

# MILWAUKEE COMMERCE



Winter 2014 - Volume 93, No. 4

**COLLABORATION:  
CRUCIAL TO BUILDING  
OUR TALENT PIPELINE 05**

**COLLEGE & TECHNICAL  
SCHOOLS WILL BE KEY TO  
WORKFORCE SUCCESS 06**

ALSO FEATURING:

DR. VICKI MARTIN - MATC

DR. MICHAEL LOVELL - Marquette University

DR. MARK MONE - UW-Milwaukee

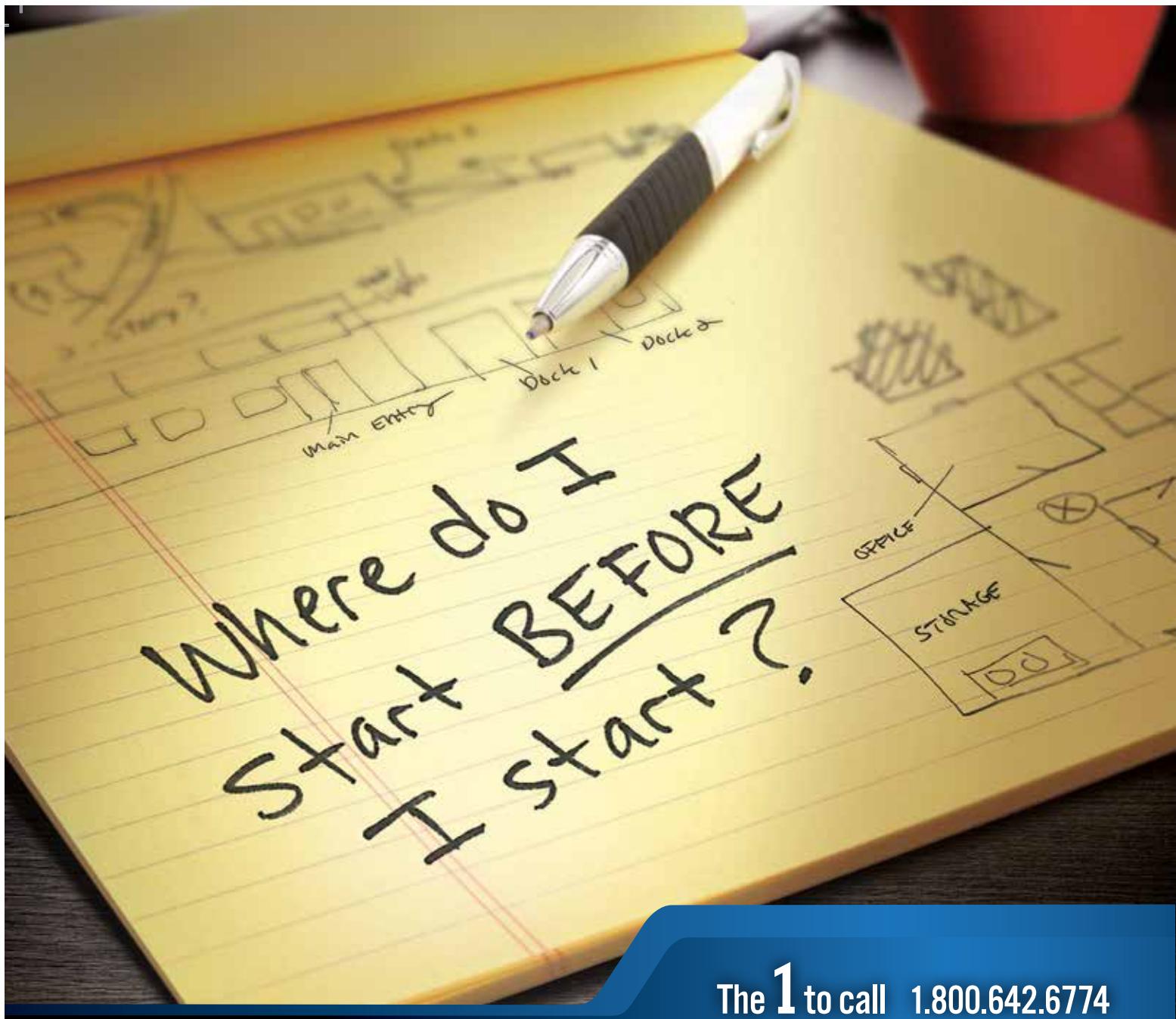
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Building your  
workforce through  
college connections



Metropolitan Milwaukee  
Association of Commerce

INSIDE: NEW MMAC MEMBERS • PROGRAM & EVENT PHOTOS



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*Strategic Accounts Manager*

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# Collaboration: Crucial to building our talent pipeline

By TIM SHEEHY - President, MMAC

**E**ach year metropolitan Milwaukee "produces" 19,000 high school graduates, 9,000 college degree holders, and 5,000 post-graduate degree holders.

- Is this talent pipeline sufficient to feed the needs of our economy?
- Do we have the right match for the needs of our employers?
- Are we preparing these graduates to be adaptable lifelong learners?

As the region's economy continues to reshape itself due to global competition, disruptive technologies, innovation and customer preferences, our future workforce also must evolve. Trying to figure out where the jobs will be — and making sure our students have the right preparation — is an exercise that requires a strong collaboration between business and education, particularly higher education.

We must be able to fill jobs in our driver industries: the five major industry clusters that are engaged in the export of goods or services from the region and responsible for pumping new income into the region. By category, here are the top driver industries and the current employment for each:

Financial Services	44,949
Headquarters (IT & B2B)	41,703
Supply Chain	37,081
Machinery	33,432
Power, automation, controls	18,967

How we work as a region to fill, match and deliver the talent these industries need will either set us apart, or pull us apart, as the demographics of our future workforce become even more constrained. Collaboration is what will differentiate us. Collaboration between our leading colleges and universities and the employers in these driver industries. It needs to be a two-way street. Marquette, Milwaukee School of Engineering, UW-Parkside, UW-Milwaukee, Concordia, Alverno, MATC, WCTC, et al, have to engage employers to understand their current and future needs. Employers in turn need to reach out, get on advisory boards, set up internship programs and help define their talent needs.

We are well suited to deliver on this kind of collaboration because we have great leadership across the board at our colleges and universities — as a group, maybe the best collection of leadership we have ever had. MMAC will commit to do whatever we can to support these collaborations. Our economic development arm, Milwaukee 7, is investing in two new workforce/talent development staff to make sure we execute every day. Our collective spend in developing and delivering talent provides for the best return on investment — high value, high-wage, family supporting jobs. Something we can all agree on!



*Tim Sheehy*



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As one of America's top 50 financial institutions, Associated Bank has what it takes to recognize potential and turn it into success. We've constructed our business on something stronger than handshakes and mere transactions. It's built on relationships – cultivated over time and fortified by a real desire to know you, your business and your goals.

At Associated, we understand that businesses are the driver of our local economy's success and we are committed to doing our share. From financial solutions that make life easier for individuals, families and businesses to corporate giving and employee volunteerism, we seek to make life better for our colleagues and neighbors. Together, we are building a stronger Wisconsin.

To learn more about how we can help you and your business – now and in the future – call 414-283-2277 or visit [AssociatedBank.com](http://AssociatedBank.com).



**Joseph J. Gehrke**  
Corporate Banking Segment Leader  
414-283-2277  
[Joseph.Gehrke@AssociatedBank.com](mailto:Joseph.Gehrke@AssociatedBank.com)



## Strengthening the business-college connection

College education is evolving and adapting to business needs in ways it never has before. Every educational institution contacted for this edition of *Milwaukee Commerce* has a program or programs in place to connect with businesses.

The distance between the ivory halls and the cubicle walls is shorter than ever before.

While almost all schools have internship programs, many now recognize that a closer, ongoing partnership can be a win-win for the business and educational communities.

Take Milwaukee School of Engineering (MSOE) for example, where businesses can utilize its rapid prototyping center to build and test new products. Or UW-Parkside, where students and faculty work together with businesses to tackle challenges.

Higher education resources in the region are considerable. Milwaukee's 27 degree-granting institutions enroll more than 131,000 students, produce 18,000 degree graduates per year, and generate more than \$296 million in academic research annually.

