE

A powerful tool

By **STEPHANIE ANDERSON** - Co-Founder/Executive VP, Creative Business Interiors, Inc.

As the economy heats up and baby boomers retire, attracting and retaining employees is becoming a bigger worry for employers. Good talent is becoming less abundant. People cost is increasing. Employers need to find ways to capitalize on their intellectual capital. A more social and interconnected office is a strategic tool for attracting and retaining the best talent.

People have choices, and many can do their work almost anywhere, thanks to technology innovation and mobile devices.

Today's employer wants employees to choose to work in the office. There they connect face-to-face with coworkers and engage in both planned and spontaneous collaboration, increasing the potential for innovation.

Today's workplace must support people, processes, culture and innovation. To meet the needs of today's worker, Knoll's Workplace Research identifies four types of space needed in the workplace: focus, share, team and social.

DIFFERENT SPACES FOR DIFFERENT NEEDS

FOCUS SPACE encourages a sense of privacy, with or without walls. In a focus setting, workers

are able to concentrate without feeling isolated. Trends like height adjustable tables offer flexibility to change positions throughout the day. Space is adaptable to the user and able to be personalized. Access to daylight, specialized task lighting and ergonomic technology support tools to maximize comfort of the worker.

A more social and interconnected office is a strategic tool for attracting and retaining the best talent.

SHARE SPACE supports the sharing of knowledge and collaboration in a small group. Ready access to technology and a sense of boundary promote interaction. Furniture needs to provide a neutral platform for technology that makes it easy to adapt as hardware or business needs change. Plenty of writing surfaces, the ability to channel power and data wherever it's needed and portable plug and play power spur spontaneous exchanges.

TEAMING SPACE accommodates planned meetings of larger groups. Mobile

furniture encourages change of configuration to accommodate the needs of the group. Teaming space should be equipped with central or clustered tables, technology access, white boards and flexible seating. Shared storage provides users with access to necessary supplies.

The social component of work is where people come together and can be a sign of the culture of the organization. **SOCIAL SPACE** supports personal connections and offers opportunities to learn and mentor. The ability to change environments during the day adds to user comfort. Workplace strategies that address the

employee's physical, emotional and social well-being help to increase employee engagement. For more information, visit <http://www.knoll.com/design-plan/planning/revolution-workplace>



It's prime season for CYBER ATTACKS

YOUR EMPLOYEES CAN HELP

By **TOM BOUDREAU**

VP Property & Casualty Practice Group Leader, Associated Bank

As recent headlines illustrate, we are in prime season for cyber attacks. Employers, however, can be armed for these attacks. Organizations can thwart attacks by ensuring that employees are aware of red flags.

According to the Government Accountability Office and the U.S. Department of Commerce, a cyber attack is defined as “an attack targeting an enterprise’s use of cyberspace to disrupt, disable, destroy or control a computing infrastructure and its data. Types of attacks include, but are not limited to, denials-of-service, viruses, malware and phishing schemes.” Specifically, “phishing” is a fraudulent attempt to get information via email. “Spear-phishing” is when a fraudster sends emails to a select group, such as those at a specific company, in hopes of infecting a PC or gathering login credentials.

As these attacks occur with greater frequency, it is increasingly important that organizations are prepared to spot and report phishing attempts.

In most cases, simply opening an email is safe. For most attacks to work, a recipient needs to do something — such as opening an attachment, clicking on a link or responding to the request for information. It’s important to educate employees on how to identify and report suspicious emails.

