

MILWAUKEE COMMERCE

Spring/Summer 2026 – Volume 105, No. 1

Talent Pipeline 2.0

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Keeping It Human: The Irreplaceable Role of Human Skills Amidst AI's Evolution

Elizabeth Elving, Attorney, eelving@reinhartlaw.com

The more advanced Artificial Intelligence tools become, the greater the risks they create. When ChatGPT was released in 2022, it gained millions of enthusiastic adopters and brought chatbots powered by Large Language Models (LLMs) into the mainstream. But users faced the risk of “hallucinations”—false information presented, with disarming confidence, as truth. These chatbots, which were trained on massive datasets scraped from the internet, seemed to be knowledgeable about virtually everything. But their responses were often inaccurate, even nonsensical, which could have serious consequences for the users who relied on them too heavily.

These early stumbles did not slow the momentum. In the years that followed, AI companies released more sophisticated models. Skeptics who initially dismissed chatbots as a party trick or “glorified autocomplete” began to see the potential for generative AI in their own lives. Employees used it to streamline tedious tasks. A growing number of businesses across various industries started turning to AI tools to save time, boost productivity and gain a competitive edge.

This broader adoption has given rise to a whole new spate of risks. Employees' use of public or unapproved AI tools has led to data leaks, heightened cybersecurity threats, unintentional disclosure of trade secrets and confidential business information, and exposure to claims of intellectual property infringement. Businesses are also still vulnerable to the risk of hallucinations and misleading information in AI outputs, particularly when there is not adequate human oversight. Meanwhile, policymakers seeking to rein in or regulate AI usage have struggled to keep pace.

To manage this uncertainty, businesses should take proactive steps to make their own AI use more

productive and secure. They can avoid the risks of hallucinations by crafting thoughtful prompts and requiring human review of all AI outputs. They can also implement internal policies that govern employees' use of AI tools; license closed systems or develop their own AI tools to protect data privacy and keep privileged or confidential business information secure; and stay current on the latest developments in the legal landscape to ensure that they remain in compliance. We continue to help clients develop these safeguards, so that they can realize the benefits of AI while understanding and mitigating the potential harms.

Even as we manage the opportunities and risks of what AI has become, we must also consider where AI is going. Recent months have seen a shift from what some call the “chatbot era” of AI to an “agentic era.” Rather than simply generating an output in response to a prompt, AI agents can autonomously handle complex processes, exhibiting the kind of problem-solving and analysis that many assumed could only be done by humans. Experts predict that agentic AI will be significantly more disruptive than even generative AI has been, transforming the nature of work as we know it.

With the constant churn of AI innovation and anxiety, it can be easy to overlook the things that do not change. Human experience, ingenuity and connection remain irreplaceable. These are not inefficient relics to be optimized into obsolescence. They are vital resources, which will likely take on new value as more of daily life is consumed by technology. Likewise, critical thinking and creativity are essential human skills that, many fear, AI is already starting to diminish. To stay competitive in an increasingly AI-driven future, companies should remain informed, adaptable and open to the benefits of new tools. But they should not lose sight of what is uniquely human about the service they provide and the work they do.

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Letter from

The President

The future is now

Educators integral in helping the next generation adapt to AI

In one of my favorite films, *Good Will Hunting*, the lead character, Will, urges his girlfriend, Skylar, to skip her organic chemistry homework, knowing he could produce the correct answers in minutes. She refuses, replying, "It is actually important that I learn this."

Here, Will represents artificial intelligence and Skylar is the student. Some students and employees will use AI to generate answers and pretend understanding – but ultimately fall short. Others will use AI as a tool to explore more deeply, build on their own thinking and emerge not only more valuable to their employer and the overall economy, but more fulfilled by what they've truly learned.

AI technology is moving at a breakneck pace. It can produce answers in seconds, automate complex tasks and dramatically increase productivity. But access to answers alone has never been the point of education – or leadership. The real challenge lies in ensuring that tomorrow's leaders understand why something matters. Helping the next generation build knowledge on top of the tools at their disposal – rather than relying on those tools as shortcuts – is paramount to our region's long-term success.

Schools here are meeting this moment head on. As you'll read in the pages of this issue of *Commerce*, educators across southeastern Wisconsin are leaning into this new challenge with intention and care. Whether it's guiding students on the ethics of artificial intelligence – when and how these tools should be used – or equipping them with the practical skills to apply AI responsibly to everyday tasks, campuses throughout the region are responding to a rapidly shifting landscape.

Yet the responsibility doesn't end in the classroom. Business, civic and community leaders all have a role to play in reinforcing these lessons and modeling thoughtful use. Knowing how to use AI, and use it responsibly, is no longer optional – it is a prerequisite for long-term competitiveness. The regions that succeed won't be those that resist this moment, nor those that chase efficiency at the expense of understanding, but those that move deliberately to align education, training and real-world application with the demands of a changing economy.

That alignment is already taking shape here in southeastern Wisconsin. Educators, employers and industry partners are strengthening the connection between learning and application – ensuring students aren't just familiar with AI, but prepared to use it in ways that deepen understanding, enhance judgment and create value.

AI isn't the first transformative technology to reshape how we learn, work and live – and it won't be the last. What will separate regions that thrive from those that fall behind is how intentionally they respond. By investing in education, embracing lifelong learning and reinforcing the idea that tools are most powerful when paired with human insight, southeastern Wisconsin is positioning itself to adapt once again.

This moment demands leadership, collaboration and a willingness to evolve. And with the work already underway across our schools, businesses and communities, our region is proving it's ready to meet the future – not by taking shortcuts, but by learning its way forward.



Dale Kooyenga
MMAC President & CEO



Reading, writing & AI

K-12 schools integrating new technology into the classroom

By: **Ryan Amundson**, Senior Director of Communications

Artificial intelligence is advancing faster by the day, reshaping and integrating into virtually every aspect of modern life.

It's everywhere - from the mundane, like planning our grocery lists, to the existential, like protecting us from foreign security threats. Considering the breadth of its impact, preparing the next generation to use this tool responsibly, ethically and in ways that deliver meaningful, real world outcomes is critical.

Needless to say, our K-12 educators will play an outsized role in that work.

In Milwaukee, schools of all kinds are turning their attention to AI and teachers are leading the charge.

"Because AI has emerged so quickly as a powerful tool, we've embraced learning about it and helping students, staff and families understand when and how it's appropriate to use," said **Andrew BoddySpargo**, director of innovation at Cristo Rey High School on Milwaukee's south side. "My main messaging to students is that AI is a tool. Like any tool, you're responsible for how you use it."

Amanda Glunz, a teacher at Milwaukee Public School's Audubon Technology and Education Center, is currently developing curriculum for a course in AI, targeting the 2026-27 school year for launch.

"AI is a real thing, and our students are going to be engaging with it," she said. "There's a lot of academic value in helping students understand the purpose behind their work and how to use these tools in a way that actually improves learning, rather than replacing it."

Real-world applications

Glunz's school is STEM focused, providing students with expanded opportunities to meaningfully embed AI into their coursework and learning experiences.

"One of the first places I really saw AI show up was through robotics. I coach a robotics team, and once you start working with sensors and advanced programming, things get complicated fast," she said. "Students began using AI tools to troubleshoot their code - finding bugs, understanding

"AI is a real thing, and our students are going to be engaging with it. There's a lot of academic value in helping students understand the purpose behind their work and how to use these tools in a way that actually improves learning, rather than replacing it."

AMANDA GLUNZ
teacher,
MPS Audubon
Technology
and Education
Center



formatting and figuring out why something wasn't working. In that sense, AI became an equalizer. It gave them access to support they otherwise wouldn't have had."

Cristo Rey's work-study model – where many of the students go off-campus to partner companies – provides students with wide-ranging perspectives on the use of AI and when and where it's most appropriate.

"Students work at more than 90 companies, all with different AI policies. We rely on companies to set those boundaries. In many cases, students are more AI-literate than their co-workers," said BoddySpargo. "Some students are helping train AI models, while others use AI daily at work. They're seeing firsthand that companies are still figuring this out, which makes AI literacy even more important."

Necessary skill, but responsible use key

For both Cristo Rey and Audubon, teaching the skills necessary to use AI is paramount. At the same time, providing insight about appropriate use is equally pressing.

BoddySpargo said the appropriate use of AI is less of a line, and more of a spectrum.

"Because the purpose of a task is subjective, our job as educators hasn't really changed. We've always needed students to engage in learning, not just complete homework," he said. "AI makes it easier to bypass learning, which is

uncomfortable, but it also pushes educators to be more intentional. We need to rethink assessment so it actually measures learning. How we navigate that blurry space is through dialogue, transparency and grounding everything in purpose."

"AI makes it easier to bypass learning, which is uncomfortable, but it also pushes educators to be more intentional. We need to rethink assessment so it actually measures learning."

ANDREW BODDYSPARGO
director of innovation, Cristo Rey High School

That said, approaching education as a community affair has been important when teaching AI.

"We need to be more comprehensive about AI literacy – for adults and students," BoddySpargo said.

At Audubon, besides embracing AI as resourceful, Glunz sees it as inevitable.

"That line looks different for every educator, but ignoring AI isn't realistic. Students are going to use it," she said. "For me, AI is acceptable as a tool. For example, in programming, if a student documents the steps they've taken to fix a bug and then uses AI to troubleshoot, that's appropriate – as long as they understand and can explain the solution."

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Meeting student demand and workforce need

University of Wisconsin-Whitewater introduces AI major

By: Ryan Amundson, Senior Director of Communications

Carved into the foothills in the state's Kettle Moraine region, the University of Wisconsin-Whitewater has a reputation for serving students with a cutting-edge education and preparing them for a life in the workforce following graduation.

And that reputation has been bolstered, as it was recently announced the school will be offering students a Bachelor of Science in Artificial Intelligence starting in the 2026-27 school year. The school has begun enrolling students for the program, said Zach Oster, chair of the school's computer science department.

"A lot of this came from student demand," said Oster. "Students started asking, 'Can we go deeper? Can we go further? Can we work on really cutting-edge applications?' At the same time, we heard from our industry partners and our advisory boards that AI is becoming part of their businesses and their software development roles. So, the timing was right and the administration was fully supportive."

THE TIMING IS RIGHT.

According to data compiled by the U.S. Department of Labor Statistics, more than 350,000 jobs in AI and AI-related fields will open annually in the coming years. Similar data from the job-posting site Indeed shows that, regardless of vocation, job listings with AI terms mentioned have increased year-over-year – from accounting, up 1.7 percent, to software development, up more than 11 percent over that same period.

WHAT'S ON THE SYLLABUS?

School leadership has said students majoring in AI will go through a comprehensive educational process.

"This degree equips students with much more than coding skills," said Jason Janke, dean of the College of Letters and Sciences. "Through an interdisciplinary approach that draws on the breadth of expertise across our college, students gain the technical, analytical and critical thinking abilities needed to lead in a rapidly evolving AI landscape."

Oster said everything starts with computer programming, specifically Python – the language in which a lot of modern AI development takes place. Students should also expect to crunch numbers.

"...students gain the technical, analytical and critical thinking abilities needed to lead in a rapidly evolving AI landscape."