Tap into this rich resource – for the sake of your own business and the future success of the region.



**COLLEGES & TECHNICAL  
SCHOOLS WILL BOTH BE**

# Key to Workforce Success

By **BRET MAYBORNE**  
MMAC Economic Research Director

**M**ore so than at any time in recent history, Milwaukee is in an economic quandary. How does the Milwaukee region grow more prosperous with limited future demographic growth?

Overall, the population in the seven-county southeast Wisconsin region is forecast (by EMSI) to grow 3% from 2013 to 2023, but the primary workforce population (age 15 to 69) is projected to actually register a small decline. Over the same time period, regional employment is expected to grow 10%. A workforce squeeze is coming, mostly due to retiring Baby Boomers. How the region responds to this squeeze will play a pivotal role in determining future growth.

## IMPROVE EDUCATIONAL OUTCOMES AND IMPROVE THE ECONOMY

Prosperity can certainly be advanced through improved educational outcomes. The fact that the region is not growing demographically does not preclude it from becoming more prosperous over time, but it does require that growth occurs in the right places.

Metro Milwaukee does fairly well on educational levels of its residents. While an oversized portion of the workforce is employed in manufacturing – second among large U.S. metros – it also has considerable employment in the headquarters, financial services and information sectors — industries that require higher education levels.

The MMAC tracks the educational attainment levels of those age 25 or older in the metro area. In 2013, 90% of this population were high school graduates or higher, while one-third (33.2%) had bachelor's degrees or higher. Both percentages improved considerably from 2000 levels (up 5.5 and 6.2 percentage points, respectively) and both rank in the upper half of 21 comparable metros.

## JOB GROWTH EXPECTED AT BOTH ENDS OF THE SPECTRUM

Future job growth in the region is likely to have a dual nature. Strong growth over the 2013 to 2023 period is expected in fields such as educational services, professional and scientific services, and management of companies, which pay well and have higher educational requirements. Yet robust gains are also expected in administrative services and accommodation & food services, industries with lower than average pay and educational profiles.

This duality is also reflected in occupational projections. The fastest growing occupations include high wage/high education computer and mathematical occupations (up 18%), paralleled by lower wage/low education health care support (up 20%) and food preparation (up 19%) occupations.

Improving college graduation rates is critical, but so is providing prosperous career ladders to those with less than a bachelor's degree. This strategy includes facilitating short-term certificates and two-year programs that dovetail with growth in the region's clusters of opportunity, meaning our technical colleges will remain a critical training ground.

Finding the talent you need  
at regional colleges and universities

# GUIDE TO HIGHER LEARNING

Whether you are looking for an intern, have a business problem that could use some fresh thinking, or considering returning to school yourself, there are wide-ranging options available. On the following pages you'll find details on the region's colleges and universities, so you can find a school that fits your needs.

All information was provided by the schools.



## Alverno College

3400 S. 43rd St. • Milwaukee, WI 53234

[www.alverno.edu](http://www.alverno.edu)

Joanna Patterson - Dir. of Career Education Center

414/382-6011

Career center: 414/382-6010

### ENROLLMENT:

- 12 Associate's
- 1,850 Bachelor's
- 675 Master's
- Internship program

### SPECIALTY AREAS OF STUDY:

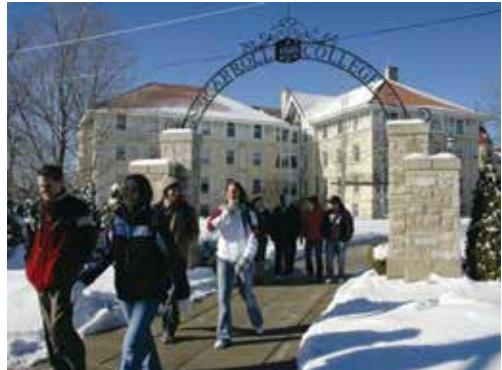
- Business and Management
- Management Accounting
- Marketing Management
- Master's of Business Administration

Alverno graduates leave school with the 21st-century skills today's employers are seeking, which is why 94% percent of Alverno grads over the past three years were employed within six months of graduation — nearly double the national average (51%). Eighty-four percent of those were employed in jobs directly related to their major. Every undergraduate student is required to complete an off-campus internship as part of the college's nationally ranked internship program and many participate in two internships before graduation. Students gain hands-on learning that allows them to experience their selected career path before completing their academic work. With more than 2,000 internship sites, Alverno is able to help students connect with a site that meets their specific career goals. In addition, Alverno College's Career & Professional Development Center is an invaluable resource for students. The center provides career planning and job search assistance to students and alumnae throughout their careers and coordinates regular networking and on-campus recruiting events with employers.



## Art Institute of Wisconsin

320 E. Buffalo St. • Milwaukee, WI 53202  
414/978-5000  
[www.artinstitutes.edu/milwaukee](http://www.artinstitutes.edu/milwaukee)



## Bryant & Stratton College

310 W. Wisconsin Ave. • Milwaukee, WI 53203  
[www.bryantstratton.edu](http://www.bryantstratton.edu)

Stephen McEvoy, Campus Director  
414/276-5200

### ENROLLMENT:

800 Associate's  
50 Bachelor's  
 Internship program

*ALL BSC degree grads must have  
an internship to graduate*

### SPECIALTY AREAS OF STUDY:

- Business
- Health Services
- Hospitality
- Justice Studies
- Medical Assisting
- Technology

Bryant & Stratton College has been around for 160 years and in Milwaukee for more than 150 years. The college develops degree programs based on the needs of the community. The college offers many grants and scholarships, veteran assistance and matches employer-provided tuition. All Bryant & Stratton College students must complete an internship to earn a degree. The college partners with many businesses on internships and job placements and is always looking for new ventures. The college also offers a free Adult High School diploma completion program for the community.

## Cardinal Stritch University

6801 N. Yates Rd. • Milwaukee, WI 53089  
[www.stritch.edu](http://www.stritch.edu)

Mary Reinke - Senior Dir. of Media Relations & Advancement Comm.  
414/410-4202

### ENROLLMENT:

312 Associate's  
1,945 Bachelor's  
1,274 Master's  
165 Advanced degrees  
 Internship program

### SPECIALTY AREAS OF STUDY:

- Accounting
- Business Administration
- Human Services Management
- International Business
- Management
- Strategic Management Information Systems

Cardinal Stritch University offers undergraduate and graduate degrees, certificate programs and non-credit opportunities for professionals to advance their careers. The University's Leadership Center provides coaching as well as specific programming for professionals of color. Degree and professional development programs may be offered at off-site locations and tailored to meet the needs of businesses. For information, contact the **College of Business and Management** at **414/410-4422**.

Stritch hosts alumni speakers monthly for its free Business Leaders With a Conscience series, focused on socially responsible and ethical business leadership. A calendar of events and past recordings are accessible at [www.stritch.edu/Community-Initiatives/Business-Leaders-With-a-Conscience-Speakers-Series](http://www.stritch.edu/Community-Initiatives/Business-Leaders-With-a-Conscience-Speakers-Series).

The university also works with dozens of businesses and organizations throughout the Milwaukee area to develop internships for students to prepare them for future careers. Inquiries can be directed to the **Career Ready Internship staff** at **414/410-4730**. A grant from Great Lakes Higher Education Guaranty Corporation helps fund internships.

## Carroll University

100 N. East Ave. • Waukesha, WI 53186

[www.carrollu.edu](http://www.carrollu.edu)  
Jeannine Sherman, Dir. of Comm. & Marketing  
262/524-7242

### ENROLLMENT:

3,021 Bachelor's  
235 Master's  
130 Advanced degrees  
 Internship program

### SPECIALTY AREAS OF STUDY:

- Accounting
- Finance
- Healthcare Administration
- Leadership
- Management
- Marketing

Carroll University offers programs in Accounting, Healthcare Administration, Organizational Leadership, and Business Administration. Carroll's students often serve as resources to local businesses through their coursework and internships. Students meet with local business representatives through the university's career development courses and often take on internships at local firms. Students in Market Research and Consulting Management courses form teams that take on local businesses as clients for course projects. If local companies are interested in offering internships, participating in career development courses, or having students take on specific course-related projects, they should contact **Nicole Kopacz** ([nkopacz@carrollu.edu](mailto:nkopacz@carrollu.edu)). The Department of Business, Accounting, and Economics also organizes the Executive in Residence speaker series where high-profile business professionals provide public lectures open to the business community.