SEVEN RED FLAGS TO SHARE WITH EMPLOYEES:

1. An email requires immediate action or creates a sense of urgency — a common method used to trick people.
2. The message is addressed “Dear Customer” or includes another generic salutation.
3. The email contains poor grammar and spelling. Most businesses proofread their messages carefully.
4. The message contains a suspicious link. You can see what the true destination of a link is by hovering your mouse over it. In scam emails, the destination URL may be very different from the link written in the email. However, as cyber criminals become more sophisticated, even the URL address may appear valid. When in doubt, employees should be encouraged to not open such links and obtain clarification or confirmation from the employer’s internal IT team, or contact the sender directly.
5. Tell employees they should not click on links. Instead, copy the URL from the email and paste it into the browser. Even better is to simply type the destination name into the browser. For example, if you receive an email from UPS telling you your package is ready for delivery, do not click on the link. Instead, go to the UPS website and then copy and paste the tracking number.
6. Someone sends an unexpected attachment. Employees should only open attachments they are expecting. Several newer types of malware will use a Microsoft Word document as a delivery mechanism. Once opened, these documents typically ask you to execute a macro. Once executed, the malicious code contained within the macro will run.
7. Someone you know sends a suspicious email. Remind employees that a message from a colleague, friend or family member does not necessarily mean they sent it. It is relatively easy for a cyber-attacker to “spoof” the sender option within an email. Be wary of a message that appears to come from someone you know, but contains suspicious content.

Ultimately, employees are the best line of defense against phishing attacks. If something seems suspicious or too good to be true, it most likely is a phishing attempt. Employees should have somebody to notify to perform an investigation.





FREE TRADE AGREEMENTS: What can they do for your business?

By **DAMIAN FELTON** - *Director*, Milwaukee U.S. Export Assistance Center, District Export Council

Most Wisconsin businesses by now are familiar with the reasons for selling their products and services overseas: new markets, greater opportunities, more rapid expansion, etc. The next consideration should be focused on how we can help Wisconsin companies compete better globally. Policy efforts within our federal government can often have a significant impact locally here in Wisconsin. U.S. Free Trade Agreements (FTAs) are examples of national policies that help local businesses gain increased market access with our trading partners, allowing our businesses to compete on a level playing field. Consider that 56% of Wisconsin's exports (\$13.2 billion) in 2014 went to existing FTA partners.

TRADE PARTNERSHIPS LEVEL THE PLAYING FIELD FOR WISCONSIN FIRMS

The United States Trade Representative, in coordination with several other federal agencies including the U.S. Department of Commerce, has embarked on negotiating two new regional FTAs – **Trans-Pacific Partnership (TPP)** and **Transatlantic Trade and Investment Partnership (T-TIP)**. If completed and approved, TPP and T-TIP will have a significant impact on leveling the playing field for Wisconsin companies. For example, these two FTAs will:

- Eliminate/reduce tariffs and other duties on trade in agricultural, industrial and consumer products (i.e. making our Wisconsin products more price competitive);
- Open up government procurement markets to U.S. goods and service providers (i.e. our Wisconsin companies will be given equal treatment in foreign government procurement projects);
- Ensure transparent, efficient and predictable conduct of customs operations (i.e. Wisconsin products will get to market faster using more predictable foreign customs regimes);
- Protect intellectual property rights.

TPP negotiations were launched in 2009 to open new export opportunities (Brunei, Japan, Malaysia, New Zealand and Vietnam) and knit together existing U.S. trade agreements (Australia, Canada, Chile, Mexico, Peru and Singapore) in the Asia-Pacific region.

T-TIP WOULD REDUCE BARRIERS

In 2013, T-TIP negotiations began with 28 European Union member states. The agreement would significantly reduce non-tariff barriers that decrease opportunities for Wisconsin exports, such as unwarranted sanitary restrictions not based on science, unjustified technical barriers to trade and other “behind-the-border” barriers.

Congress is currently considering bipartisan trade promotion legislation called Trade Promotion Authority (TPA), which essentially defines U.S. negotiating objectives and priorities for trade agreements. TPA would help conclude TPP, as it gives our trading partners the confidence to put their final offers on the table. TPA would also help continue the momentum and progress gained in T-TIP negotiations.

To help members understand the economic benefits of FTAs for businesses, the MMAC's World Trade Association (WTA) and the Wisconsin District Export Council hosted **Praveen Dixit**, a Deputy Assistant Secretary at the U.S. Department of Commerce. Dixit highlighted how businesses could significantly increase their bottom line profits by exporting their manufactured goods and services globally.