"There's also a lot of math," Oster said. "Many machine-learning techniques that power generative AI are based on linear algebra – basically working with large tables of numbers – so students need that foundation. They'll take calculus, linear algebra and statistics, since probability plays a big role in training machine-learning models." Oster added the coursework will include diving into the human psyche.

"There are psychology classes, since many AI techniques are inspired by theories of the mind," he said. "We also have an ethics of AI course taught by a colleague in philosophy and religious studies – an ethicist by training. We think it's essential that students spend real time thinking about how AI can be used, misused and used for good."



University of Wisconsin
Whitewater

See more at uww.edu

Photo credit: UW-Whitewater/Craig Schreiner

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INNOVATION BUILT ON COLLABORATION

How UWM students are gaining hands-on experience in Microsoft’s AI Co-Innovation Lab

By: Allie Shane, MMAC Content Manager

It’s no exaggeration to say that southeastern Wisconsin is quickly transforming into a hub of technological innovation. Global companies are pouring time, money and resources into the region. This not only positively impacts the current workforce, but also gives younger generations the exposure that will set them up for success in an increasingly digital work environment.

Students and faculty at the **University of Wisconsin-Milwaukee (UWM)** are witnessing the transformation firsthand.

In May 2024, Microsoft announced plans to invest \$3.3 billion in southeastern Wisconsin. A portion of the funds were allocated for the creation of a **Microsoft AI Co-Innovation Lab**. Housed within **UWM’s Connected Systems Institute (CSI)**, the lab is one of only seven worldwide and the first of its kind to be located on a college campus and have a dedicated focus on the manufacturing industry.

Since its June 2025 opening, several local manufacturers have been welcomed into the lab, each working with Microsoft engineers to explore how AI can solve business

challenges and spur innovation. Interest has grown among MMAC member companies, including **ATI Forged Products** and **Gilman Precision**. MMAC board member organizations are likewise active, with completed projects at **Waukesha Metal Products** and **Husco** and additional work underway with **Versiti** and **Strohwig**. Students have been given numerous opportunities to lean into this exciting collaboration.

“These experiences accelerate student skill development in AI solution design and give them direct exposure to real business problems.”

Joe Hamann, CSI Executive Director

“UWM students play an active, hands-on role in applied AI projects that pair industry partners with the Microsoft AI Co-Innovation Lab. These experiences accelerate their skill development in AI solution design and give them direct exposure to real business problems,” said CSI Executive Director Joe Hamann.

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“The goal is to give students practical experience and skills that translate directly into high-demand roles across Wisconsin’s innovation economy.”

Joe Hamann, CSI Executive Director

One such experience is a CSI Hackathon. Within the last two months, the university has hosted two of these challenges. During Hackathons, UWM students work alongside lab mentors and industry professionals to prototype AI solutions in direct response to community- and industry-driven challenge statements. The challenges foster experiential learning and strengthen students’ technical and problem-solving skills.

In addition to Hackathons, students are invited to participate in workshops, projects and events hosted by CSI. Undergraduate and graduate students get to learn from some of Microsoft’s brightest engineers and leave with a better understanding of how AI and digital transformation are manifesting in the workplace.

“The Connected Systems Institute reports into Academic Affairs and is intentionally structured outside any single college or department. That positioning allows us to engage students and faculty from across the entire university,” said Hamann.

Even outside of lab participation, UWM students are being prepared to harness AI in their future workplace. UWM faculty bring what they have learned through faculty-industry engagements back to the classroom, aligning curriculum with the skills and approaches that will be required of the future workforce.

This is only the beginning for student engagement in Microsoft’s AI Co-Innovation Lab. According to Hamann, UWM is working alongside Microsoft to roll out internship opportunities that place students directly on project teams inside the lab. Interns will be able to collaborate with Microsoft engineers and industry partners – designing, building and validating AI solutions.

“The goal is to give students practical experience and skills that translate directly into high-demand roles across Wisconsin’s innovation economy,” he said.



To learn more about the partnership or the Microsoft AI Co-Innovation Lab, visit:
uwm.edu/csi/research/facilities

Prepared for what's to come

FUSE program builds valuable technical skills

By: Allie Shane, MMAC Content Manager

AI is transforming how we do business across industries, and its capabilities continue to evolve. New language models, new updates, new best practices.

So, if you are new to the world of AI, where do you begin?

Thanks to FUSE, a tech-based program launched by the MKE Tech Hub Coalition, collegiate-level students can immerse themselves in this innovative technology and practice using it to solve industry-specific problems. The result? A future workforce prepared for an increasingly digital economy.

"We're on a mission to strengthen our region's tech talent pipeline. FUSE provides a direct pathway for collegiate students to immerse themselves in real-world experiences, develop their technical mindset and make critical network connections. This supports our region with talent that can fill important roles as industry needs continue to evolve," said MKE Tech Hub Coalition Executive Director Joe Poeschl.

FUSE started in 2020, at the height of the COVID-19 pandemic, in partnership with The Commons, an initiative of the Greater Milwaukee Committee. At the time, many companies paused or canceled their internship programs, leaving students searching for new opportunities to apply what they had learned in the classroom and build professional connections in the community.

"It was a fantastic response to a segment of our workforce that was in some real need that summer," said Poeschl. The program initially focused on technical interns but quickly evolved to garner participation from students of all majors and backgrounds. Since 2020, FUSE has welcomed over 350 students, with 30-40% of participation coming from traditionally "non-technical" areas of study.

"...If you're not studying [AI], it can be quite an intimidating thing. We've put together an accessible, lightweight, fun and valuable experience where you can just try that stuff out. You can quickly see what's behind the curtain and gain an understanding of the ethics and impact of this technology on the future of work," he said.

This year, FUSE is transitioning from a single, summer-long bootcamp into hybrid, two-week sprints offered throughout the year. The next sprint begins June 10 and will include 50 to 75 participants, representative of anywhere between 12 to 18 different educational institutions. Another sprint will happen in October. Poeschl gave a high-level overview of what FUSE participants can expect.

The program begins with an in-person orientation.

"You're going to be put on a team with students from across the region; all different skills, all different backgrounds, all different ages," said Poeschl. Each team will receive an envelope containing an industry challenge. Over the next two weeks, teams will



meet virtually to find a solution. The goal is to engage students in research and creative brainstorming that utilizes data-driven technology and responsible AI. Industry professionals are invited to serve as FUSE program coaches.

“FUSE is powered by the resources and people in our community. Coaches are core to the FUSE experience, providing students with industry insights and meaningful connections, while providing employers with connections on incoming tech talent for the future of our workforce,” he said.

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On the final day of the program, the public is invited to gather in person to hear the FUSE participants present their ideas. While these ideas may never come to fruition, the main goal of the FUSE experience is to create an environment for students to gain familiarity with innovative technologies and to acquire invaluable professional skills, such as identifying opportunities, thinking critically and creatively, collaborating with others and building industry connections.

“We’re positioning FUSE to be more accessible to students, giving them engagement opportunities throughout the year, while keeping the fundamental learning skills and networking experiences at its core. We’re growing a network of motivated young minds and plugging them into the larger ecosystem,” said Poeschl.



MKE Tech Hub Coalition’s FUSE program is designed to teach the latest tech skills in data and artificial intelligence while also helping build the essential professional and networking skills people need to get ahead – no matter which career path is pursued.

These unique two-week sprints are designed to infuse and build technical skills that apply to any career.

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AI education for all

WCTC's Applied AI Lab moving students, business, individuals forward

By: Ryan Amundson, Senior Director of Communications

Sarah J. Buszka, Executive Director of the Applied AI Lab at Waukesha County Technical College (WCTC), says accessibility is central to the lab's mission – and that often starts with unexpected visitors.

“Just this afternoon, a gentleman came in off the road after seeing our sign. He’s a young electrician with an idea he’s been developing and wanted to talk to someone who understands AI,” Buszka said. “That’s what surprises people – AI isn’t just for tech companies. Plumbers, electricians, mechanics are bringing forward really smart ideas, and this lab gives them a place where their trade expertise and innovation can come together.”

Opened in 2024, WCTC’s Applied AI Lab has become a resource for local businesses, entrepreneurs and community members interested in learning how to implement artificial intelligence in practical ways.

That reach is about to grow even further. Construction on an expanded Applied AI Lab begins this summer, adding more than 13,000 square feet to the lab, including a second level with student learning space, dual-format computer and network classrooms, a state-of-the-art pitch pit, collaboration areas, offices and an outdoor terrace.

“That’s what surprises people – AI isn’t just for tech companies. Plumbers, electricians, mechanics are bringing forward really smart ideas, and this lab gives them a place where their trade expertise and innovation can come together.”

Sarah J. Buszka

Executive Director, Applied AI Lab, WCTC

Something for everyone

The expansion builds on WCTC’s leadership role in artificial intelligence education. The first cohort of students from the college’s AI program walked across the stage to receive their diplomas this spring.

While traditional students are benefitting from WCTC’s investment in AI education, Buszka said the lab was intentionally designed to serve far more than just enrollees at the school.

“I really see us as helping people grow and go with AI, and that can be a full range of audiences, which is what makes WCTC unique,” Buszka said. “... We also work with people who are mid-career and looking to upskill, as well as those who are later in their careers or even retired and simply

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Continued from page 15

want to learn more. No matter your age or background, there's a way to engage with AI here."

That engagement can take many forms, she added – whether through a traditional classroom or within the Applied AI Lab itself, which is designed to be hands-on, innovative and focused on real-world problem solving.

Businesses, others taking advantage

One of the services WCTC takes pride in is reaching out to employers and providing the expertise their teams will need in the age of AI integration.

"We really work directly with business and industry to help them grow and go with AI, whether that's basic training, AI literacy or helping leadership teams get aligned on how they want to use these tools," said Buszka, pointing to professionals in manufacturing, marketing, construction and others taking advantage.

That work can be seen directly with the electrical contractor who made the unannounced visit.

"Even with this electrician who came in, his computer is limiting him with what he can do in his projects right now because he doesn't have enough GPUs (graphic processing units) to do some of the workloads that he needs to run," said Buszka. "So we have technical equipment available here in the lab where someone, if they need it, can use it."

The expertise and resources available extend to the youngest and oldest, Buszka said.

"I've trained an entire group of senior citizens who were retired and we had them come to the lab and I taught them about AI and they loved it," she said.

"We've even had fifth graders here and we've taught them about AI, and they made their own video games here."

Taken together, the variety of programs, workshops and informal opportunities housed within the Applied AI Lab reflect a broader philosophy about who artificial intelligence is for. Whether someone is a student, a business leader or a curious community member walking through the

"The through line there is we're all people who are trying to figure out how to use this technology. So, you know, if you are a human trying to figure out how to use AI in your life or in your business, this is a place for you."

door for the first time, Buszka said the lab is designed to meet people where they are – and help them take the next step forward.

"The through line there is we're all people who are trying to figure out how to use this technology," she said. "So, you know, if you are a human trying to figure out how to use AI in your life or in your business, this is a place for you."

The Applied AI Lab is WCTC's dedicated space for exploring how artificial intelligence works in real-world environments, giving students, faculty, entrepreneurs and partners a hands-on place to test ideas, prototype solutions and experience AI technologies in action.