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## GUIDE TO HIGHER LEARNING

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### Carthage College

2001 Alford Park Dr. • Kenosha, WI 53140  
[www.carthage.edu](http://www.carthage.edu)  
262/551-5727



### Concordia University -Wisconsin

12800 N. Lake Shore Dr.  
Mequon, WI 53097  
[www.cuw.edu](http://www.cuw.edu)  
Stephen McEvoy, Campus Director - 262/243-4250

#### ENROLLMENT:

217 Associate's  
3,636 Bachelor's  
3,025 Master's  
525 Advanced degrees  
 Internship program

#### SPECIALTY AREAS OF STUDY:

- Accounting
- Sport & Entertainment Business
- Corporate Communication
- Master of Science in Organizational Leadership
- Global MBA
- International Business

One of the unique business programs within Concordia University-Wisconsin's School of Business Administration is The Sendik's Food Market Grocery Retail Management Program. Students selected for this rigorous, four-year, undergraduate program receive an annual \$5,000 scholarship (renewable up to four years), specialized retail management curriculum, internship placement within Sendik's, and qualified, vetted, custom training for career opportunities. Contact Concordia for more details on this program, other internship opportunities, or corporate partner programs within Concordia's School of Business Administration.

### Herzing University

525 N. 6th St. • Milwaukee, WI 53203  
[www.herzing.edu](http://www.herzing.edu)  
Mike Bafus, Director of Enterprise Learning  
262/735-6022 or [mbafus@herzing.edu](mailto:mbafus@herzing.edu)

Herzing University partners with organizations to develop their human capital and deliver on their strategic and operational goals. Other benefits of a partnership with Herzing include tuition reduction scholarships, savings on continuing education and certificate prep courses, and employee group learning options. Herzing excels at flexible online learning options, and has been recognized by *U.S. News & World Report* as one of the "Best Online Bachelor's Degree Programs" nationally for 2014.

### DeVry University

411 E. Wisconsin, Ste. 300 • Milwaukee, WI 53202  
[www.devry.edu](http://www.devry.edu)  
Laura Nicolaisen - Assoc. Dir. of Career Services  
414/278.7677

#### ENROLLMENT:

4 Associate's  
144 Bachelor's  
150 Master's  
 Internship program

#### SPECIALTY AREAS OF STUDY:

- Accounting & Financial Management
- Business Administration (Bachelor's)
- Business Administration (Master's)
- Computer Information Systems
- Information Systems Management
- Technical Management

DeVry University is always looking to support the local community. Some services and resources offered include:

- DeVry University's Milwaukee Campus has four advisory boards in the areas of Healthcare Administration, Information Technology, Accounting, and Business Management. DeVry is always looking for seasoned professionals who manage and/or hire people in these fields to serve on advisory boards and provide insight on how we are doing to fulfill local job hiring needs. Professionals interested in being a part of a DeVry University advisory board can contact our **Faculty Chair at 414/278-7677**.
- If your company is seeking interns or professional employees and/or would like your jobs posted for our students and graduates, please contact DeVry University's **Associate Director of Career Services at 414/278-7677**.
- If you are seeking classroom space for a company or professional association meeting, please contact DeVry University's **Campus Director at 414/278-7677**.
- If you are a professional in your field and would be interested in sharing your professional areas of expertise with students and graduates, please contact DeVry University's **Associate Director of Career Services at 414/221-6116**.

#### ENROLLMENT:

2,248 Associate's  
2,047 Bachelor's  
390 Master's  
 Internship program

#### SPECIALTY AREAS OF STUDY:

- Accounting
- Business Administration
- Healthcare Administration
- Human Resources
- Technology Management
- Project Management

## Kaplan University

201 W. Wisconsin Ave. • Milwaukee, WI 53203  
[www.kaplanuniversity.edu](http://www.kaplanuniversity.edu)  
Kris Jenswold - Business Development Manager  
414/223-2114 or [kjenswold@kaplan.edu](mailto:kjenswold@kaplan.edu)

### ENROLLMENT:

- 185 Associate's
- 175 Bachelor's
- 8 Master's
- Internship program

### SPECIALTY AREAS OF STUDY:

- Business
- Criminal Justice
- Education
- Health Care
- Human Services
- Information Technology

Kaplan partners with local non-profits through its Federal Work Study program to offer eligible students the opportunity to work in their field of study. Current partners include businesses in health care, paralegal, and human services. Kaplan provides companies, academic institutions and associations with educational and professional development tools to help employees earn degrees and develop advanced skills. The university helps transform workforces from what they are today to what corporations will need tomorrow.

Kaplan works closely with business partners to identify and address workforce development needs and then offers a broad range of tailored education solutions to help solve the challenges faced by that particular organization. The university does this by utilizing its associate's, bachelor's or master's degree programs as well as its single course offerings or bundles of courses to target specific competencies or skills gaps.



## Lakeland College-Milwaukee Center

9000 W. Chester St. • Milwaukee, WI 53214  
[www.lakeland.edu](http://www.lakeland.edu)  
Kim Huettl - Milwaukee Center Director  
414/476-6565 or [huettlkr@lakeland.edu](mailto:huettlkr@lakeland.edu)

### ENROLLMENT:

- 250 Bachelor's
- 150 Master's
- Internship program

### SPECIALTY AREAS OF STUDY:

- Accounting
- Business Administration
- Business Economics
- Finance and Insurance
- International Business
- Management

Lakeland College-Milwaukee Center offers undergraduate and graduate degrees for working adults in the evening and online, many in its highly flexible BlendEd format. Through BlendEd, Lakeland's students seamlessly transition week to week between a traditional classroom setting and online instruction as needed. Lakeland's move to its new location near the Zoo Interchange has allowed the Milwaukee Center to offer even more courses as a live broadcast option, bringing together face-to-face and online students in one interactive classroom environment.

Sound like a perfect fit for you and your co-workers? Contact Lakeland to find out more about its new Lakeland Corporate Partnership Program. As a partner with Lakeland, your business receives:

- Discounted tuition rates: 20% on undergraduate and 10% on graduate courses
- Personalized admission and academic advising services
- Direct billing for companies providing educational reimbursement

## Marian University

45 S. National Ave. • Fond du Lac, WI 54935  
[www.marianuniversity.edu](http://www.marianuniversity.edu)  
Tracy Qualmann - Director of Enrollment Partnerships  
920/923-7650 or [admission@marianuniversity.edu](mailto:admission@marianuniversity.edu)

Marian University offers bachelor's, master's and Ph.D.s in the Milwaukee area. Additionally, several programs are available online. Students can choose from highly regarded programs in business, criminal justice, healthcare and education. Marian University has a corporate partnership program that is customizable to each partner. Partnerships include dedicated personnel, individualized programs and tuition discounts. Recent enrollment partnerships include Holy Redeemer Institutional Church of God in Christ, Park University and the Salvation Army.

### ENROLLMENT:

- 1,688 Bachelor's
- 500 Master's
- Internship program

### SPECIALTY AREAS OF STUDY:

- Business
- Education
- Forensic Science
- Nursing
- Radiologic Technology
- Social Work

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## GUIDE TO HIGHER LEARNING

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### Marquette University

1250 W. Wisconsin Ave.  
Milwaukee, WI 53233  
[businesscareers@marquette.edu](mailto:businesscareers@marquette.edu)  
414/288-7250 or 414/288-7927

#### ENROLLMENT:

8,410 Bachelor's  
3,335 Advanced degrees  
 Internship program

#### SPECIALTY AREAS OF STUDY:

- Executive MBA
- Master's of Science degree programs in Accounting, Applied Economics and Human Resources
- MBA
- Master's in Leadership
- Undergraduate Business Degree Programs

The Business Career Center in Marquette's College of Business Administration has strategic partnerships with corporations and firms throughout the Milwaukee region. Strong partnerships with recruiters and prospective employers worldwide provide benefits to both parties. For corporate partners, these relationships provide opportunities to meet students and faculty and recruit at career events. Employers also have the opportunity to connect with students and faculty in informal settings such as lunch-and-learn events, networking events, student organization presentations and site visits. This provides partners an opportunity to develop a pipeline of talent of both undergraduate and graduate students to meet internship and full-time employment needs.