For more information or to weigh in on these policy issues, contact MMAC's VP of Governmental Affairs **Steve Baas** at 414.287.4138 or sbaas@mmac.org.



FUEL's professional development week attracts 1000+ YPs

In January, FUEL Milwaukee — MMAC's young professionals network — partnered with Milwaukee's premier trainers and experts to deliver its first annual Professional Development Bootcamp. This week-long program offered 15 action-packed workshops on leadership, management and individual career growth.

1. Session #4 - Mentorship Morning featured MMAC President Tim Sheehy. Pictured first row: Jay Tucker, Robin Reese, Major Cooper
2. Session #15 - Discovering & Realizing Your Authentic Career hosted by The Hudson Business Lounge. Pictured: Laura Kisse, Milwaukee Rotary Club



3. Session #3 - Style & Branding: Creating a Professional Image Through Fashion
4. Session #1 - Mentorship Morning with Brew City Brand Owner George Keppler, who spoke to the group at Brew City Brand Headquarters
5. More attendees from Session #3 that was held at ManpowerGroup's headquarters in downtown Milwaukee.

Engaging Millennials:

STRATEGIES FOR YOUR WORKFORCE

By **CORRY JOE BIDDLE** - Executive Director, FUEL Milwaukee

It's no surprise that talent trends make the list when deciding the path of your organization's growth and success. Thriving businesses have to focus on talent – and increasingly that means zeroing in on young professionals. Millennials now outnumber any other generation in the workplace and your company's task is keeping them working at a high level and making sure they are prepared. Here are five key considerations:

1. **PROFESSIONAL DEVELOPMENT** – Young professionals are being promoted faster than their predecessors and are feeling the pressure to become managers and lead projects without the experience that produces confidence. Quick workshops and purposeful transfers of information are the way to go when helping your young workers take the next step.
2. **FORMAL MENTORING PROGRAMS** – Cross-generational learning is on the rise and makes good sense for your business. Young professionals covet the opportunity to learn from more experienced employees, who see things from a different viewpoint once they are exposed to the Millennials' perspectives. Have your talent mentor, and be mentored.
3. **FLEXIBLE WORK ARRANGEMENTS** – Work/Life balance is a familiar concept, but for companies wanting to best position themselves to attract and retain younger workers, flexibility is paramount. With laptops, cell phones and tablets connected to work, young professionals don't generally draw hard lines between life and work. Companies that embrace this concept and allow employees to flex-schedule, job share and telecommute are on the rise.
4. **COMMUNITY INVOLVEMENT** – Social responsibility is a key determinant for YPs deciding whether an employer is right for them, and they want to be able to help their companies give back. Offering "volunteer days" or an allotment of time to volunteer on the clock is a growing movement banding talent together under the company's umbrella of charity.
5. **EMPLOYER BRANDING** – Young professionals are extremely sought-after and as a result, they are becoming more and more choosy about who they work for. More companies are branding themselves as employers of choice by focusing the expected and unique benefits that make them desirable as an employer – and promoting the heck out of those benefits through websites, job descriptions, email blasts and recruiting fairs. Companies are getting out there and they need an elevator speech that woos young talent.

Whether your company is implementing these trending practices or just scratching the surface, the best workplace movement of all is openness and honesty between employers and the talent they need.

Ask Millennials what they want and let them help you decide how your company can best deliver. This hard-working, innovative, forward-thinking group of pros will likely welcome the challenge and make your company the better for it.

Quality always
beats quantity.

(Our apologies to smelt fishermen everywhere.)



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Gov. Walker introduces arena financing option to MMAC board

Governor Scott Walker chose the MMAC Board meeting on March 23 as his venue to call for over \$200 million in state support for a new downtown Milwaukee arena. The Governor's proposal would protect current revenue paid to the state by the Milwaukee Bucks, but lets the team "pay its own way" toward a new arena by financing bonds with future revenue growth generated by the team. It also included a requirement that \$50 million in funding toward the project be provided

by local Milwaukee City and County sources.