Learn more at
wctc.edu/
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LEADING THE WAY IN INNOVATION | PIZZA | COMMUNITY



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Opportunities, Inc.:

A mission-driven partner in food and beverage manufacturing

By: Emily Allen, FaB Wisconsin

In food and beverage manufacturing, strong partnerships often make the difference between meeting demand and missing an opportunity. Celebrating 60 years of *Success Through Service*, Opportunities, Inc. has played that role by combining A Heart for People | Mind for Business model that fosters operational reliability with a mission deeply rooted in community impact.

Founded as a community rehabilitation program in Fort Atkinson, Opportunities, Inc. has grown alongside the industry while remaining grounded in its purpose. Today, the organization operates additional sites in Watertown, Oconomowoc, Janesville and Beaver Dam, providing services designed to help individuals maximize their success and build the skills needed to be independent, contributing members of the community. This work is guided by core values of community, choice, commitment and collaboration.

Opportunities, Inc. supports food and beverage manufacturers by working exclusively with prepackaged products, offering repacking, assembly and fulfillment services that help bridge operational gaps. Their clearly defined focus allows them to deliver consistent, high quality results while maintaining a safe, structured work environment for individuals with diverse abilities and backgrounds.



Celebrating 60 years of Success Through Service, Opportunities, Inc. has played that role by combining A Heart for People | Mind for Business model that fosters operational reliability with a mission deeply rooted in community impact.



“By providing a safe and consistent place to work for our participants, our partners are supporting both our mission and our community every day,” says **Chris Kostka**, sales representative at Opportunities, Inc.

For manufacturers, that means projects are not only completed with care and attention to detail, but also contribute to meaningful social impact.

Relationships are central to how Opportunities, Inc. operates. While they work with companies across the country, they continue to prioritize partnerships with Wisconsin-based manufacturers.

“We love to find Wisconsin-based partners that are looking for a detail-oriented partner to help with one-time runs and ongoing projects in the food and beverage space,” Kostka says. “We enjoy building relationships with our customers and showing them how their work benefits our mission of providing meaningful work for our workforce with diverse abilities.”

From an operational standpoint, Opportunities, Inc. offers both flexibility and scale. With a range of equipment and multiple locations throughout southeast Wisconsin, they can support projects from small runs to large volume work. Their capabilities include building variety packs and retail displays, along with pick, pack and ship services from a full fulfillment warehouse. This level of reliability and precision is trusted by manufacturers ranging from regional brands to Fortune 500 companies.



For food and beverage manufacturers navigating labor challenges, space constraints or fluctuating demand, Opportunities, Inc. serves as a steady, mission-driven extension of their operations. Their work brings together quality, efficiency and shared values, creating lasting impact for both business partners and the communities they serve.



Leading the Way in Applied AI Education

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At Milwaukee School of Engineering, we don't just teach AI, we practice AI. MSOE is at the forefront of applied AI education to prepare students to become experts in their fields and tackle the technological challenges of tomorrow. With AI-centered courses, students are empowered to delve deep into theory in the classroom and take the lead after graduation.



Learn more at
msoe.edu/ai-and-msoe

Put AI to Work for Your Business

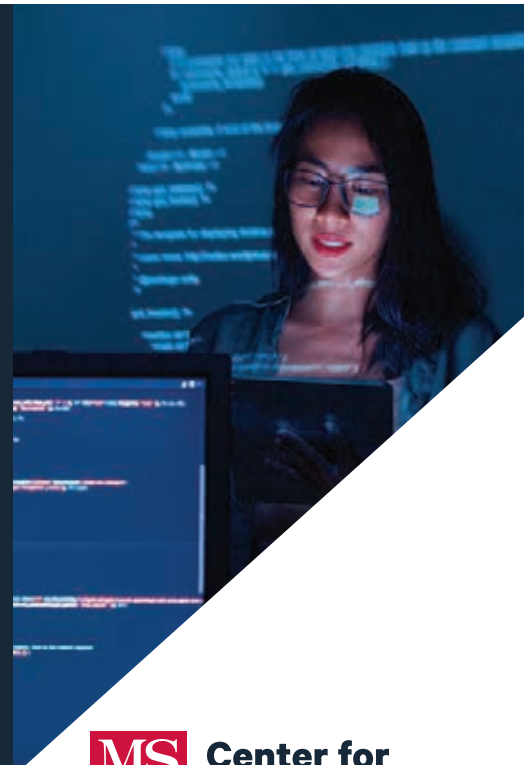
The MSOE Center for Professional Education can help your organization adopt AI strategically, responsibly and effectively.

AI / Machine Learning Programs

Online live workshops and seminars, self-paced short courses, certificate programs and interactive webinars.

MSOE at Work

Bring AI learning directly to your organization through customized training programs designed around your workforce needs.



Center for Professional Education

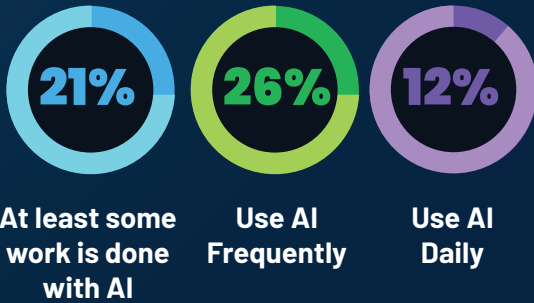
Visit msoe.edu/cpe to view opportunities.



AI by the numbers

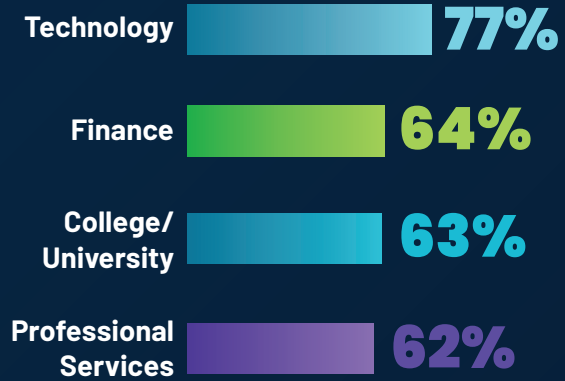
Key facts on AI adoption, use and impact

AI USE IN THE U.S. WORKFORCE



Source: Gallup's U.S. workplace data 2025

HIGHEST AI ADOPTION RATES BY INDUSTRY



Source: Gallup's U.S. workplace data 2025

AI USE AMONG TEENS



94% have at least heard about AI chatbots



64% say they use AI chatbots



54% say they use AI chatbots for schoolwork

Source: Pew Charitable Trust, 2025

BUSINESSES VALUE AI SKILLS

45%

of business leaders would pay **11% to 15%** more for talent with strong AI skills

Source: KPMG AI Pulse Survey March 2026

AI SKILLS PAY OFF



AI job postings offer **28%** higher salaries or about **\$18,000** more per year in the U.S.

Source: Lightcast, 2025

AI is rapidly reshaping how we work, learn and hire, delivering productivity gains and creating a strong premium for AI skills.





AI TRAINING PROGRAM PREPARES MILWAUKEE YOUTH FOR EVOLVING WORKFORCE

By: **Anna Lardinois**, Managing Editor, Milwaukee Startup News

As artificial intelligence becomes a standard workplace tool, it is increasingly showing up as a hiring requirement. Roughly half of technology job postings now call for AI-related skills, and employers are willing to pay a premium for workers who can use them.

In Milwaukee, workforce leaders are beginning to respond, starting with high school students.

Employ Milwaukee, in partnership with **Milky Way Tech Hub** and **United Neighborhood Centers of Milwaukee (UNCOM)**, recently launched **AI Ready: After School Future Workforce Program**, a four-week pilot program designed to equip students with digital literacy, artificial intelligence and workforce readiness skills.

The curriculum was developed and delivered by Milky Way Tech Hub, a Milwaukee-based organization focused on expanding access to technology education and entrepreneurship programming. Founded by

Nadiyah Johnson, who holds a Ph.D. in computer science with research focused on artificial intelligence, the organization brings both technical expertise and a community-centered approach to the program.

Through hands-on, project-based learning, students move beyond basic familiarity with AI tools to practical applications, including how to use AI for résumé development, organization and problem-solving, as well as how to evaluate outputs and understand potential bias in AI systems.

The program reflects a broader shift in how workforce development organizations are approaching emerging technology. Rather than treating AI as a specialized or future-facing skill, leaders increasingly view AI competency as basic requirement that cuts across industries.



"As AI and automation continue to reshape industries, our region must invest in the skills that tomorrow's jobs will demand," said **Julie Cayo**, president and CEO of Employ Milwaukee.

As a workforce development board, Employ Milwaukee's strategy is guided in part by private-sector employers. More than half of its board is made up of industry leaders, including representatives from sectors such as construction, manufacturing, healthcare, hospitality and finance, whose input helps shape regional workforce priorities.

That employer feedback is driving a more immediate response to AI.

"We see AI not as a future issue, but as a present workforce imperative," Cayo said.

From awareness to application

The AI Ready program is structured as a four-week, after-school cohort that meets twice weekly. It serves high school students who qualify for Workforce Innovation and Opportunity Act (WIOA) youth programming, which supports individuals facing barriers to employment.

Early results from the first cohort suggest students are already familiar with artificial intelligence tools but lack experience applying them in a workforce context.

"They're not intimidated by AI," Cayo said. "They're curious and ready to engage."

Initial assessments showed students entering the program with a strong baseline understanding of AI concepts. However, many had not yet developed the skills needed to use those tools effectively in real-world settings. The program is designed to bridge that gap through project-based learning, focusing on areas such as prompt strategy, evaluating outputs and applying AI tools to practical challenges. Participants also learn how to use AI in everyday professional tasks, including résumé development, interview preparation, organization and productivity.

"We're seeing AI as another essential skill," Cayo said, noting that it is becoming as fundamental as traditional job

"We're seeing AI as another essential skill," Cayo said, noting that it is becoming as fundamental as traditional job readiness competencies such as communication and professionalism."



readiness competencies such as communication and professionalism.

Importantly, that skill is not limited to technical roles. National data shows that AI-related skills are increasingly valued across a range of occupations, including customer support, sales and manufacturing and production roles. Employers are also placing a financial premium on those capabilities, with some willing to pay 11% to 15% more for workers with strong AI skills.

For workforce leaders, that signals a broader shift in how work is performed and how workers must be prepared. "We want to build a workforce that is comfortable working alongside AI, but not displaced by it," Cayo said.

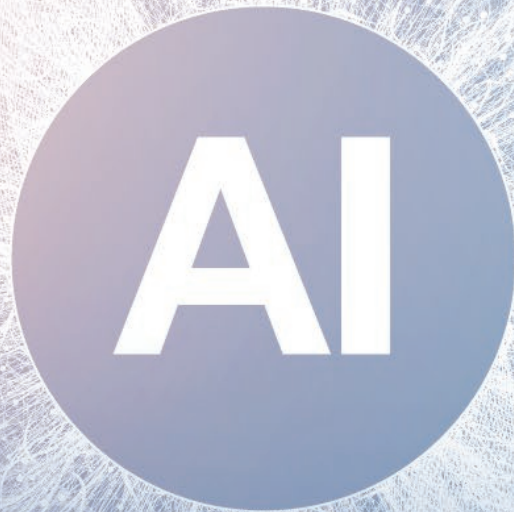
Building a scalable model

The current AI Ready cohort is being treated as a pilot, with partners evaluating outcomes before expanding the program more broadly. Based on early feedback, that expansion is likely.