### Medical College of Wisconsin

8701 Watertown Plank Rd.  
Milwaukee, WI 53226  
[www.mcw.edu](http://www.mcw.edu)

#### ENROLLMENT:

817 Bachelor's  
200 Master's  
200 Advanced Degrees  
 Internship program

#### SPECIALTY AREAS OF STUDY:

- Medical education (Medical School)
- Biomedical research
- Physician residency training
- Post-doctoral research
- Fellowship training (advanced training in research and patient care for physicians)
- Medical Scientist Training Program (joint medical school and graduate school for select students pursuing both an MD and Ph.D.)

The Medical College of Wisconsin, the academic anchor for eastern Wisconsin's regional medical center, houses the state's only private medical school and provides Masters and Doctoral programs for the next generation of scientists and healthcare leaders through its Graduate School of Biomedical Sciences. MCW is a major national research organization and a source for new medical discovery and inventions that help save lives and improve health. MCW faculty collaborate with industry, venture capital groups and research institutions to develop, license and market new healthcare technologies that treat complex diseases and injuries, creating jobs and economic opportunities throughout the state. MCW holds more than 250 pending and issued patents. The MCW Office of Technology Development facilitates business partnerships that advance basic science and clinical discoveries into practical and commercially relevant applications and products. For more information, call **Joseph Hill, Ph.D.**, at 414/955-4362 or visit [mcw.edu/OTD](http://mcw.edu/OTD).

### Milwaukee Area Technical College

700 W. State St.  
Milwaukee, WI 53233  
[www.matc.edu](http://www.matc.edu)  
Career Planning Center: 414/297-6267

#### ENROLLMENT:

10,428 Bachelor's  
 Internship program

#### SPECIALTY AREAS OF STUDY:

- Business
- GED/English as Second Language/Adult High School
- Health Sciences
- Liberal Arts & Sciences (four-year college/university transfer)
- Manufacturing/Technology
- Media & Creative Arts

Each of MATC's associate degree and technical diploma programs has an advisory committee comprised of industry representatives that help guide and shape the direction of the program. Advisory committee members forecast industry trends and help ensure MATC graduates receive relevant training that will prepare them for a successful entry into their career field. The Office for Workforce and Economic Development works closely with area businesses to develop customized training programs for incumbent workers. Contact **Al Luna** at 414/302-2604 for more information. The JOBshop maintains a website with career opportunities for MATC students and alumni. Contact **Mike Kuehn** at 414/297-7766.

## Milwaukee Institute of Art & Design

273 E. Erie St. • Milwaukee, WI 53202  
Louisa Walker, Communications Manager  
414/847-3236

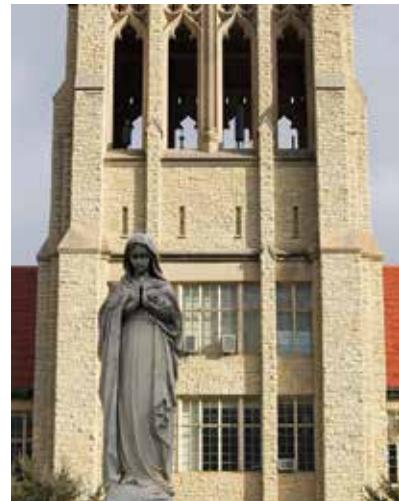
### ENROLLMENT:

- 650 Bachelor's
- Internship program

### SPECIALTY AREAS OF STUDY:

- Communication (Graphic) Design
- Fine Arts
- Illustration
- Industrial Design
- Interior Architecture + Design
- Time-Based Media (video, animation)

Career Service's Canvas Careers is frequently used by local businesses to advertise art & design related opportunities as well as part-time off-campus jobs for our students. When applicable, MIAD partners with local businesses to advertise and promote internships. Businesses that typically have MIAD interns each year include Kohl's, Fashion Angels, RedLine Milwaukee, High Sierra and Milwaukee Electric Tool Corporation, among others.



## Milwaukee School of Engineering

1025 N. Broadway • Milwaukee, WI 53202  
[www.msoe.edu](http://www.msoe.edu)  
Sandra Everts - Dir. of Marketing and Public Affairs  
414/277-7135

### ENROLLMENT:

- 2,596 Bachelor's
- 214 Master's
- Internship program

### SPECIALTY AREAS OF STUDY:

- Business
- Engineering
- Nursing
- Operations Research

MSE is a resource for local businesses. Its annual career fair in October gives employers the opportunity to meet and recruit top-notch students for internship and full-time opportunities. The Career Services Office also assists companies and arranges for on-campus interviews throughout the year. Companies can sponsor students' senior projects and in exchange receive valuable ideas or products to solve or improve processes within their company. MSE's Applied Technology Center offers solutions through applied research in the Fluid Power Institute and Rapid Prototyping Center. Professional development and continuing education courses for adults help companies invest in their employees. MSE offers everything from one-day courses to master's degrees, including an MBA, available on campus and online. The U.S. Department of Commerce, Commercial Service's Milwaukee Export Assistance Center is located at MSE.

## Ottawa University

245 S. Executive Dr., Ste. 110  
Brookfield, WI 53005  
[www.ottawa.edu](http://www.ottawa.edu)  
262/649-9838

## University of Phoenix Milwaukee Campus

10850 W. Park Pl.  
Milwaukee, WI 53224  
[www.phoenix.edu](http://www.phoenix.edu)  
414/973-4300

## Mount Mary University

2900 N. Menomonee River Pkwy.  
Milwaukee, WI 53222  
[www.mtmary.edu](http://www.mtmary.edu)  
Kristen Roche, Ph.D. - Director, MBA  
Program, Assistant Professor, Business  
Administration  
414/258-4810 x316 or [rochek@mtmary.edu](mailto:rochek@mtmary.edu)

### ENROLLMENT:

- 860 Bachelor's
- 503 Master's
- 22 Advanced degrees
- Internship program

### SPECIALTY AREAS OF STUDY:

- Communications
- Entrepreneurship
- Ethics and Leadership
- Health Systems Leadership
- Marketing

Mount Mary University prepares students for managerial positions or graduate study by developing skills in effective communication, leadership, problem solving and responsible decision-making. Business students are encouraged to explore internship opportunities in communications, business management, digital and social media, and other areas with Milwaukee businesses and non-profit organizations. Internships are available for credit or as paid positions. Students have collaborated with GE Healthcare on design thinking projects and developed marketing plans for local non-profits.

- continued on pg. 14

# GUIDE TO HIGHER LEARNING

- continued from pg. 13

## University of Wisconsin-Milwaukee

3203 N. Downer Ave. • Milwaukee, WI 53211

[www.uwm.edu](http://www.uwm.edu)

Michelle Johnson - 414/229-7490

### ENROLLMENT:

23,000 Undergraduate students

5,000 Graduate students

Internship program

### SPECIALTY AREAS OF STUDY:

- Accounting
- Finance
- Human Resources
- Information Technology Management
- Marketing
- Supply Chain & Operations Management

As a premier public research university and 2014 President's Higher Education Community Service Honor Roll institution, UWM thrives on research partnerships and service-based connections throughout southeastern Wisconsin and beyond.

Highlights include:

- Hundreds of student volunteers and leaders working through the **Center for Community-Based Learning, Leadership & Research**, 414/229-3161.
- **Innovation Campus**, a world-class, public-private research park that spurs strong and enduring partnerships between academia and industry, leading to new products, spin-off businesses, workforce development and jobs, **414/906-4670**.
- The **UWM Research Foundation**, supporting research and innovation at UWM through scholarships and grant funding, and facilitation of university-corporate partnerships, **414/906-4653**.
- The **Student Start-Up Challenge**, which transforms student ideas into startup companies. SSC fosters an entrepreneurial culture at UWM and in the Milwaukee area through creativity and deadline-oriented projects that focus on the big picture, **avdeev@uwm.edu**.
- The **UWM Career Development Center's** career service offices provide year-round coordination of on-campus interviews to employers, **414/229-4486**.