While the final details of the arena package continue to be refined at the legislative and local government levels, we appreciate the Governor's leadership in jump-starting serious discussions of how to fund a new arena that will not only keep a NBA team here but will also be the catalytic hub for hundreds of millions of dollars in new development downtown.



(Left) Immediately preceding the WI Joint Finance Committee budget hearing at Alverno College, the Play It Forward Coalition leadership held a press conference to show their support for retaining funding for a new sports and entertainment arena in the state's budget. The coalition was created by individuals, businesses and community organizations that support constructing a new arena to ensure SE WI remains a vibrant and diverse entertainment destination.

Henry W. Longfellow School toured **Derse, Inc.**
- a leading fabricator providing exhibit and
environmental design along with program management.



Council of Small Business Executives (COSBE)

BE THE SPARK TOURS

Introduce 800+ MPS students to 25 local businesses

Last fall, the Council of Small Business Executives (COSBE) launched a program to bring MPS seventh-graders into small businesses to give them a better understanding of the variety of workplaces and skills needed for career success. Through the "Be the Spark" program more than 800 students will visit 25 member businesses by the end of the school year.



Westside Academy II toured **Advanced Waste Services, Inc.** - an environmental services firm that provides efficient, effective hazardous and non-hazardous waste collection, transportation, treatment, recycling, disposal and cleaning solutions.



Burdick School visited **Wixon, Inc.** in St. Francis where they use technology and scientific expertise with creative imagination to enhance how people experience food and beverages.



Clarke Street Elementary School got to meet the project managers, designers, engineers and seasoned sales representatives at **Poblocki Sign Company LLC**, where they produce high-quality signage solutions.

COSBE Be the Spark Tours Partner:

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THREE CORPORATE HEADQUARTERS MOVING TO THE REGION, CREATING MORE THAN 340 JOBS

The Milwaukee 7 Regional Economic Development Partnership recently helped attract three corporate headquarters to southeast Wisconsin, adding up to 342 jobs and \$23 million in payroll to the regional economy.

GARDNER DENVER, INC., a manufacturer of industrial compressors, blowers, pumps and fuel systems, is moving its global headquarters to Milwaukee from Wayne, Pennsylvania. The company's offices will be housed in the Third Ward and could ultimately employ as many as 200 senior executives, managers and professionals. Founded in 1859, Gardner Denver is one of the oldest manufacturing businesses in the U.S. The global company has approximately \$2.5 billion in revenue and close to 7,000 employees in more than 35 countries. Gardner Denver will rank among the 15 largest privately held companies in Wisconsin.

"We are excited to make Milwaukee the home of our new global headquarters," said **Peter Wallace**, CEO of Gardner Denver. "The region has an impressive roster of global businesses, a strong manufacturing pedigree, and a deep talent pool for a business like ours. It is an excellent location for us."

TOOLAMATION SERVICES, INC. is relocating its headquarters and manufacturing operations from northern Illinois to the City of Kenosha. Toolamation, which specializes in high-volume machine tooling products, will relocate two operations in Zion, IL, to a 46,000-square-foot facility in Kenosha. Construction on the \$1.4 million project is underway and the new facility is expected to open this spring. The company, which now has about 50 employees, plans to create 65 jobs over the next three years.

Toolamation joins Kenall Manufacturing, Konecranes, Quest Products, Ta Chen International, EMCO Chemical Distributors, Hanna Cylinders and L&M Corrugated Container Corp. in relocating from Illinois to Kenosha County over the last two years. Together, these companies are adding more than 1,100 jobs in Kenosha County.

Healthcare technology start-up **CONSORTIEX, INC.**, is establishing its headquarters and operations in Milwaukee, occupying office space at 1000 N. Water St. ConsortiEX provides innovative information technology systems and services to manage the ordering, distribution and tracking of sterile injectable compounds for hospitals. The company expects to employ 77 highly skilled professionals within three years, including software engineers and developers. ConsortiEX is already working with two large health care institutions in Wisconsin and a number of other major health care providers across the U.S.