"This is a proof of concept," Cayo said. "But it's something we anticipate integrating more formally into our youth programming."

As artificial intelligence reshapes how work gets done, programs like AI Ready aim to ensure Milwaukee's next generation enters the workforce not just aware of AI, but prepared to use it. For workforce leaders, the goal is clear: build a talent pipeline that can work alongside emerging technology, rather than be left behind by it.



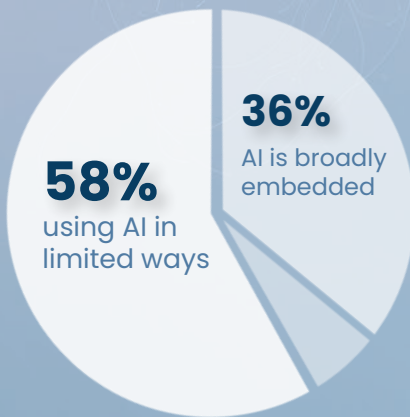


in the Workplace:

Who's using it and what's next?

Artificial intelligence no longer carries the status of a buzzword. It's here and lives in the core of what we're doing day-to-day in offices, cubes, the production floor and in the classroom.

We recently surveyed members of MMAC's Leadership Council to gauge just where and how AI is being used, how those leaders are feeling about it and what the future holds. We received dozens of responses. Here's what we found.



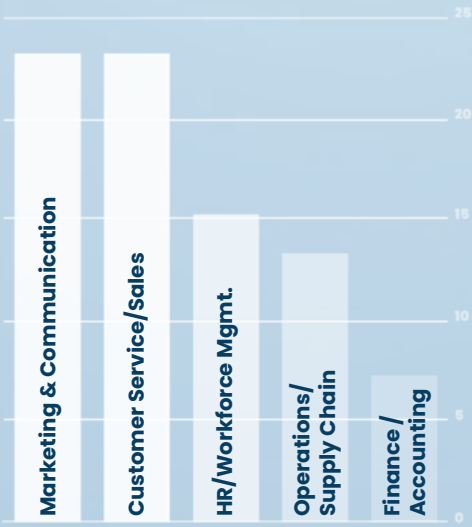
More than half utilize AI

Nearly six in 10 organizations (58 percent) report using AI in limited but meaningful ways, while 36 percent say AI is already broadly embedded within their businesses. Only a small fraction remain in exploration mode and none of our respondents report avoiding the technology altogether.

This is an opportunity for us – we view AI as our opportunity to improve client experience by getting computers to do what computers should be doing and allowing humans to focus on what humans should be focused on. In our business that is build relationships and focus more time consulting with the client.

Ryan Barbieri
Executive VP of Employee Benefits, Partner
M3 Insurance





AI being used across business divisions

AI's impact is being felt most immediately where speed, volume and responsiveness matter most.

- **Marketing and communications and customer service and sales** lead all business functions, each cited by nearly two-thirds of respondents as current users and beneficiaries of AI tools.
- **Human resources and workforce management** follow, reflecting an interest in AI to support hiring, onboarding, training and internal communications.
- **Operations and supply chain functions** tracked third, saying this area of their business is benefitting most from AI.

We are already seeing benefits in areas such as freight visibility, predictive analytics, invoice auditing and exception management, which help automate manual processes and allow our team to focus more on strategic problem solving for clients.

Jon Mariano
CFO
Evans Transportation



Productivity, efficiency key to adoption

When asked about the primary goal of adopting AI, the answer was clear: **improving productivity and efficiency**. These leaders are turning to AI for leverage – seeking ways to free up staff time to tackle the important work and streamlining repetitive tasks.

Greatest Barriers to adoption



Employee readiness and change management followed closely when it comes to concerns.



What's ahead?

Looking forward, the direction is unmistakable. Most organizations responding **expect their AI use to increase over the next year**. What's changing isn't enthusiasm, but confidence.

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CARROLL
UNIVERSITY



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2025-2026 Legislative Scorecard

MMAC's public policy agenda is updated every two years to communicate our members' priorities to elected officials.

The Legislative Scorecard measures how closely your state elected officials vote on key legislation aligned with MMAC priorities during the most recent legislative session.



MMAC's agenda serves as a roadmap for advancing policies that strengthen the Milwaukee region as a place to invest, grow businesses and create jobs. It reflects input from a diverse membership representing employers across industries and communities.

The 2025-2026 Legislative Scorecard evaluates how elected officials voted on key issues impacting workforce development, economic growth, housing availability, education and regulatory environment. These issues are

critical to maintaining a competitive business climate and supporting long-term regional prosperity. This legislative session focused on addressing workforce shortages in critical fields, educational standards, expanding access to housing, modernizing outdated regulations, supporting local investment directly to our area students and investing in infrastructure and talent pipelines. The bills included in this scorecard highlight those priorities and their importance to the business community.

MMAC's Governmental Affairs Team



Andrew Davis
Vice President of
Governmental Affairs



JJ Sherman
Director of Governmental
Affairs



Caitlin Kerschner
Governmental Affairs
Specialist

State Bills



2025-2026 LEGISLATIVE SCORECARD

SB 18 | AB 1 - Restoring High Academic Standards in K-12 Education

Reverts to the nationally recognized academic standards in place at DPI just prior to the recent standards drop to more accurately reflect student and school district achievement.

STATUS: Vetoed by the Governor
Passed the Assembly 02/19/2025
Passed the Senate 03/18/2025

SB 45 | AB 50 - 2025-27 State Budget: Investing in Wisconsin's Economy and Workforce

Wisconsin's bipartisan 2025-27 budget pairs meaningful tax cuts with major pro-growth wins, including preservation of the Manufacturing & Agriculture Tax Credit, historic special education funding and investments in workforce and child care.

STATUS: Vetoed in part by the Governor (Act 15)
Passes the Assembly 07/02/2025
Passed the Senate 07/02/2025

SB 92 | AB 89 - Strengthening Penalties for Retail Theft and Repeat Offenders

Enhances the penalty and ability to prosecute theft crimes to hold repeat offenders accountable and crack down on theft.

STATUS: Signed by the Governor (Act 106)
Passed the Assembly 03/13/2025
Passed the Senate 11/18/2025

SB 122 | AB 140 - Enabling a \$15 Billion Investment Through TIF Flexibility

Enabled greater flexibility within Port Washington's Tax Incremental Financing district to support a transformational \$15 billion investment in the region.

STATUS: Signed by the Governor (Act 16)
Passed the Assembly 05/13/2025
Passed the Senate 06/18/2025

SB 178 | AB 182 - Expanding Workforce Housing Through Low-Income Housing Tax Credits

Expands access to the Low-Income Housing Tax Credit to address the workforce housing shortage.

STATUS: Signed by the Governor (Act 236)
Passed the Assembly 01/13/2026
Passed the Senate 03/17/2026

SB 180 | AB 194 - Expanding State Loan Programs for Housing Development

Expanded loan programs to three workforce housing programs to address housing shortages.

STATUS: Signed by the Governor (Act 237)
Passed the Assembly 10/7/2025
Passed the Senate 03/18/2026

SB 213 | AB 219 - Creating a Tax Credit for Freight Rail Infrastructure Modernization

Creates a tax credit for rail infrastructure modernization to update critical transportation infrastructure.

STATUS: Signed by the Governor (Act 242)
Passed the Assembly 01/13/2026
Passed the Senate 01/21/2026

SB 275 | AB 276, SB 276 | AB 275, SB 277 | AB 274 SB 289 | AB 277 - Regulatory Reform Package to Reduce Red Tape and Strengthen Rule Oversight

These bills are part of a regulatory reform package that focuses on cutting red tape for businesses and providing more transparency and oversight into the administrative rules process.

STATUS: Vetoed by the Governor
Passed the Assembly 02/12/2026
Passed the Senate 02/11/2026

This 2025–2026 Legislative Scorecard evaluates how the votes of your state elected officials represented the priorities of the MMAC in the past legislative session.



The key bills included in this Scorecard were chosen because of their policy significance and their relationship to our public policy agenda.

A brief description of these pieces of legislation is included. To view a digital version of this scorecard, visit www.mmac.org/scorecard.

SB 424 | AB 420 – Allowing Summer School Teaching to Count Toward Student Teaching Requirements

Permits student teachers to count summer school teaching towards their student teaching requirements and enter the workforce sooner.

STATUS: Vetoed by the Governor
Passed the Assembly 11/20/2025
Passed the Senate 11/18/2025

SB 452 | AB 460 – Allowing Siblings to Maintain Enrollment in School Choice Programs

Extends the “Once In, Always In” principle to keep siblings together in the same school despite modest increases in family income above program eligibility.

STATUS: Vetoed by the Governor
Passed the Assembly 02/19/2026
Passed the Senate 03/17/2026

SB 482 | AB 494 – Expanding Research & Development Tax Credit Carryforward

Extends the carryover period for unused research and development tax credits from 15 years to 50 years.

STATUS: Signed by the Governor (Act 220)
Passed the Assembly 1/20/2026
Passed the Senate 11/18/2026

SB 526 | AB 518 – Allowing Substitute Teachers to Serve in Choice Schools

Allowing substitute teaching permit holders to teach at choice schools.

STATUS: Vetoed by the Governor
Passed the Assembly on 11/19/2025
Passed the Senate on 01/22/2026

SB 732 | AB 696 – Modernizing CPA Licensure to Address Workforce Shortages

Modernizing the CPA licensure requirements to address industry shortages while maintaining quality standards.

STATS: Signed by the Governor (Act 166)
Passed the Assembly 2/10/26
Passed the Senate 02/12/2026

SB 745 | AB 759 – Expanding Occupational Licensing Access for DACA Recipients

Expands access to occupational credentials for DACA recipients opening an untapped talent pool for the region.

STATUS: Signed by the Governor (Act 240)
Passed the Assembly 2/19/26
Passed the Senate 03/17/2026

SB 767 | AB 778 – Strengthening Workforce Pathways Through Transitional Jobs Programs

Expanding eligibility for the Transform Milwaukee Jobs program and the Transitional Jobs program connecting more Milwaukee area people to meaningful work.