## University of Wisconsin-Parkside

900 Wood Rd. • Milwaukee, WI 53144

[www.uwp.edu](http://www.uwp.edu)

John Mielke - Dir. of Strategic Communication  
262/595-2345

### ENROLLMENT:

4,500 Bachelor's

125 Master's

Internship program

### SPECIALTY AREAS OF STUDY:

- Accounting
- Business Management
- Communication
- Computer Science
- Marketing
- Pre-Med

UW-Parkside is home to the Ralph Jaeschke Solutions for Economic Growth Center where talented students and world-class faculty take on business challenges facing companies and organizations throughout southeastern Wisconsin and northeastern Illinois. The UW-Parkside Advising and Career Center coordinates hundreds of internship opportunities, matching students from all academic disciplines with businesses and organizations in southeastern Wisconsin and northeastern Illinois. UW-Parkside hosts the Small Business Development Center serving Kenosha, Racine and portions of Walworth County.

## Upper Iowa University-Milwaukee

620 S. 76th St., Ste. 100

Milwaukee, WI 53214

[www.uiu.edu](http://www.uiu.edu)

414/475-4848

## **University of Wisconsin-Whitewater College of Business and Economics**

800 W. Main St. • Whitewater, WI 53190

[www.uww.edu](http://www.uww.edu)

Lois Smith - Associate Dean  
262/472-1343

### **ENROLLMENT:**

- 11,000 Bachelor's
- 796 Master's
- 19 Advanced degrees
- Internship program

### **SPECIALTY AREAS OF STUDY:**

- Administration
- Accounting
- Doctorate of Business
- Finance
- Marketing
- Master of Business Administration
- Master of Professional Accountancy

UW-Whitewater's College of Business and Economics has relationships with regional businesses through a variety of offerings. All 14 undergraduate majors in business offer internships. To advertise internship availability through online postings or to attend career fairs, businesses should contact **Frank Lanko** ([lankof@uww.edu](mailto:lankof@uww.edu)), Career and Leadership Development leader for the college. Many Centers housed in the college provide help for entrepreneurs — from building web sites, to conducting research, to completing economic impact studies or training sales personnel. To find specific help in these areas, businesses can contact the college at 262/472-1343.



## **Wisconsin Lutheran College**

8800 W. Bluemound Rd.  
Milwaukee, WI 53226  
[www.wlc.edu](http://www.wlc.edu)  
414/443-8800



## **Waukesha County Technical College**

800 Main St. • Pewaukee, WI 53072

[www.wctc.edu](http://www.wctc.edu)

Kaylen Betzig - Interim President  
262/691.5566

### **ENROLLMENT:**

- 4,500 Associate's
- Internship program

### **SPECIALTY AREAS OF STUDY:**

- Accounting
- Business Management
- Culinary Management
- Marketing
- Supervisory Management
- Web and Software Developer

WCTC offers associate degrees, technical diplomas, apprenticeships and certificate programs. Through its four schools – the School of Applied Technologies, the School of Business, the School of Health and the School of Protective and Human Services – WCTC offers more than 130 areas of study.

Other educational opportunities at WCTC include adult basic education, corporate and community training through the College's Center for Business Performance Solutions, services for dislocated workers, distance learning, English as a Second Language, general education courses, high school completion, Learning in Retirement, and non-credit and personal enrichment courses.

# MATC addresses middle-skill jobs, filling critical workforce needs



By **DR. VICKI MARTIN**  
President, MATC

Milwaukee Area Technical College (MATC) plays a critical role in delivering education and training that will successfully prepare students for important careers. We've taken a leadership role in educating stakeholders about the importance of middle-skills jobs (requiring more than a high school diploma and less than a four-year degree) to address the skills mismatch that is evident in our workforce, mainly due to retirements. MATC works with area high schools to increase the number of students who earn college credits while still in high school and are prepared for essential "gateway" courses such as English and math.

Students can prepare or retrain for a career by earning stackable credentials, a certificate, technical diploma, an associate degree or apprenticeship. Our Advisory Committees, comprised of industry representatives, play a critical role in providing feedback to ensure programs meet industry needs. The college has added wraparound services to help students complete their academic programs, including tutoring, academic advising, counseling, case management, transportation and child care. An early alert system has been implemented to identify students who are at risk and offer solutions to help them continue at MATC. We work with area employers to offer internships and service learning projects that enrich and integrate what students learn in the classroom into the community in which they live and work.

## Developing a relationship between your business and MATC

There are a number of ways businesses can strengthen their relationships with MATC. Beyond internships, mentoring and work-related projects, business representatives can have a voice in curriculum through our Advisory Committees. We also work closely with business leaders to forecast emerging industry trends to ensure the college is providing well-educated and trained graduates.



## Trends in tech education

In the coming years, there will be an increased demand for online and blended (online and in-person) coursework. More competency-based assessment and outcomes-based learning is also an emerging trend. MATC is ensuring that specific life, work and military experiences can be converted into academic credit. We will continue to focus on dual enrollment of high school students who will be prepared to enter their career field of choice more expediently by earning credentials while in high school, as well as working with employers and incumbent workers to ensure value-added educational offerings.

**2013-2014 enrolled students**  
38,049 (4,395 full-time; 33,654 part-time)

Associate degree, technical diploma, certificate, apprenticeship programs – 216

2013 graduates – 2,962

### Cost of education

Between \$2,125 and \$2,792  
(15 credits/one semester)

### Average earnings

(6 months after graduation)  
\$36,542 Associate Degree graduate  
\$30,616 Technical Diploma

# For Marquette, Milwaukee is part of the mission

By DR. MICHAEL LOVELL  
*President, Marquette University*



**T**he mission of Marquette University is to search for truth, discover and share knowledge, foster personal and professional excellence, promote a life of faith, and develop leadership expressed in service to others. I am very proud of how our university applies the ideals of our mission across our campus and community.

Even before construction of Eckstein Hall, home to Marquette University Law School, Dean Joseph Kearney had a vision for the school to be the “other Marquette Interchange” – a public square where people address major issues, urgent needs and provocative ideas. Now, four years after Eckstein Hall was opened, Marquette Law School is respected throughout the Milwaukee region as a leader in shaping the ideas and policies that guide our society.

## Providing a public square to discuss issues

That public-square concept is expressed everywhere. This past semester, the College of Business Administration brought to campus two leaders at great heights of their professions. Tom Falk of Kimberly-Clark addressed hundreds from Marquette and the Milwaukee community about building and nurturing sustainable enterprises, and renowned urban economist Edward Glaeser told a rapt audience about the “triumph of the city” and how Milwaukee can realize its greatness.