"Wisconsin is a great place to grow our company. The state has world class health systems, leading global healthcare technology companies and, above all, great people."

– **NEAL LONG**
CEO, ConsortiEX



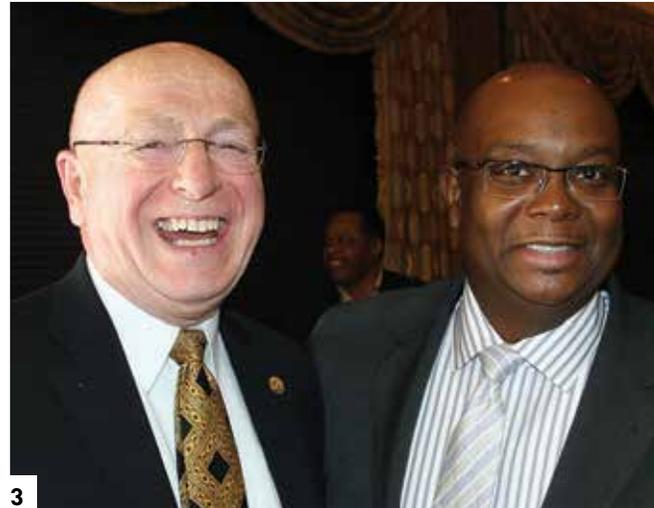
(l to r): Kenosha Mayor **Keith Bosman**; **Tony Deieso**, Toolamation; Kenosha County Executive **Jim Kreuser**; M7 Board member **Scott Beightol**, Michael Best & Friedrich LLP; and **Gov. Scott Walker**



TBC's Strategic Partnership Luncheon

MMAC's network for ethnically diverse firms – The Business Council – held its annual Strategic Partnership Luncheon in Feb. The event highlights the benefits of forming alliances for business growth.

1. The Froedtert and the Medical College of WI team - TBC's 2015 Strategic Partner of the Year
2. Yvonne Roland and William Welburn, Marquette University
3. UW System Pres. Ray Cross and Dr. Keenan Grenell, Manufacturing Diversity Institute
4. Carla Cross, Cross Management Services; Brian Mitchell, Jason Fields, Global Ex, and Tammy Belton-Davis, Athena Communications
5. This year's sell-out event was held at the Wisconsin Club.
6. TBC Board Member Ugo Nwagbaraocha, Diamond Discs International, and Magugu Davis, Pan African Community Association
7. Marjorie Rucker, TBC Executive Director; and Curtis Fleming, Executive Commercial Cleaning; awarded Marcy Beutlich a scholarship toward her college tuition.



Rally for the New Downtown Arena

8-10 In March, FUEL Milwaukee held a joint event with Save Our Bucks and Newaukee to celebrate Gov. Walker's proposed financing option for the new sports and entertainment arena in his state budget at The Garden - SURG Restaurant group's newest venue.



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11

The Business of Sports with Peter Feigin

New Bucks President Peter Feigin talked to members of COSBE's Executive Roundtable program about his game plan to bring new levels of success to this team and the community.

- 11. **Peter Feigin** - native New Yorker and former executive with the New York Knicks
- 12. **Christine McMahon**, Christine McMahon & Associates, and **Darren Fisher**, Darren Fisher Consulting
- 13. **Jim Schlater**, Secure Fire & Safety LLC, and **Dan Beyer**, Continuum Architects + Planners S.C.



12



13

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1

MMAC Orientation

1. It was standing room only at the February orientation where new and seasoned members learned about MMAC programs, services and unique networks.
2. Each attendee gave a 30-second elevator speech about their business to the audience, making it easy to network after the presentation.



2

Business After Hours at The Garden

MMAC and VISIT Milwaukee teamed up for a networking reception at The Garden — one of Milwaukee's newest and most unique venues, adorned with a lattice-like ceiling and crisscrossed by a forest of wooden beams.