STATUS: Signed by the Governor (Act 176)
Passed the Assembly 2/10/26
Passed the Senate 03/18/2026

State Senate Voting Record

District	Senator	%
28	<i>Julian Bradley (R)</i>	100
19	Rachael Cabral-Guevara (R)	100
20	Dan Feyen (R)	100
13	John Jagler (R)	100
23	Jesse James (R)	100
9	Devin LeMahieu (R)	100
17	Howard Marklein (R)	100
25	Romaine Quinn (R)	100
10	Rob Stafsholt (R)	100
24	Patrick Testin (R)	100
29	Cory Tomczyk (R)	100
21	<i>Van Wanggaard (R)</i>	100
2	Eric Wimberger (R)	100
1	Andre Jacque (R)	93
12	Mary Felzkowski (R)	93
5	<i>Robert Hutton (R)</i>	87
18	Kristin Dassler-Alfheim (D)	80
27	Dianne Hesselbein (D)	80
11	Stephen Nass (R)	80
32	Brad Pfaff (D)	80
31	Jeff Smith (D)	80
30	Jamie Wall (D)	80
8	<i>Jodi Habush Sinykin (D)</i>	73
33	<i>Chris Kapenga (R)</i>	73
14	Sarah Keyeski (D)	73
22	Robert Wirch (D)	73
3	<i>Tim Carpenter (D)</i>	67
4	<i>Dora Drake (D)</i>	67
16	Melissa Ratcliff (D)	67
26	Kelda Roys (D)	67
15	Mark Spreitzer (D)	67
6	<i>LaTonya Johnson (D)</i>	60
7	<i>Chris Larson (D)</i>	60

STATE SENATE ⇒
33 SEATS



2025-2026 Wisconsin State Legislature

The legislators listed are ranked by the percentage of votes taken in support of MMAC's public policy agenda

Metro Milwaukee Legislators are in italics and corresponding party color.

2025-2026 Senate Officers



Majority Leader
Devin LeMahieu (R)



Senate President
Mary Felzkowski (R)



President Pro Tempore
Patrick Testin (R)



Minority Leader
Dianne Hesselbein (D)

2025-2026 Assembly Officers



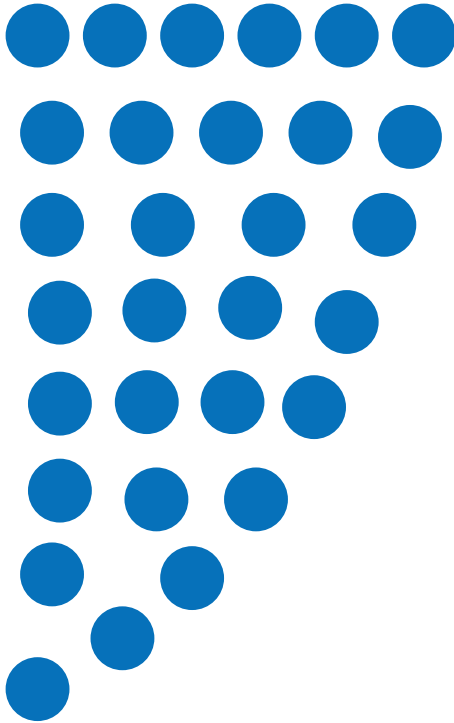
Speaker
Robin Vos (R)



Speaker Pro Tempore
Kevin Petersen (R)

State Assembly Voting Record

STATE ASSEMBLY
99 SEATS



Majority Leader
Tyler August (R)



Minority Leader
Greta Neubauer (D)

District	Representative	%
67	David Armstrong (R)	100
31	Tyler August (R)	100
06	Elijah Behnke (R)	100
37	Mark Born (R)	100
27	Lindee Brill (R)	100
59	Robert Brooks (R)	100
39	Alex Dallman (R)	100
99	Barbara Dittrich (R)	100
61	Bob Donovan (R)	100
97	Cindi Duchow (R)	100
88	Benjamin Franklin (R)	100
05	Joy Goeben (R)	100
74	Chanz Green (R)	100
58	Rick Gundrum (R)	100
55	Nate Gustafson (R)	100
69	Karen Hurd (R)	100
53	Dean Kaufert (R)	100
01	Joel Kitchens (R)	100
24	Daniel Knodl (R)	100
28	Rob Kreibich (R)	100
72	Scott Krug (R)	100
41	Tony Kurtz (R)	100
83	Dave Maxey (R)	100
22	Paul Melotik (R)	100
92	Clint Moses (R)	100
56	David Murphy (R)	100
36	Jeffrey Mursau (R)	100
32	Amanda Nedweski (R)	100
15	Adam Neylon (R)	100
51	Todd Novak (R)	100
60	Jerry O'Connor (R)	100
38	William Penterman (R)	100
98	Jim Piwowarczyk (R)	100
29	Treig Pronschinske (R)	100
21	Jessie Rodriguez (R)	100
85	Patrick Snyder (R)	100
02	Shae Sortwell (R)	100
86	John Spiros (R)	100
04	David Steffen (R)	100
68	Rob Summerfield (R)	100
34	Rob Swearingen (R)	100
49	Travis Tranel (R)	100
75	Duke Tucker (R)	100
03	Ron Tusler (R)	100
70	Nancy VanderMeer (R)	100
33	Robin Vos (R)	100
84	Chuck Wichgers (R)	100
63	Robert Wittke (R)	100
82	Scott Allen (R)	93
35	Calvin Callahan (R)	93

District	Representative	%
87	Brent Jacobson (R)	93
57	Kevin Petersen (R)	93
25	Paul Tittl (R)	93
30	Shannon Zimmerman (R)	93
95	Jill Billings (D)	87
94	Steve Doyle (D)	87
91	Jodi Emerson (D)	87
96	Tara Johnson (D)	87
42	Maureen McCarville (D)	87
54	Lori Palmeri (D)	87
45	Clinton Anderson (D)	80
23	Deb Andraca (D)	80
65	Ben DeSmidt (D)	80
48	Andrew Hysell (D)	80
07	Karen Kirsch (D)	80
64	Tip McGuire (D)	80
08	Sylvia Ortiz-Velez (D)	80
90	Amaad Rivera-Wagner (D)	80
26	Joe Sheehan (D)	80
20	Christine Sinicki (D)	80
89	Ryan Spaude (D)	80
79	Lisa Subeck (D)	80
47	Randy Udell (D)	80
18	Margaret Arney (D)	73
80	Mike Bare (D)	73
43	Brienne Brown (D)	73
40	Karen DeSanto (D)	73
46	Joan Fitzgerald (D)	73
43	Jenna Jacobson (D)	73
81	Alex Joers (D)	73
77	Renuka Mayadev (D)	73
71	Vincent Miresse (D)	73
17	Supreme Moore Omokunde (D)	73
66	Greta Neubauer (D)	73
09	Priscilla Prado (D)	73
44	Ann Roe (D)	73
73	Angela Stroud (D)	73
78	Shelia Stubbs (D)	73
11	Sequanna Taylor (D)	73
14	Robyn Vining (D)	73
12	Russel Goodwin (D)	67
16	Kalan Haywood (D)	67
52	Lee Snodgrass (D)	67
14	Angelito Tenorio (D)	67
19	Ryan Clancy (D)	60
62	Angelina Cruz (D)	60
76	Francesca Hong (D)	60
10	Darrin Madison (D)	60
93	Christian Phelps (D)	60



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Madison Night in Milwaukee

1

This annual reception brings together elected officials, business leaders and community members to connect and celebrate the collective work that makes southeastern Wisconsin a world-class location to live, work and play.



2



3

2. **Dale Kooyenga**, MMAC President; **Tyler August**, State Representative; **David Crowley**, Milwaukee County Executive; **Zach Schmidt**, City of Milwaukee; **Cavalier Johnson**, Milwaukee Mayor

3. **Kenneth Fisher**, Wisconsin Lutheran High School; **Ashley Czaja** and **Brenda White**, School Choice Wisconsin

4. **Deb Andraca**, State Representative; **Dora Drake**, State Senator

5. **Bill McCoshen**, Michael Best Strategies; **John Yingling**, Wisconsin State Fair Park



4



5

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Madison Night in Milwaukee

1

Caty McDermott, Alliance of Health Insurers; **Peter Welch**, The Welch Group; **Mia Tripi**, Mueller Communications; **Ruth Schmidt** and **Julie Stoffel**, Wisconsin Early Childhood Association.



2



3

2. **Jeffrey McAlister** and **Millie Coby**, Employ Milwaukee; **Kyle Ashley**, Milwaukee County; **LaTonya Johnson**, State Senator; **Carolyn Johnson** and **Dante Houston**, Centers For Independence



4

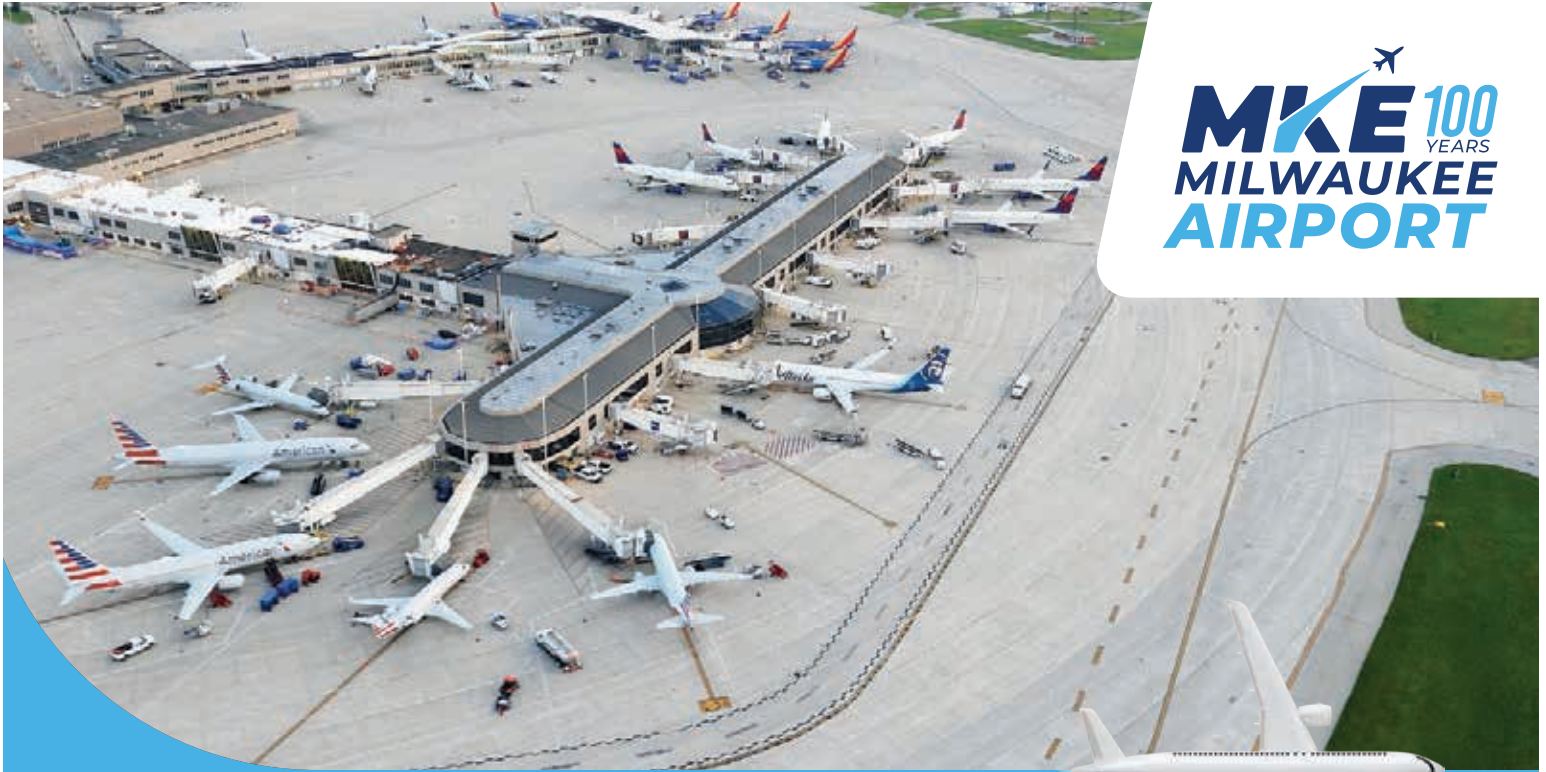


5

3. **Becky Glass**, MMAC; **Mark Schmalig**, Marketing & Branding Solutions

4. **Scott Allen**, State Representative

5. **Mara Lord**, **Dr. Shekar Kurpad** and **Nathan Berken**, Medical College of Wisconsin