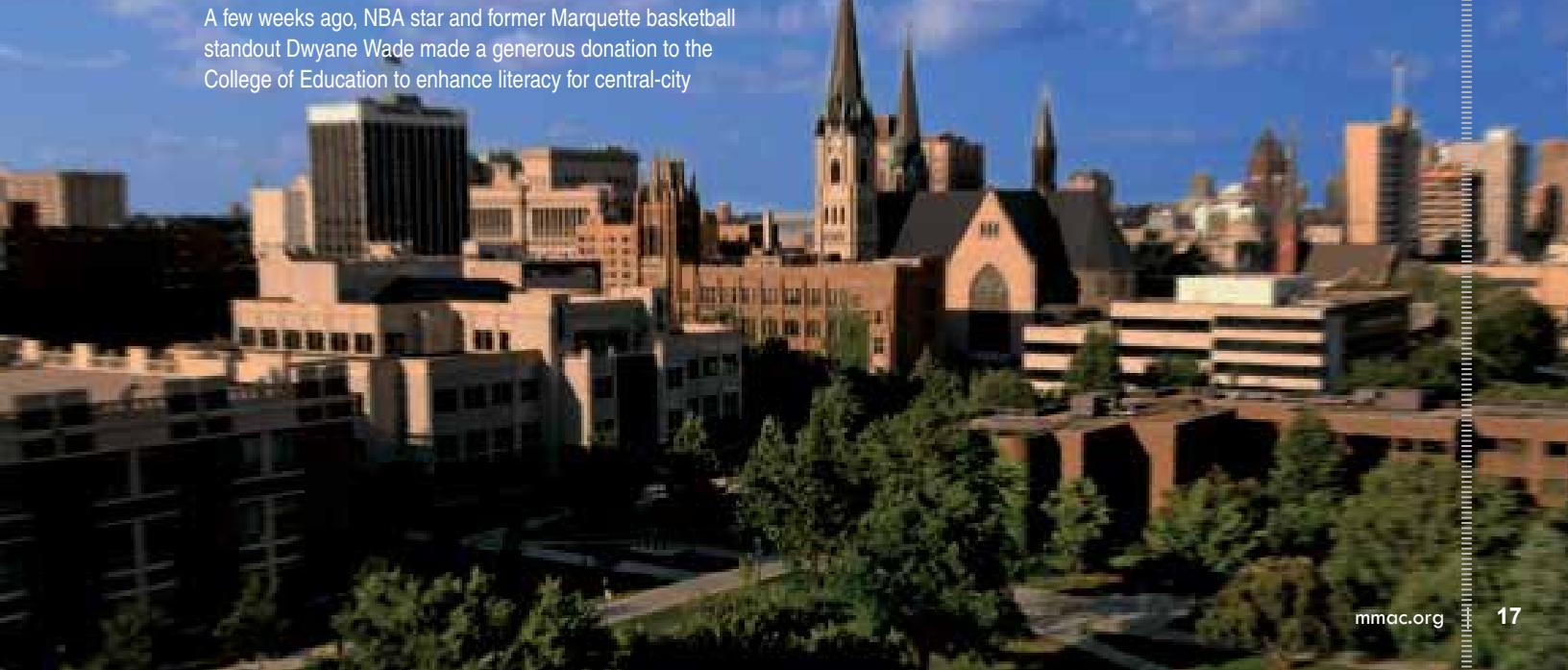
A few weeks ago, NBA star and former Marquette basketball standout Dwyane Wade made a generous donation to the College of Education to enhance literacy for central-city

children. Students in the College of Professional Studies’ Future Milwaukee program actively engage with local nonprofits to enhance their success. Professional journalists selected to be O’Brien Fellows in the Diederich College of Communication are closely examining and reporting on some of the most difficult issues we face and at the same time are helping educate the next generation of journalists. Research in our Opus College of Engineering, Klingler College of Arts and Sciences, and College of Health Sciences seeks to unravel and solve some of the most complex mysteries of health and society.

## Serving our community

While Marquette’s primary vocation will always be to develop students to be women and men for and with others, it’s vitally important to our mission that we serve our home community. Outstanding examples include our 120-year-old School of Dentistry. Through a patient-focused approach, it provides thousands of area residents with low-cost dental care. Students and faculty in the College of Nursing provide compassionate care to underserved, vulnerable populations in Milwaukee and throughout Wisconsin. I’m also very proud of Campus Ministry and its Midnight Run program, which has delivered meals to Milwaukee’s hungry and homeless for more than 25 years.

Collaboration must be continually strengthened in progressive and successful communities, and I look forward to working further with Milwaukee’s business and civic leaders on ways Marquette University can help propel this great city forward.



# UWM's role in preparing the workforce of the future



By **DR. MARK MONE**  
*Chancellor, UW-Milwaukee*

For decades, UW-Milwaukee has served the region by providing a high quality education that develops the entire student. Employers have voiced the need for a workforce that is adept at critical thinking, which is rooted in diverse and global perspectives. Locally and nationally, employers have long valued UWM students for their academic preparedness, walk-on capabilities, enriched internships, pre-professional development experiences and work ethic.

Today, UWM is the backbone of the labor supply for many employers in the region. It has more than 158,000 living alumni of which a remarkable 80 percent remain in Wisconsin. At Northwestern Mutual alone there are more than 900 UWM alumni, at Rockwell Automation there are 850, and 300-plus work at Johnson Controls. There are many more — at the City of Milwaukee, Harley-Davidson, GE Healthcare, Milwaukee Public Schools, Kohl's, Children's Hospital and Health System and ManpowerGroup.

## Preparing to address the talent shortage

As we continue to build our alumni base, UWM is looking ahead – and is prepared to address – the looming talent shortage. In the next 5 years we'll see the number of people of working age in Wisconsin grow by about 13,000 as the number of jobs is expected to increase by 65,000. Add to this that

Wisconsin needs 60% of its citizens to have a college degree by the year 2020. Currently, Wisconsin has just under 30%, lagging behind the national average of about 35%. UWM is deeply committed to increasing the number of college graduates in Wisconsin to help address the shortage. More than 5,400 individuals earned degrees from UWM in 2014 and the majority will stay in Wisconsin. Yet, these numbers are not enough. We will continue our important conversations with businesses to address the workforce challenges.

## Evolving partnerships with the business community

One way we can do this is through our partnerships. UWM provides significant linkages with our three career placement and professional development centers. Previously, our business relationships focused on development and advancement functions. These connection points are evolving into a one-stop shop for helping to arrange a variety of business partnerships. There are a myriad of opportunities to engage directly with our 12 schools and colleges on educational, research and development projects. These have included working together on supply chain management, mobile apps, our entrepreneurship idea challenge and engineering collaborations.



These partnerships are made even stronger when we incorporate UWM alumni who represent a deep, and immensely talented pool from which the region can draw. Our graduates network with one another to find and create opportunities for business, innovative collaborations and development opportunities.

UWM's role is critical in the region because we are an institution of lifelong learning and continue to develop people through certificates, continuing education, advanced degrees and online learning.

In the next 20 years we will see our partnerships expand in size and scope. We'll see applied education and research issues encompassed. We'll also gear our students to nimbly move into the impactful roles of the future. The best days lie ahead and UWM is ready.

## UW-Milwaukee Alumni

158,000 living alumni,  
80% remain in Wisconsin

### Examples of major employers:

900	Northwestern Mutual
850	Rockwell Automation
300+	Johnson Controls



# Positive partnerships

By HERMANN VIETS, Ph.D.  
President, MSOE

**S**ince its founding in 1903, Milwaukee School of Engineering (MSOE) has continued to evolve. Business leaders were the core of the institution's founding and development, and a close relationship was established that continues today. We value the involvement of our Regents, corporation members and industrial advisory committees that steer our response to the changing needs of business and industry.

Students leave MSOE at an amazing employment rate of 96 percent working within their field of study within six months of graduation. Why? MSOE offers degrees that are in demand because our applications-oriented curriculum and career practice prepare students to be immediately productive.

MSOE works closely with our business partners to offer students access to internships and employment. For example, in 2012 Direct Supply, Inc. opened the Direct Supply Technology Center on MSOE's campus. This facility houses computer engineers from the company and provides internship opportunities for the students and benefits the company. Currently 12 MSOE students are interning with the company.

Throughout their senior years, MSOE students collaborate with classmates on a final project related to their degree program. It's an opportunity for them to take everything they've learned in their studies at MSOE and put it to use in a real-life application. The projects are often sponsored by companies looking to solve problems and recruit graduates.

Our institution is significantly impacting the workforce and economy in Milwaukee and Wisconsin. Of our recent graduates, 69% work in Wisconsin; 52% work in southeastern Wisconsin; 25% work in the city of Milwaukee; and their average starting salary is \$56,522.

Within MSOE's Applied Technology Center, our Fluid Power Institute, Rapid Prototyping Center and Center for BioMolecular Modeling, we perform applied research for industry. In this way we've created partnerships and consortiums with business, industry and government for research and product development.

MSOE is ready to support industry with accomplished graduates and productive research and development projects. Our programs in engineering, business and nursing are demanding, but the required investment of effort is returned many fold with lucrative careers in dynamic and satisfying fields.



Direct Supply  
Technology Center  
at MSOE

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**We have the resources and refined processes of a large company, with the dedication and personal attention usually offered only by small firms.**

*Scott A Mayer*

SCOTT MAYER  
President and CEO  
QPS Employment Group



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# Milwaukee 7 launches Regional Talent Initiative

The aging workforce and today's knowledge economy is putting even greater pressure on the region's labor market, creating talent shortages, skills gaps and labor mismatches. To address these mounting issues, the Milwaukee 7 Economic Development Partnership recently launched a talent initiative to bolster the region's workforce system, making it more responsive to employers and creating clearer pathways for workers to advance.