3. Annie and Mike from Untapped Tours
4. Guests enjoyed an ever-changing light display as they networked over cocktails and house-made appetizers.



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4

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- In 2009, we reduced the total amount of packaging materials by more than 11 million pounds.





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WTA Chinese New Year Celebration

Celebrating the year of the goat in Chinese culture, MMAC's World Trade Association members gathered to learn more about investment and trade opportunities with China, the world's second-largest economy.

1. The event began with ample time for networking.
2. Joe Bartolomeo, Rockwell Automation
3. **Nancy Ebben**, Oshkosh Corp., talks with a student visiting Concordia University.
4. In addition to a panel discussion, attendees enjoyed a performance by a 60-foot "dragon."



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4



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EPA Clean Power

A panel of experts gave reactions to Regional EPA Chief Susan Hedman's speech on her agency's effort to reduce carbon pollution (the EPA's Clean Power Plan). The controversial plan, which opponents say will hurt Wisconsin's economy, would limit coal emissions from power plants.

1. Dave Meany, Wisconsin DOJ
2. Attendees chatted after the presentation
3. Susan Hedman, EPA Regional Director



3

WTA Compliance

World Trade Association members explored the issue of how well they know their customers at an Export Compliance education session in March.

4. Jane Pilsbury, Livingston International; and Susie Schroeder, Badger Meter, Inc.
5. Speakers discussed how exporters must consider the Foreign Corrupt Practices Act when dealing with government buyers overseas.



4



5



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The generation mix is changing. Generation retirements are planned and new types of generation are coming on line. Evolving markets, renewable energy sources, and new technologies also are changing the way the grid is used. New lines will reduce regional congestion, providing access to renewable resources and lower cost generation options.

We want to make sure everyone understands the need for a robust electric transmission system. To learn more, visit www.atcllc.com/PowerForward.



Milwaukee 7 Council meets in Kenosha County

The most recent Milwaukee 7 Council meeting was held in Kenosha at Uline in Pleasant Prairie. **Paul Laudicina**, Partner/Chairman Emeritus, A.T. Kearney and Chairman, Global Business Policy Council, spoke to the group about "Critical Global Business Trends: Opportunities for the Milwaukee 7 Region."

1. **Eve Hall**, African American Chamber of Commerce WI, and **Alicia Dupies**, Mortensen Construction
2. **Dean Amhaus**, The Water Council
3. **Becky Noble**, KABA, and **Jacci Lentz**, Uline
4. **John Koetz**, Joy Global
5. M7 Co-chair **John Daniels**, Quarles & Brady, and **Paul Laudicina**, A.T. Kearney



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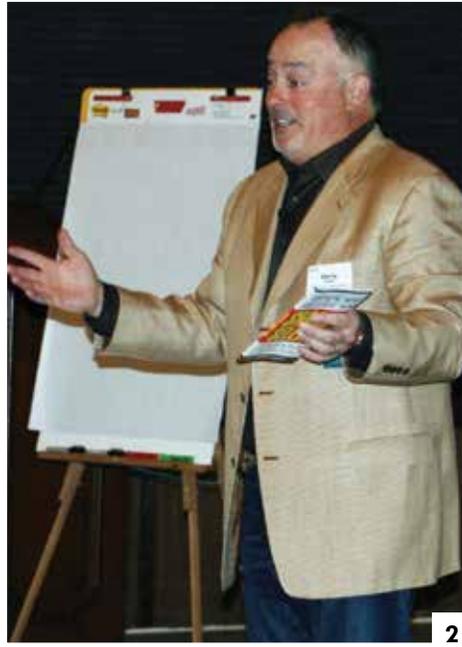


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Building a World Class Sales Organization with Gerry Layo

National speaker and author Gerry Layo, CEO of Sales Coach International (SCI), delivered a compelling presentation on Building a World Class Sales Organization. The event was hosted by the CEOs of Growing Businesses.