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- Professional Experience: Mid-level to senior management or equivalent, on leadership trajectory within current company, demonstrates potential for C-suite.**

NEED MORE INFORMATION? CONTACT:

MEGAN ANDERSON

Executive Roundtable Manager

manderson@mmac.org | 414/287-4147

[MMAC.org/Executive-Roundtable-Program](https://mmac.org/Executive-Roundtable-Program)

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ASSOCIATION OF COMMERCE

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MMAC BOARD OF DIRECTORS



MMAC CHAIR **Steve Booth**

Chairman & CEO, Baird

Steve Booth is Chairman & CEO of Baird, as well as a member of the board of directors of Baird Financial Group and affiliated entities including Robert W. Baird & Co. Incorporated. Steve joined Baird's Investment Banking group in 1994, and went on to lead its Industrial and Global M&A teams. In 2004, he became head of Investment Banking, a position he held until January 2014. He was named Chief Operating Officer of Baird in early 2013, became President & COO in 2014, President & CEO in 2016, and Chairman & CEO in 2021. Prior to joining Baird, Steve was at Kidder, Peabody & Co. in its Chicago Corporate Finance Office. Steve holds a Bachelor of Business Administration in finance and a Bachelor

of Arts in economics from Southern Methodist University (SMU). He earned his MBA degree from the Kellogg School of Management at Northwestern University, which awarded him a Distinguished Alumni Award in 2024.

Steve is the Chairman of the American Securities Association (ASA)'s Board of Directors. He also serves on the Board of Directors of The Water Council, the United Performing Arts Fund, Metropolitan Milwaukee Association of Commerce, Carmen Schools of Science and Technology and RiverFront Investment Group, LLC. Steve also serves on the Executive Board of Dedman College of Humanities and Sciences at SMU and the Board of Regents of the Milwaukee School of Engineering. In 2022, Steve was named Wisconsin Business Leader of the Year by the Harvard Business School Club of Wisconsin and the Milwaukee Journal Sentinel.



TREASURER

Jim Popp

President & CEO

**Johnson Financial
Group**

Jim Popp is president and CEO of Johnson Financial Group, a diversified financial services company comprised of Johnson Bank and Johnson Wealth. He joined the company in 2017 as president of Johnson Bank, becoming president and CEO of the holding company in January 2018. Prior to joining Johnson Financial Group, Popp served for close to 30 years at JP Morgan Chase & Co. as market president. Popp serves on the boards of The Greater Milwaukee Committee (GMC) and the Marcus Performing Arts Center (MPAC). He received his bachelor's degree in economics from Vanderbilt University and his master's degree in finance from DePaul University.



MMAC PRESIDENT & CEO

Dale Kooyenga

Dale Kooyenga is president & CEO of the Metropolitan Milwaukee Association of Commerce (MMAC). He is also a Lt. Colonel in the U.S. Army Reserves. Kooyenga has served in the U.S. Army for over 19 years and was awarded the Bronze Star for his service in Iraq. He maintains his CPA license and has over twenty years of experience as a CPA, including 10 years at KPMG and 12 years working as a CFO for start-up, early stage and private equity companies. Prior to joining MMAC, Kooyenga was elected and served in the Wisconsin State Assembly followed by four years of service as a Wisconsin State Senator. He played NCAA Division III basketball at Lakeland University and graduated with a bachelor's degree in accounting. He obtained an MBA from Marquette University.



CORP. SECRETARY

Lynn Olberding

COO

MMAC

Lynn Olberding is chief operating officer for MMAC, responsible for day-to-day operations of the chamber. She is a Certified Chamber Executive and earned the Institute for Organization Management designation from the U.S. Chamber of Commerce. Prior to joining MMAC, she was president & CEO of the Marshalltown Area Chamber of Commerce in Iowa. She is a member of TEMPO Milwaukee and sits on the board of the Elmbrook Education Foundation. Olberding earned her undergraduate degree in corporate communications from Buena Vista University and received her MBA from the University of Iowa.

See the full list of MMAC's Board of Directors on the following pages or scan the QR code for more:



MMAC Board of Directors



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CSA Partners



Nicholas Bauer, CFA
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Operose Advisors



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Waukesha Metal Products



Tim Albrecht
Group President
Milwaukee Tool



Kurt Bechthold
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Cross Management Services



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Quarles



Scott Beightol
Partner
Michael Best & Friedrich



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Old National Bank



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Columbus McKinnon Corp.



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Marc Andraca
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Region
Clarios



Kenneth (Ken) Bockhorst
President, CEO &
Chairman
Badger Meter



Gabrielle Finley-Hazle
Chief Executive & President
Aurora Health Care &
Advocate Health - WI



Peter Arduini
President & CEO
GE HealthCare



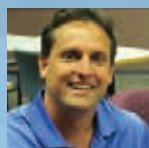
Jeff Bradford
Regional Managing
Partner, Central Region
Grant Thornton
Advisors



Tony Fuerst
Office Managing Partner
PricewaterhouseCoopers
(PWC)



Robert Arzbaecher
Board Member
Fiduciary Management



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President & CEO
American Roller &
Plasma Coatings



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SysLogic



Tim Gerend
Chairman, President & CEO
Northwestern Mutual -
Downtown Milwaukee



**Christopher
(Chris) Goller**
EVP & Head of Corporate
Banking, Midwest
PNC Bank



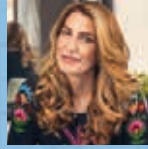
Jaime Hurtado
President
Insulation Technologies
(INTEC)



James Kornfeld
President & CEO
Strohwig Industries



Dan Graziano
President
Beer Capitol
Distributing



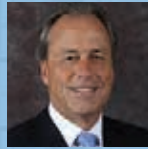
Mary Isbister
Former Owner
GenMet Corp.



Philip Koutnik
Partner
Husch Blackwell



Brian Grossman
Region Manager
Wisconsin
JPMorgan Chase



**Jerome (Jerry)
Janzer**
Chair Emeritus
Reinhart Boerner
Van Deuren



Scott Lauber
President & CEO
WEC Energy Group



Dana Guthrie
Managing Partner
Gateway Capital



Adam Jelen
President & CEO
Gilbane Building
Company



**Ernest (Ernie)
Litynski**
President
RPB Chemical
Technology



Jon Hammes
Managing Partner
Hammes Company



David Jorgensen
Executive Vice President
VJS Construction
Services



David Lubar
President & CEO
Lubar & Co.



**Andrew
Harmening**
President & CEO
Associated Bank



Tracey Joubert
Global CFO
Molson Coors
Beverage Company



**Gregory (Greg)
Marcus**
President & CEO
The Marcus Corporation



**Kalan
Haywood, Sr.**
President
Haywood Group



Ted Kellner, CFA
Chairman
T&M Partners



Timothy Mattke
CEO
MGIC



Robert Hillis
Founder, Chairman
& CEO
Direct Supply



Mike Knapek
CEO
Yaskawa America



Scott Mayer
Founder & Chairman
of the Board
QPS Employment Group



Dustin Hinton
President & CEO
United HealthCare
of WI & MI



John Koetz
COO & EVP Strategic
Business Operations
Komatsu Mining Corp.



John W. Mellowes
CEO
Charter Manufacturing
Co.

MMAC Board of Directors



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J. Joel Quadracci
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Quad



Jennifer Slater
President & CEO
Strattec Security
Corporation



Blake Moret
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Rockwell Automation



Austin Ramirez
CEO
Husco International



Paul Sternlieb
President & CEO
Enerpac Tool Group



Cory Nettles
Founder & Managing
Director
Generation Growth
Capital



Jag Reddy
President, CEO &
Board Director
Mayville Engineering Co.
(MEC)



Paul Sweeney
Principal
PS Capital Partners



Kevin Newell
Founder & CEO
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Lori Richards
CEO
Mueller
Communications



Jaime Syring
CEO
TI Freight Audit



Andy Nunemaker
CEO
Groupware Technologies



Joseph (Joe) Rock
Managing Partner
Milwaukee Office
KPMG



Jeffrey Ticknor
Senior Advisor and
Managing Director
BMO



**Ugo
Nwagbaraocha**
President
Diamond Discs
International



Rick Schlesinger
President of Business
Operations
Milwaukee Brewers



**Nicholas (Nic)
Wahl**
President & Managing
Partner
Godfrey & Kahn



Gil Peri
President & CEO
Children's Wisconsin



Maria Schuld
Chief Client Advocacy
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Weidemanis**
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**Stephen (Steve)
Shafer**
President & CEO
A.O. Smith Corporation



Gregory M. Wesley
President & CEO
Greater Milwaukee
Foundation



Jonas Prising
Chairman & CEO
ManpowerGroup



Mark Sirianni
President
ATI Forged Products



Andrew Wronski
Managing Partner
Foley & Lardner

KEEP
CONNECTING
WITH THESE
**MMAC
EVENTS**

FUEL Milwaukee
**SUMMER
SUNSET CRUISE**
Thursday, June 25
4:30 – 8:30 PM

Business After Hours
THE HOP
Thursday, July 16
4:30 – 7:30 PM

MMAC Annual
GOLF OUTING
Monday, Aug. 10
8:30 AM – 6:00 PM
Tripoli Country Club

Business After Hours
**WITH VISIT
MILWAUKEE**
Thursday, Aug. 20
4:30 – 7:00 PM
WI State Fair Park

*Save
the date!*

36TH ANNUAL
MILWAUKEE NIGHT IN WASHINGTON D.C
Wed., Sept. 23 | 5:30 – 7:30 PM
Union Station – East Hall
50 Massachusetts Avenue NE, Washington, DC 20002

See more at [MMAC.org/Events](https://mmac.org/Events)



MMAC Staff Directory

Top Organizational Leadership



Dale Kooyenga
President & CEO



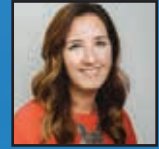
Lynn Olberding
COO



Craig Kammholz
CFO



Kathy Mclees
CIO

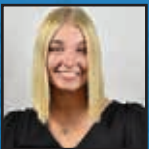


Stephanie Smith
Executive Assistant
and Office Manager

Communications & Marketing



Ryan Amundson
Senior Director,
Communications & Media
Contact



Allie Shane
Content Manager



Anna Lardinois
Managing Editor
Milwaukee Startup News



Anna Reaves
Marketing Manager



Faith Kierzek
Marketing Coordinator

Economic Development



Pat O'Brien
President
Milwaukee
Development
Corp. (MDC)