The M7 Talent Initiative, co-chaired by **Mary Isbister**, president of GenMet Corp., and **Dave Mitchell**, president/CEO of Monarch Corp., is working to deploy the region's full spectrum of workers to meet employers' needs. The Talent Initiative includes representatives from the public and private sectors, education, area workforce boards and industry cluster

organizations. According to Dave Mitchell, "M7 can be a national model for linking business and education. This can be a differentiator and give our region a competitive edge."

**Susan Koehn** and **Ann Nordholm** have joined M7 as strategic advisors to move the Talent Initiative forward. Koehn has extensive experience working with area workforce investment boards and technical colleges, while Nordholm has a broad background in career pathways, most recently with the Milwaukee Public Schools. "Business is at the table looking for solutions," Koehn said. "There's a real urgency to respond to employers' immediate needs."

The goal of the initiative is to create a one-stop talent development system that is more flexible and demand-driven with a faster, more targeted response.

Current priorities include:

- Advance M7's Manufacturing Careers Partnership and the M7 Next Generation Manufacturing Council to establish an even stronger manufacturing cluster.
- Work with MMAC's Council of Small Business Executives to identify talent needs, connect to talent suppliers, and promote regional collaborations.
- Promote tools and best practices to better match supply and demand of particular skill sets in high potential clusters.
- Strengthen the interaction between employers and workforce development providers and better align training curricula with workplace needs.
- Support talent retention and attraction across racial, ethnic and cultural boundaries.
- Simplify engineering degree pathways by streamlining the process for two-year technical degree holders to acquire bachelor's degrees.

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## The Milwaukee 7 Economic Development Council meeting

The Milwaukee 7 Economic Development Council meets three times a year to review progress and discuss issues. In November, the group met at Concordia University in Ozaukee County to review the work of the region's cluster organizations.

1. Milwaukee 7 President **Pat O'Brien** and **Earl Buford**, Milwaukee Area Workforce Investment Board (MAWIB)
2. **Rich Merkel**, Stem Forward, and **Jeff Clark**, Waukesha Metal Products
3. Milwaukee 7 Co-Chair **Gale Klappa**, Wisconsin Energy Corp.
4. **Jolena Presti**, Vandewalle & Associates
5. **Lee Schlenvogt**, Ozaukee County Board Chair
6. **Peter Rettler**, Moraine Park Technical College
7. **Carla Cross**, Cross Management Services, and **Alicia Dupies**, Mortenson Construction
8. **Dr. John Raymond**, Medical College of Wisconsin, and **Kathleen Cady Schilling**, Ozaukee Economic Development

# Preview Luncheon 2014-2015

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# Milwaukee Bucks Pre

The MMAC and the Milwaukee Bucks held their annual luncheon to kick-off the new basketball season and introduce the players, coaches and leadership team.

1. **Peter Feigin**, the new Milwaukee Bucks president
2. Attendees posed with Bango, the Bucks mascot
3. Event sponsor **Omar Shaikh**, SURG Restaurant Group



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4. Former Bucks owner **Herb Kohl** and **Greg Libsech**, Advantage Marketing
5. Bucks Center **Larry Sanders** #8 with **Karen Powell**, MMAC
6. **Steve Winkler**, **Rebecca Ellenson**, **Sara Emanuerle** and **Matt Phillips** from Key Technical Solutions, Inc. pose with Energee Dancers.
7. **Catalina Lauf** and **Buddy Julius**, The Firm Consulting



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8. Gen Longoria, Rachel Hutchinson,  
Jaime Jacobs and Nicole Bedner, SURG  
Restaurant Group



9. Milwaukee Bucks players **Damien Inglis** #17; **O.J. Mayo** #00; and **Giannis Antetokounmpo** #34 smile for the camera with **Mary Olszewski**, Go Riteway  
Transportation Group

# view Luncheon



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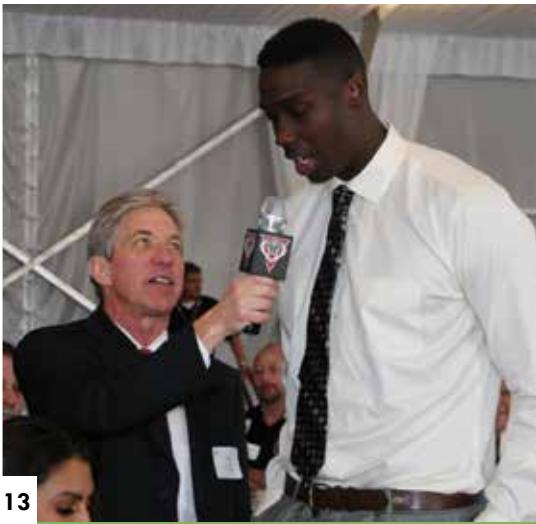
10. **Carl Manteau**, Milwaukee Bucks, and  
**Jamie Elder**, State of Wisconsin

11. Bucks Forward **Khris Middleton** #22 and  
**David Gruber**, Gruber Law Offices



12. Bucks Head Coach **Jason Kidd**

13. Bucks announcer **Ted Davis** interviews  
Bucks Forward **Johnny O'Bryant** #3



13

12



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or evening out in the Third Ward





1

## Indonesia-Milwaukee Trade Mission

Throughout the year, dignitaries from around the world stop in Milwaukee and visit with MMAC's World Trade Association members. In November, representatives from Medan, Indonesia talked about trade and investment opportunities in their country.

1. **Joe Davis**; City of Milwaukee; **Dzulmi Eldin**, Mayor of Medan City; Medan Chamber of Commerce President **Rudi Zulham Hasibuan**; **Andriana Supandy**, Indonesian Consul General Chicago; **Jim Paetsch**, Milwaukee 7; and **Jennifer Jin**, Whyte Hirschboeck Dudek S.C.
2. **Dzulmi Eldin**; (unidentified); **David & Jane Dauffenback**, Aquarius Systems; **Alberd Pardede**, Indonesian Consulate General in Chicago
3. MMAC President **Tim Sheehy** receives a gift from an Indonesian representative.



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- Milwaukee Bucks®
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**MillerCoors and Distributors:**

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- \$700 million in goods and services purchased from 1,600 local Wisconsin suppliers.
- More than 90% of our Milwaukee brewery waste is recycled and reused.
- In 2009, we reduced the total amount of packaging materials by more than 11 million pounds.



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GREAT RESPONSIBILITY**

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## MMAC Orientation

Members, prospective members and employees of member companies are welcome to attend MMAC's quarterly Orientations. These information sessions are great opportunities to network and learn more about MMAC's benefits.

1. **Mike Sauve**, TDS Telecommunications Corp.
2. **Susan Keel**, Advanced Communications Specialists, and **Dulce Ruiz-Moreno**, WallyPark
3. **Chase Kostichka**, First Business Bank - Milwaukee, and **David Kramer**, Selig Leasing Company
4. **Taniesha Daniels-Bedford**, Daniels Global Staffing; and **Lisa Taylor**, Legal Shield Independent Associate



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Our firm provides a full platform of commercial real estate services to investors and to business of all types and sizes throughout southeastern Wisconsin and the rest of the state.

Our expertise includes brokerage (sales and leasing), property management in the office, industrial, healthcare, retail and government sectors.

So whether you're a small business person looking to expand, an investor looking to derive more value from your asset, or a corporate executive looking to optimize your company's real estate portfolio, our team of experts can provide a creative solution. Let's plan your successful future together.

Contact us today to find out more.



Dan Jessup  
Executive Vice  
President

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[www.jll.com/milwaukee](http://www.jll.com/milwaukee)



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# Options



Best practices

## Cultural & Entertainment Capital Needs Taskforce

The Cultural & Entertainment Capital Needs Task Force held its final meeting at the Sharon Lynne Wilson Center for the Arts in Brookfield to review options for sustaining major regional cultural institutions. The group coalesced around several priorities, which will be detailed in a report to be released in early 2015.