- 1. **John Schlosser**, Exhibit Systems, and **Mark Sobczak**, Sikich LLP
- 2. **Gerry Layo** is the author of *Smart Selling – Strategies to Reinvent the Sales Process*
- 3. **Roberta Montague**, CJ & Associates, Inc.; and **Holly Eberle**, Creative Business Interiors, Inc.
- 4. The event at the Wisconsin Club attracted more than 160 attendees.



Have you asked yourself or someone you know about the next step in your professional development? Perhaps you have wondered about the value of a master's degree or a professional certification. This can lead to other questions such as "What is the best and most affordable option for me?" and "Are all masters degrees the same, or is there one that stands out and offers me the practical skills I need to make a difference in my life's journey?"

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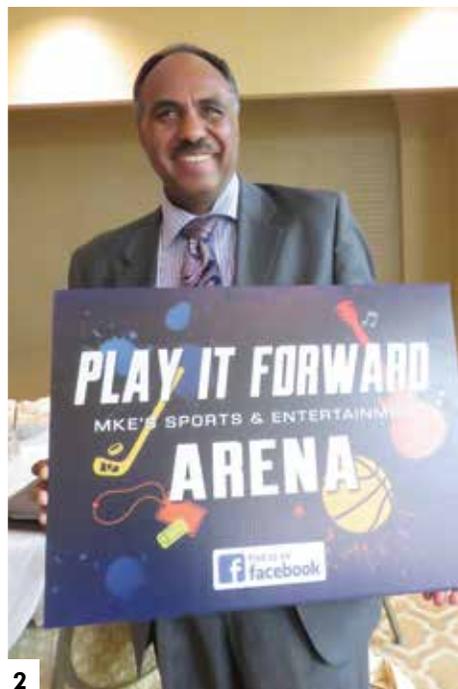


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Advocacy Day in Madison

The Ethnically-Diverse Business Coalition, which consists of ethnic chambers in the State of Wisconsin, met with WI legislative leadership to discuss issues facing minority-owned businesses in metro Milwaukee at its first Advocacy Day in Madison on March 18.

1. More than 20 people attended and met with 25 legislators from across the State.
2. **Fessahaye Mebrahtu**, Pan-African Community Association (PACA)
3. Assembly Speaker **Robin Vos** and Rev. **Willie Brisco**, Milwaukee Inner-city Congregations Allied for Hope (MICAH)
4. Attendees included (l to r): **Shannon Jefferson**, Gibraltar Industries, Inc.; **Curtiss Harris**, Milwaukee Black Business; **Jason Fields**, Global Ex; and **Brian Mitchell**, Choice Construction



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FUEL asked, “What’s your fav thing to do downtown?” at Pub Club social

MMAC’s young professional’s network — FUEL Milwaukee — was among the first to visit the part restaurant, part dance bar named The Pub Club on Milwaukee’s Old World Third Street.

1. Attendees interested in supporting a new downtown sports & entertainment arena were given T-shirts and signs.
2. “Having recently moved to MKE from Ohio, I looked up the MMAC’s young professional’s group knowing it was the best place to find the networking opportunities necessary to begin my job search,” said **Ashley Hollingsworth** pictured with **Chandler Dethy**, SAS Retail.
3. **Robin Reese** (left) Vanguard Group LLC
4. **Nita Sivongxay** (right) enjoys going out to restaurants.
5. Many attendees stated their favorite things to do downtown include working and the nightlife.



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Congratulations to these companies celebrating
membership anniversaries (Dec. 2014-Feb. 2015)

110 YEARS

Foley & Lardner LLP
Johnson Controls, Inc.

95 YEARS

Chase

85 YEARS

Bank Mutual

70 YEARS

Associated Bag Co.
Electrical Contractors Association

65 YEARS

Riverwalk Dentistry SC

60 YEARS

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55 YEARS

American Family Insurance Group
Isaacs Parking Service/Owned & Operated by
Isaacs Family LTD
McCotter Energy Systems, Inc.
PBBS Equipment Corporation
Proteus Packaging Corp.