Rebecca Gries
Executive Director
Milwaukee 7



Katie Mendenhall
Senior Director of
Corporate Attraction &
Expansion
Milwaukee 7



Camille Sherwin
Director of Strategic
Engagement
Milwaukee 7



Jane Mullarkey
Manager of Corporate
Attraction & Expansion,
Milwaukee 7

Events & Programs



Karen Powell
Senior Director of
Events & Programs



Becky Glass
Events & Programs
Manager



Amira Adams
Program Specialist

Governmental Affairs



Andrew Davis
Vice President of
Governmental Affairs



JJ Sherman
Director of
Governmental Affairs

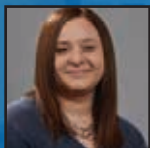


Caitlin Kerschner
Governmental Affairs
Specialist

Food and Beverage (FaB)

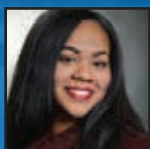


Gina Balke
Executive Director
FaB



Emily Allen
Assistant Director
FaB

Talent



Corry Joe Biddle
Vice President of Talent
& Community Affairs



Dom Portis
Career Pathways
Manager

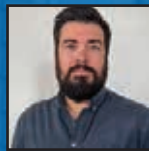
Membership



Barb Smith
Vice President of
Member Engagement



**Jane Trenchard
Backes**
Vice President of
Investor Development



Ryan Rivas
Member Engagement
Manager



**Chauntele
Speckman**
Director of Roundtables



Megan Anderson
Executive Roundtable
Manager



Andrea Medved
Membership Database
Manager



Megan Manian
Membership Program
Manager

MMAC Affiliates

African American Leadership Alliance MKE (AALAM)

Angela Adams
President

Kaitlin Thomas
Director of Strategic Planning
and Development

Ahriyan Adams
Communications Manager

Blaque Robinson
Executive Assistant

Hispanic Collaborative

Nancy Hernandez
President

Francisco Hernandez
Upskilling Pilot Lead

Patricia Avalos
Upskilling Pilot Coordinator

The Business Council (TBC)

Marjorie Rucker
Executive Director

Sylvester Hamilton
Program Director

The Water Council

Karen Frost
Executive Director

Katie Kollhoff Mouat
Innovation Programs Director

Stacy Vogel Davis
Communications Director



To see more details about
MMAC staff and affiliates visit:

MMAC.org/Staff

New MMAC Members

OCTOBER 2025 – MARCH 2026

ADINA Workforce Solutions

adinaworkforce.com
(920) 636-1439
Consultants

Affinity Accounting

affinitymke.com
(414) 533-8100
Accountants/CPA

Amtrak “National Railroad Passenger Corporation”

amtrak.com/home
(773) 708-3381
Railroads

Archwell Health Milwaukee

archwellhealth.com
(414) 506-2525
Health Care Services

Augmentiq

augmentiqagency.com
(414) 395-0623
Digital Marketing/
Advertising

Blair Fire Protection

blairfireprotection.com
(414) 460-4006
Contractors - Mechanical
& Fire Protection

Boerman Moving & Storage

boerman.com
(414) 551-9100
Moving/Storage

Bridge & Build Wisconsin

youthsummitatlambeau.com
(608) 228-0225
Youth Organizations/Centers

Calvary Placement Agency

(888) 416-3633
Recruiting Firms

Catholic Charities of the Archdiocese of Milwaukee

ccmke.org
(414) 769-3400
Social service agency

Century 21 Benefit Realty

benefit-realty.com
(414) 228-0499
Real Estate

Cintas

cintas.com
(262) 207-8933
Managed Services

Clarios

clarios.com
414-214-6500
Manufacturers

Coach USA

Coachusa.com
(414) 497-6092
Transportation Services

Culture x Design

culturexdesign.com
(414) 899-1378
Marketing Communications

DSE

(414) 367-4102
Consultants/Leadership

Duffek Construction

duffekconstruction.com
(262) 444-2270
Construction Management

E.C. Styberg Engineering Company

styberg.com
(262) 637-9001
Metal Stamping

Endura

endura-llc.com
(281) 904-8321
Investment Management
Services/Private Equity

EOS Worldwide

implementer.eosworldwide.com/paul-krejcarek/
(414) 403-1166
Executive Coaching

ESI Equity

esiequity.com
(262) 646-6490
Financial Services

Fairchild Equipment

fairchildequipment.com
(262) 289-9600
Material Handling Equipment

Flowers For Dreams

flowersfordreams.com
(414) 944-0826
Florists-Retail

Ghostscale

ghostscale.com
(608) 665-1000
Technology Professional
Services

Giles Engineering Associates

gilesengr.com
(262) 544-0118
Engineers-Consulting

Greater Watertown Community Health Foundation

watertownhealthfoundation.com
Foundations

Grebe's Bakeries

grebesbakery.com
(414) 543-7001
Bakers-Wholesale

Hupy and Abraham

hupy.com
(414) 223-4800
Legal Services

Infinite Gymnastics

infinitegymnastics.com
(414) 371-9520
Sports Clubs

Ixonia Bank

ixoniabank.com
(414) 763-2428
Banks/Banking Services

K12 Technology Group

k12techgroup.com
(262) 790-2819
Managed Service Provider

K6 Apparel & Promos

k6promos.com
(262) 339-3486
Promotional Products

Kids Win Wisconsin

kidswin.org
(262) 230-4416
Education

KLIK USA

klikusa.com
(262) 505-5124
Manufacturers

Knight Plumbing
knightplumbing.com
(414) 420-0625
Plumbing Contractors

La Crosse Sign Group of Milwaukee
lacrossesign.com/office-locations/milwaukee
(608) 781-1450
Signs

Landmark Credit Union Live
landmarkculive.com
(414) 410-4000
Entertainment

Lineage Logistics
onelineage.com
(262) 307-3443
Warehouse - Commercial

Make-A-Wish Wisconsin
wish.org/wisconsin
(262) 781-4445
Health Care Services

Maverick Sourcing and Procurement
maverickprocure.com
(815) 791-1727
Business Consultants

Milwaukee County Historical Society
milwaukeehistory.net
(414) 273-8288
Museums

Milwaukee Sign Company
milwaukeeesigncompany.net
(262) 372-4030
Signs

Mod Ledger
modledger.com
(262) 353-3151
Accountants/CPA

Neu-Life Community Development
neu-life.org
(414) 933-3924
Youth Organizations/Centers

New Roofs
newroofs.com
(262) 232-8004
Roofing Contractors

NexusTek
nexustek.com
(414) 861-7179
Managed Service Provider

Northern Mechanical
northernmechanical-usa.com
(262) 770-0221
Mechanical Contractors

OneTeam Healthcare
oneteamhealthcare.com
(262) 716-7352
Recruiting Firms

Ontech Talent
ontechtalent.com
(414) 203-2937
Recruiting Firms

Penny Jar
pennyjar.com
Venture Capital

Pixelbox Visual Design
pixelbox.tv
(262) 432-0294
Video Production

Pro PainterUSA
propainterusa.com
(414) 763-8084
Coatings-Protective

Rehab Lab
rehablabwi.com
(920) 533-0771
Chiropractors

Royal Capital Group
royalcapital.net
(414) 800-5289
Real Estate Developers

Secure Resources Unlimited
secureresourcesgroup.com
(224) 628-2927
Security Solutions

Silverwater Productions
silverwaterproductions.com
(920) 893-2200
Video Production

Stratus Industries
stratusindustries.com
(888) 830-2436
Manufacturers

Tech Electric Company
techelectric.com
(262) 783-2222
Electrical Distribution/
Control Products

True Echo VR
trueechovr.com
(262) 388-0537
Entertainment

University of Wisconsin-Whitewater
uww.edu
(262) 472-1918
Education

Vantage Data Centers
vantage-dc.com
Technology

Wahlen Advisory Group
raymondjames.com
/wahlenadvisory
(262) 207-3815
Financial Services

Wisconsin Data Center Coalition
widcc.com
(608) 721-4898
Economic Development

Support your fellow
members **by doing**
business together.

**MMAC.org/
Directory**

Interested in joining?
Contact **Jane Trenchard-Backes**
jbackes@mmac.org

Human First, Digital Always

At ManpowerGroup, we believe AI's greatest potential is unlocked when people remain at the center. As automation and intelligence reshape the world of work, we're committed to equipping individuals and organizations with the skills, confidence, and insight to thrive.

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As proud supporters of the MMAC, we're building a future where technology accelerates opportunity, strengthens businesses, and empowers communities.

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Business Before Hours

1

MMAC and FaB Wisconsin hosted a Business Before Hours event at Rely Contract Manufacturing, providing local business leaders and professionals an opportunity to network over coffee and learn about the company.



2



3

2. **Katie Malnight Meisinger**, Rely Contract Manufacturing; **Jean Pitcel**, Engauge Workforce Solutions

3. **Shelly Davis** and **Jeff Davis**, Keto Cocktail

4. **Michael Moeller**, Remy Batter Co Inc; **Nikki Lawson**, Saturn Lounge

5. **Alex Johnson**, Findorff



4



5

BUILDING MILWAUKEE SINCE 1920



cgschmidt.com



Business After Hours – Milwaukee Admirals

1 *MMAC hosted a Business After Hours event at a Milwaukee Admirals game, where members connected over pre-game appetizers before enjoying the matchup together at the UW-Milwaukee Panther Arena.*



2



3

2. Connor Schulz, TopLine Results; **Luke Fehrenbach**, Ogden & Company Inc; **Corban Jackson**, Jackson Pressure Washing LLC; **Kevin Theimer**, Keller Inc.; **Kimberly Wolverton**, Connect Chiropractic; **Skye Swirth**, **Jessica Haussy**, and **Lisa Richter**, Two Men And A Truck; **Mindy Taffel**, TaffTel Consulting; **Tracey Heber**, Stamm Tech; **Erin Raysich**, Henricksen; **Stacie Martinez**, B2E Solutions Inc; **Jasmine Baker**, Salvation Army; **Kim Walters**, Yes...And LLC; **Barbara Farrell**, Focus Administrative Services

3. Pre-game networking in the Coors Light Chill Zone.

OnTap Restaurant at The Brewhouse Inn & Suites



4



5

4. Chris Knight, Wahlen Advisory Group; **Vince Ferreira**, Edward Jones

5. Kaden Kubisz, Equitable Advisors; **Adrien "AK" Hollander**, Noble Catering and Events; **Bradley Hopper**, Deep River Partners; **Faith Kierzek**, MMAC; **Kaelyn Cervero**, 41Fork Hospitality; **Jared Linskens**, Equitable Advisors



FUEL Professional Development Bootcamp

1 Five days, 15 programs, one week of growth, connection, and next-level professional development. Our annual FUEL Milwaukee Bootcamp returned with a lineup of engaging sessions, dynamic speakers and interactive experiences across the city of Milwaukee.



2



3



4



5

2. **Sara Junio**, Change Leader Strategist at Sara Junio LLC presents “Leading People Through Change: Driving Adoption & Overcoming Resistance” at Marquette University.