1. Taskforce Co-chair **John Daniels**, chair emeritus of Quarles & Brady LLP
2. **Tracy Johnson**, Commercial Association of Realtors Wisconsin
3. **Keisha Krumm**, Common Ground, and Taskforce Co-chair **Jay Williams**
4. **Scott Williams**, American Design, Inc.
5. **Ellen Gilligan**, Greater Milwaukee Foundation; **Marina Dimitrijevic**, Milwaukee County; and **David Borowski**, Milwaukee County Circuit Court Branch 12



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## Transmission improvements needed to keep businesses in business

With transmission line projects in the news, some people are asking why there's a need for continuing power line development. The answer is simple: it would not make good public policy or business sense to wait until there was a problem on the system. The most expensive transmission line is the one you don't have when you need it.

At American Transmission Co., we continue to develop and maintain our system.

We're asking the grid to do more than ever before. The last big transmission line build-out was in the 1970s and, like any other infrastructure, system renewal is needed. Failure to maintain and upgrade its components would compromise the stability and reliability of the system.

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](http://www.atcllc.com/PowerForward).



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[gpe@msoe.edu](mailto:gpe@msoe.edu)

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- Medical Informatics
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## Professional Education

- Managerial and Organizational Improvement
- Business Systems, Processes and Tools
- Personal Development
- Global Competency



## MMAC's World Trade Association Past Presidents' Night

Each year, WTA celebrates its past volunteer leaders. This year, members participated in a panel discussion where they recounted their most memorable international travels.

1. **Frank Bryant**, Bryant Associates, introduced the panel (l to r): **Rick Behrend**, Modine Manufacturing Co.; **Dr. Daniel Slaim**, SOS International; **John Shank**; and **Jane Dauffenbach**, Aquarius Systems
2. The 2013 WTA International Spirit Award was presented to **Aleda Bourassa**, ExportAble
3. **John Komives**, Eagle Technology, and **Pradeep Nedungadi**, Vishtar International Business Development
4. **Mary Regel**, Regel International
5. Past WTA presidents (back row, l to r): **Frank Bryant**, Bryant Associates; **Paul Byrne**; Bradley Corp.; **Terry Kurtenbach**, Deloitte; **Kurt Prange**, Bentley World Packaging (front row, l to r): **Roxanne Baumann**, WMEP; **John Shank**; **Kelly Jordan**, Bentley World Packaging; **Aleda Bourassa**, ExportAble; **Adele Walsh**, Johnson Controls; and **Richard Chung**, Eaton Corp.

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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## COSBE's Holiday Gathering

Members look forward to the annual COSBE Holiday Gathering to celebrate the season and catch up with business associates.

1. **Jeffrey Packee**, CleanPower, LLC; **Debbie Seeger**, Patina Solutions; **Erik Owen**, Oak Hill Business Partners; **John Malloy**, NAI MLG Commercial; **Jim Swernoff**, Lakeside Stoneworks LLC; **Barry Chaet**, Beck Chaet Bamberger & Polsky S.C.; **Duane Mass**, MC Services
2. **Nicholas Ponsonby**, Asset Recyclers, and **Lesa Bunce**, Management Decisions, Inc.
3. **Annette Tipton**, Able Access Transportation LLC; COSBE Chair **Mary Isbister**, GenMet; and **Jeff Clark**, Waukesha Metal Products
4. **Jeff Tredo**, Korb Tredo Architects, and **Paul Sweeney**, PS Capital Partners
5. **Debra Kessler**, TJ Hale Company; **Sarit Singhal**, Superior Support Resources, Inc.; **Debbie Seeger**, Patina Solutions; and **James Phelps, Jr.**, JCP Communications



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# MMAC Member Milestones

Congratulations to these companies celebrating membership anniversaries (Sept-Nov. 2014)

## SEVENTY YEARS

Burton & Mayer, Inc.

## SIXTY YEARS

Graebel Moving & Warehouse Corp.

## FORTY FIVE YEARS

Melk Music, Inc.

## THIRTY FIVE YEARS

Bryant & Stratton College

Paper Machinery Corp.

## TWENTY FIVE YEARS

Crown Hardware & Plumbing Supply, Inc.

Mawicke & Goisman SC

Milwaukee Metro Sewerage District

Tamarack Petroleum Company, Inc.

## TWENTY YEARS

HGA Architects and Engineers

Heiser Ford Linc Merc Toyota Scion Chev Cadillac

Historic Third Ward Association

Right Choice Janitorial Supply

Stark Yager Ltd.

United Healthcare of Wisconsin, Inc.

WPS Health Insurance

## FIFTEEN YEARS

Eisenhower Center, Inc.

Holiday Inn Hotel & Suites

Milwaukee County Transit System

TDS Telecommunications Corp.

Zoological Society of Milwaukee

## TEN YEARS

The Berrall Kons Group

Catral Doyle Creative Company

Diversified Insurance Solutions, Inc.

Ivarson, Inc.

La Macchia Group LLC

Living As A Leader

Neroli Salon & Spa

Pentagon Property Management

Productive Data Corp.

RBC Wealth Management, Inc.

The Salvation Army

US HealthCenter, Inc.

## FIVE YEARS

Aloft Hotel Downtown Milwaukee

Briohn Building Corp.

C & D Technologies, Inc.

Crowne Plaza Hotel Milwaukee-Airport

Elite Sports Clubs

Everything2go.Com LLC

J.W. Winco, Inc.

Gravity Marketing LLC

Key Technical Solutions, Inc.

Kirkwood Consulting, Inc.

Laurus Strategies

Logan Productions, Inc.

Reliable Plating Works, Inc.

The Ritterbusch Group  
The Spectrum Group  
Southern Lakes Physical Therapy SC  
Werner Electric Supply  
Wisconsin International Academy  
Zeon Solutions, Inc.

**ONE YEAR**  
American Signal Corp.  
Athena Communications  
Bollywood Grill LLC  
The Coca-Cola Company  
Comcentia  
Concord Development Company  
Continental Properties Company, Inc.  
Cream City Marketing  
Direct Media USA  
ExportAble LLC  
Federal Companies  
Gehl Foods, Inc.  
GKN Sinter Metals  
Global Capital Group LLC  
Hypneumat, Inc.  
Ideal Image - Greenfield  
Interfaith Older Adult Programs, Inc.  
Jannsen + Company  
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MB Financial Bank NA  
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Odyne Systems LLC  
The Panaro Group LLC  
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Spring Bank  
Stream Creative  
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# Get involved with your future workforce

By CATHY HARRISON - *Membership Director, MMAC*

Dear Member,

Right about now you may be asking yourself: "Why is the MMAC so fixated on education?" This edition of *Milwaukee Commerce* focuses on higher education, while our last edition was all about K-12.

It's simple. Today's students are your employees tomorrow. If we don't educate them, you, as business owners, will be scrambling in 2020 to fill 50,000 jobs... in this metro area alone. 50,000 jobs! We think we're having trouble finding talented employees now? If we do nothing, just wait.

Another way to look at this: If we graduate 1,000 more students per year from high school, we will put an additional \$2.3 billion into our metro economy over the working life of those students. Not bad.

Work with us to graduate more high school students who are prepared to succeed in college and in life. We can do this. That's the bottom line. What can you do as a small business?

You can help by supporting:

- COSBE's "Be the Spark" business education tours, which give young students a glimpse into real workplaces.
- Volunteer at Milwaukee Public Schools (see MPS website for a multitude of volunteer options)
- Support GPS Education Partners - where local businesses and education meet the needs of non-traditional high school learners ([www.gpsed.org](http://www.gpsed.org))
- Hire high school students in work-study programs
- Hire interns from any of our local colleges
- Support hands-on organizations like PAVE, Schools That Can, Milwaukee Succeeds and many more
- Mentor/tutor at schools across the metro area
- Volunteer yourself and your employees for service projects at City Year Milwaukee - call Betsy Mitchell at 414/882-2014.
- Thank teachers who work tirelessly for our kids

There are many ways to make a difference. From hands-on mentoring to writing a check to support these efforts. Whatever your inclination is, help us get these students into one of our fabulous local colleges and universities. We're pretty

fortunate to have excellent schools of higher education in every metro county, almost everywhere you look. Call me if you need more information or want ideas on ways you can help.



*Cathy Harrison*



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