45 YEARS

Lenard Tool & Machine, Inc.
von Briesen & Roper SC

35 YEARS

Gordon Flesch Co.

30 YEARS

Bayshore Town Center LLC
Broydrick & Associates
Maglio & Company

25 YEARS

Bern Office Systems
East Town Association, Inc.
Ford Tool & Gage Corp.
Heartland Advisors, Inc.
Infinity HealthCare, Inc.
MRA-The Management Association

20 YEARS

Applied Spectrometry Associates, Inc.
ChemIndustrial Systems, Inc.
GenMet
Kapco, Inc.
Lee Hecht Harrison
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15 YEARS

D.S. Solutions, Inc.
Gahn Meat Company, Inc.
Inland Companies dba Colliers International
Kiwanis Club of Milwaukee
KPH Construction Corp.
La Macchia Enterprises, Inc.

Milwaukee Composites, Inc.
Select Technical Staffing, Inc.

10 YEARS

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Baker Tilly Virchow Krause LLP
Beneco of Wisconsin, Inc.
Corporate Group, Inc.
Curtis Industries
Cygniak Planning, Inc.
Enviro-Safe Resource Recovery
FASTSIGNS Wauwatosa
Frett Barrington Ltd
HNI Risk Services
Jewish Family Services
March of Dimes
NPS Corp.

5 YEARS

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Components Company, Inc.
DRS Power & Control Technologies, Inc.
Elematic, Inc.
Grucon Group
Hastings Air Energy Control, Inc.
K2 Sourcing, Inc.
LS Investment Advisors LLC
Milwaukee County Park System
Modern Equipment Co.
New Berlin Therapies SC
Orthopaedic Associates of Milwaukee
Sanford Rose Associates-Milwaukee
Snyder Insurance Agency
Vandewalle & Associates

1 YEAR

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Acceleration Advisors, Inc.
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What's "trending" in business networking?

The blended approach!

By CATHY HARRISON - *Membership Services Director, MMAC*

Dear Member,

Twitter, LinkedIn, Email, Blogs, Facebook, YouTube, pay per click, free social networking, 'follow me', 'like me'...the sites, strategies and terminology change faster than I can certainly keep up. So, what's trending?

One trend is increased usage of social media/online networking tools by all ages in all businesses. This means it's critical for you to match the correct tool to your purpose. To avoid a host of problems, it's best to separate business and personal social media/networking accounts. It's just a safer way to be 'out there.'

Social media is becoming increasingly effective for expanded advertising and marketing as well as serving as a front door to your business website. The experts believe that social networking will become even more interactive and focused — encouraging people with similar interests and like minds to communicate and collaborate seamlessly with one another in real time on sites commonly referred to as business exchanges. Let's face it, social networking allows you to get your ideas, products, events and recommendations out to tens of thousands of people all over the globe. And that may be just what you need.

Yet, you still see plenty of opportunities for business professionals to gather, relate and learn face-to-face. According to GreatBusinessSchools.com, 85% of professionals believe face-to-face networking builds stronger business relationships than virtual ones. In 2014, the MMAC alone hosted 650 events, programs and meetings laying the foundation for professional growth and business development. Networking groups throughout the region continue to flourish through chambers, professional groups, affinity groups and individual businesses.

I imagine you also enjoy spending time at home on occasion, so for me, developing a "blended approach" to networking is the answer. You don't have to use all the social networking tools and you don't have to attend 650 events. As a member of the MMAC, you can take advantage of our niche networks to get the most networking bang for your buck.

Connect with:

- Small businesses
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- International professionals
- Young professionals
- Business executives
- Food and beverage manufacturers
- Lead generation groups

Don't forget to follow MMAC on social media by simply visiting mmac.org and clicking the social media icons. MMAC will do the same for you! Send me an email or find me on LinkedIn - I'd be delighted to 'network with you!'



Cathy Harrison



Andrew D. Burish, CIMA® Managing Director

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