3. **Guillermo Gutierrez**, Founder and Managing Partner of g2 Associates delivers practical tips in his session, “Resilience as a Skill: The Science of Bouncing Back and Thriving Through Workplace Stress.”

4. **Kim Shine**, Senior Digital Producer and Host at Radio Milwaukee presents “Public Relations Skills for Everyday Leaders”, held at Radio Milwaukee’s studios.

5. **Corry Joe Biddle**, MMAC, hosts a “Mentorship Morning” session alongside **Greg Wesley**, President & CEO at Greater Milwaukee Foundation.

MMAC's Annual GOLF OUTING

Register Now!



Monday, August 10, 2026

8:30 AM – 6:00 PM

Tripoli Country Club | 7401 N. 43rd St. – Milwaukee, WI 53209

2026 Business Connections Sponsors



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Working together to create a healthier Wisconsin

Froedtert ThedaCare is the largest health system based in Wisconsin, serving almost half of the state's population. Our Mission is to advance the health of our communities through excellence and discovery, *inspiring each person to live their unique, best life.*

Our team brings together the skills, knowledge and expertise to transform communities — urban, rural and suburban — through excellence in primary and specialty care. Our partnership with the Medical College of Wisconsin provides the academic medicine foundation to discover tomorrow's breakthroughs.

Patient care is at the heart of our 20 hospitals and more than 360 outpatient locations. Each Froedtert & MCW and ThedaCare site connects people to the right care, at the right time and place — while keeping them close to home.





Town Hall Series – Gubernatorial Candidates

1 The Town Hall series brings together candidates for Governor of Wisconsin in straightforward conversations about key state issues where they share their priorities and respond to questions from the community. Pictured above is a Town Hall featuring candidate County Executive **David Crowley**, who discussed his campaign and perspectives during a session led by MMAC President and CEO **Dale Kooyenga**.

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**WAUKESHA
COUNTY TECHNICAL
COLLEGE**

**Hands-on
Higher Ed**



2. Town Hall with candidate **Missy Hughes**.
3. Town Hall with candidate **Mandela Barnes**.
4. Town Hall with candidate **State Rep. Francesca Hong**.
5. Town Hall with candidate **Lt. Gov. Sara Rodriguez**.
6. Town Hall with candidate **Joel Brennan**.



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UNLOCK A WORLD OF OPPORTUNITY FOR YOUR BUSINESS & OUR COMMUNITY

When **your company** supports the Zoological Society of Milwaukee, you're not just making a difference—you're gaining valuable exposure to over 1 million visitors annually, all while contributing to the community's future.

BECOME A CORPORATE PLATYPUS CIRCLE MEMBER TODAY!

- Transferable Membership Cards to share with employees
- Name recognition with one of Wisconsin's top family attractions
- Special Zoo benefits and exclusive VIP event invitations for your employees
- Rental discounts and more!

Go to BeAPlaty.org to learn more.

GRANT OPPORTUNITIES

Help fund award-winning education programs, access initiatives for underserved populations and support both local and global conservation efforts.

SPONSORSHIPS

Boost your brand visibility through event and attraction sponsorships. Strengthen customer engagement and show your commitment to the community.

READY TO MAKE A DIFFERENCE?

Contact **Mary Kay Gundlach** at marykayg@zoosociety.org or 414-918-6155 to learn more!



MMAC Member Milestones

OCTOBER 2025 – MARCH 2026

120 years

Fred Usinger

105 years

Baird Capital Partners
Baird Generational Wealth Group

95 years

Selzer-Ornst Company

90 years

Greater Milwaukee Assn of Realtors

85 years

Carpenter Brothers

80 years

Robertson Ryan & Associates
Wenthe-Davidson Engineering Co.
Zurn Elkay Water Solutions

75 years

Athea Laboratories
Husch Blackwell

70 years

Megal Development Corporation

65 years

PBBS Equipment Corporation
Pieper Electric

60 years

Metropolitan Associates

55 years

H.O. Bostrom Company
Milwaukee Brewers Baseball Club

50 years

Rite-Hite

45 years

Astronautics Corporation of America
Children's Wisconsin

40 years

BBC LTG/Dash Enterprises
The Lynde and Harry Bradley
Foundation

30 years

CLA (CliftonLarsonAllen LLP)
NovoPrint USA
The Bartolotta Restaurants

25 years

Association of Equipment
Manufacturers
Carini's La Conca D'Oro
Direct Supply
Saz's Hospitality Group
School Choice Wisconsin
Trefoil Group

20 years

Grant Thornton Advisors
Intelligent Conversations
Milwaukee Public Museum
Mortenson
Penfield Children's Center
PFM Financial Advisors
RCB Awards
Social Development Commission
UnitedHealthcare of Wisconsin
Wellness Council of Wisconsin

15 years

Carnevior
Chr. Hansen/Novonesis Group
Consolidated Construction Co.
Corporate Group
Glorious Malone's Fine Sausage
Harrigan Sanitation Solutions
Ingeteam
Knight Barry Title
MC Services
Milwaukee Job Corps Center
Ottawa University
TopLine Results Corporation
Transportation Development
Assoc of WI
Xcel Energy

10 years

AIM Group of Companies
Associated Builders and Contractors
Bank Five Nine
Casablanca
Downtown Milwaukee and Brookfield
Central Standard Craft Distillery
Concept Seating, a Division of
Laacke & Joys Company
Consulate General of Canada
Creative Marketing Resources
Cristo Rey Jesuit High School
Du Charme Wealth Management
Frank Liquor Co.
Galbraith Carnahan Architects
Great Lakes Dragaway
Guhring
Historic King Drive BID #8
Holton Street Clinic
Industries for the Blind
Meijer
Grafton, Kenosha, Oak Creek, Sussex,
Wauwatosa and Waukesha
Milwaukee Plumbing & Piping
Mindpool Live
Regus
Downtown Milwaukee and Third Ward
Sid Grinker Restoration
Spaces
SpringHill Suites Milwaukee
Downtown
Teach for America Milwaukee
The Chef's Table
Vioptic
Wells Fargo Advisors
WI Center for Manufacturing
& Productivity
Wisconsin Underground
Contractors Association

5 years

Arch Solar C&I
BOLDT
Carthage College
CI Design
CyberLynk Network
Eaton Corporation
Edvest College Savings Plan
Fiddleheads Coffee
First Federal Bank of Wisconsin
Group Health Associates
Groupware Technologies
Keystone Click
Landre Photography
NVNG Investment Advisors
Precision Door Service
SMART SPACES, A BSI
Integration Partner
St. Joan Antida High School
The American Deposit
Management Co.
Urban Ecology Center
Menomonee Valley, Riverside Park
and Washington Park
USI Insurance Services
Wide Effect Talent Solutions
Xiogenix
ZenBusiness
zizzl health an Employee Benefits
Technology Co. (ICHRA)

1 year

1st & Bowl
41Fork Hospitality
Adams
AHERN-GROSS
Ampersand
Ampersand Marketing
Badger Sports Properties - Milwaukee
Bernie's Book Bank Greater Milwaukee
Bolton & Menk
C.O.Nxt
Carmen High School, South
Carmen High School, Southeast
Carmen Middle & High School,
Northwest
Carmen Middle School, South
Carmen Schools of Science
& Technology
Catholic East Elementary
CDP
Charleston Orwig

CornerStone Communications
Crow Holdings Development
Midwest
DaBoost
Dairyland Energy Solutions
Data Informed Financial Services
Dr. Howard Fuller Collegiate
Academy - High School
Dr. Howard Fuller Collegiate
Academy - Middle School
Egon Zehnder
Eli Lilly and Company
Empower Electric
ESCO Gifts And Awards
Felix Global
gener8tor Management
Granville Lutheran School
Heritage Glass
Hilton Garden Inn Milwaukee
Northwest Conference Center
Jigsaw
Learnologyworld
LUMIN Schools
Mary Queen of Saints
Midwest Precision Molding
Milwaukee ER & Hospital
Mindful Measures
NetForward Corp.
Noble Catering & Events
Northwest Catholic
Northwest Lutheran School
Notre Dame School of Milwaukee
O'Neil Cannon
Our Lady Queen of Peace
PARADIGM Real Estate Corp.
Pilgrim Lutheran School
Prince of Peace
Quest CE
RapidScale
RCH Communications
Ready Rebound
Regal Holdings
Renaissance Lutheran School
(Taylor Campus)
Renaissance Lutheran School
(Villa Campus)
RIC Electric
ROC Ventures
Rowe MKE
Saint Roman Parish School
Seton Catholic Schools
Shoreside Therapies
Soberalski Immigration Law

St. Adalbert School
St. Catherine
St. Charles Borromeo
St. Margaret Mary
St. Martini Lutheran School
St. Mary of Czestochowa
St. Peter-Immanuel Lutheran School
St. Rafael the Archangel
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PEP Talk: A New Way to 401(k)

Offering a great retirement plan can feel complicated. But Spectrum and the MMAC have partnered to provide a solution that takes the work off your plate.



Manuel Rosado
President & Partner
Spectrum Investment Advisors

What is a PEP?

A Pooled Employer Plan (PEP) is a type of 401(k) plan that lets many different employers join together in one large plan. Instead of each company running its own plan, they combine resources under a shared structure managed by professionals. Employers keep control over plan details like eligibility, matching, and vesting, while most of the daily management and administration is handled for them.

Why Choose a PEP?

Joining a PEP can help simplify plan management. Here are a few reasons companies are taking a closer look:

- **Shared costs:** Employers pool resources, which can lower plan expenses.
- **Reduced workload:** The Pooled Plan Provider (PPP) handles many compliance & reporting tasks.
- **Professional oversight:** Fiduciaries manage plan administration & investments.
- **Consistent experience:** Employees get access to a well-managed plan with modern features.
- **Simplified audits:** One combined audit covers the plan, with costs shared among all participating employers.

The Spectrum Pathway Difference

The Spectrum Pathway Group 401(k) Plan can help make retirement plans easier and more accessible for employers of all sizes. By working together, companies can offer a strong benefit without overloading their teams.

- **Dedicated 401(k) Professionals:** Our team manages setup, enrollment, operations, & compliance so you can focus on your business.
- **Streamlined Coordination:** The Spectrum Pathway Plan brings payroll, recordkeeping, & investments together in one streamlined process.
- **Financial Wellness & Fiduciary Advice:** Employees receive fiduciary advice, education, & one-on-one support.

	Single Employer 401(k) Plan	Pooled Employer Plan (PEP)
Plan Design	Fully customized plan tailored to company goals	Standardized, with customizable features
Plan Admin	Plan sponsor manages or outsources responsibilities	Managed by Pooled Plan Provider
Fiduciary Liability	Retained by the employer unless delegated to fiduciaries	Decreased liability
Cost	Costs based on plan size & provider fees	Pooled pricing shared across employers
Compliance & Filing	Employer handles own Form 5500, audits required (100+ participants)	One tax form, reduced audit costs
Best Fit For	Companies with unique needs, complex structures, or growth plans	Small to midsize businesses seeking simplicity

Spectrum's Promise: Support, Service, and Strategy

Spectrum Investment Advisors is here to help you make the most of your retirement benefit. Our dedicated team acts as your partner in every stage of plan development and ongoing support, whether you're just starting out or enhancing your current plan.

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