





WE ARE IN THE BUSINESS OF GROWING WAUKESHA COUNTY.

**YEAR-IN-REVIEW 2015-2016** 



### **MISSION**

To drive economic growth in Waukesha County

#### **WE BELIEVE...**

- ...All types of business, big or small, are equally important to the growth of Waukesha County.
- ...Empowering our member businesses to succeed is key to economic growth.
- ...Relationships build trust, trust drives growth.
- ...Free enterprise improves the lives of workers, residents and visitors.
- ...The business environment is constantly evolving, and we are committed to evolving with it.



As we think back on this past year, there is an important trend that connects everything: **growth**. As an organization that supports an industrious business community, the Alliance has taken important steps this past year to drive growth throughout Waukesha County.

- The creation of a new economic development organization (EDO) has been awarded to the Alliance, which will help area businesses looking to expand and grow in Waukesha County.
- We have advocated in favor of important initiatives that will boost the
  economy of southeast Wisconsin such as the new Milwaukee Bucks arena and the
  approval of borrowing Lake Michigan water for the City of Waukesha.
- Even the Alliance has seen tremendous growth, as our membership has expanded to more than 1,100 member companies supporting 75,000 employees throughout southeast Wisconsin.

The Alliance will continue this trend of growth this coming year as we formally launch the new EDO, address issues like transportation funding and academic career planning and further develop innovative programs and resources.

With your engagement and support, we can be a partner in growing your business.

Sincerely,

Sagarne Kelley
Suzanne Kelley

President and CEO



"Mayor Reilly and I are extremely appreciative of the Alliance's support of our application for Great Lakes water. Working on behalf of the business community, the Alliance was a key partner in the successful effort to get approval." DAN DUCHNIAK, Waukesha Water Utility

# **ADVOCATE**

## **WORLD-CLASS INTEGRATED** MANUFACTURING CENTER BECOMES REALITY

To further support a growing number of students pursuing manufacturing careers, the Alliance contributed to the development of the new Integrated Manufacturing Center (IMC) at Waukesha County Technical College (WCTC). The new IMC is designed to increase student capacity and provide training with cutting-edge technology. Employers and members of the Alliance offered generous support for the project, and the grand opening was April 4, 2016.











## **WAUKESHA WATER APPLICATION GAINS APPROVAL**

On June 21, 2016, the City of Waukesha's application to borrow and return Lake Michigan water was unanimously approved by the Great Lakes governors, successfully accomplishing a goal that the Alliance has worked toward for years. This landmark decision means that residents and businesses in Waukesha will have access to a clean, sustainable water source – a key contributor to a healthy and vibrant business community.

## SCHOOLS2SKILLS™ PROGRAM CELEBRATES FIVE YEARS OF SUCCESS

One in five jobs in Waukesha County is in manufacturing, and companies are constantly looking for skilled employees. To grow the industry workforce, the Alliance is changing perceptions of manufacturing for high school students in Waukesha County by taking them to area manufacturers and WCTC on Schools2Skills™ tours. This past year, the Alliance took 426 students from 15 high schools, and has hosted over 2,000 students, parents and teachers in the past five years.





#### OTHER ADVOCACY INITIATIVES...

- Partnered with Waukesha County Executive Paul Farrow to develop a Business Strategy for Waukesha County that clearly communicates multi-year objectives.
- Serves on the Wisconsin ACP
   Advisory Committee in order to
   support Academic Career Plans
   (ACPs) for all Wisconsin students.
- Began a dialogue with state legislators about funding options for the Wisconsin Department of Transporation that are appropriate and pro-business.
- Welcomed Menomonee Falls into the Waukesha County Dispatch, providing significant cost savings to the Village and moving one step closer to countywide consolidation of dispatch services.

# ALLIANCE LAUNCHES ECONOMIC DEVELOPMENT ORGANIZATION



In May this year, the Alliance signed an agreement with Waukesha County, the City of Waukesha and the UW-Small Business Center to create a new economic development organization (EDO) for the county. The EDO will be a one-stop-shop for companies looking to expand or relocate to Waukesha County. The Alliance announced Tim Casey as director and named the new organization the "Waukesha County Center for Growth, Inc." The Center for Growth will work closely with the Alliance to drive economic growth throughout Waukesha County.



# ALLIANCE LAUNCHES CAREER FAIRS TO FOCUS ON AWARENESS AND EXPOSURE

Workforce development is the number one economic development issue in Waukesha County. To address this, the Alliance and WCTC hosted two career fairs in the past year, focused on specific industries. The MADE Career Expo featured 34

manufacturing, automotive and construction companies, with 700 students attending from Waukesha high schools. The Many Futures in Healthcare Career Expo focused on the variety of careers in healthcare, and had 450 students from nine different high schools in attendance.





"The Alliance's commitment to addressing important issues like Waukesha's water application and the state's transportation funding shortage benefits Wisconsin Coach, our customers and our employees." TOM DIECKELMAN, Wisconsin Coach Lines/Coach USA

Mark Lange from UW-Extension, Suzanne Kelley from the Waukesha County Business Alliance, Waukesha Mayor Shawn Reilly and Waukesha County Executive Paul Farrow sign the agreement to form an economic development organization for Waukesha County.



"The Alliance's development opportunities have allowed me to enhance my leadership skills through a robust curriculum and sharing of ideas with other leaders in my community. It has helped me build better relationships with my team, customers and other leaders." TRACIE KUEHL, We Energies

# **DEVELOP**



# LEADERSHIP WAUKESHA COUNTY HAS RECORD-BREAKING NUMBER OF PARTICIPANTS

Leadership Waukesha County (LWC) is a personal and professional development program that has graduated more than 465 leaders in its 28-year history. Participants from a variety of ages, industries and backgrounds come together to learn leadership skills and grow as individuals and as a group through professional leadership facilitation. This year, the Alliance graduated a record-number of 35 students from the program.



# FIRST CEO SMALL BUSINESS ROUNDTABLE LAUNCHED

This year, the Alliance launched a CEO Small Business Roundtable to meet the needs of small business owners. The roundtable provides participants with an opportunity for a more in-depth dialogue on small business issues and topics with a network of their peers.

## OTHER DEVELOPMENT OPPORTUNITIES...

- Provided monthly opportunities to network and hear a keynote speaker through the signature AMP! (Alliance Morning Program) series.
- Offered programs such as SmallBiz Alliance, Professional Women's Development Network and Young Professionals of Waukesha County to meet the needs of targeted audiences.
- Launched the *Mary Baer Schools2Skills™ Scholarship* to promote education related to manufacturing for WCTC students.
- Served on the Executive Leadership Team for the inaugural year of Inspire SE
   Wisconsin, a community-development platform that facilitates connections between employers and their future workforce.
- Awarded Sandy Wysocki the 2015
   Don Richards Leadership Award.



## HER NETWORKING OPPORTUNITIES...

- Revived OpEx Tours, allowing manufacturing members to tour a local manufacturer and discuss best practices, techniques and processes to work more efficiently.
- Featured a panel of manufacturers discussing how certain issues will impact Waukesha County at our recently renamed Manufacturing Voices program.
- Provided a broader perspective at Key Industries, showcasing a diverse panel of industry leaders and keynote speaker Governor Scott Walker to speak to the state of business in Wisconsin.
- Launched The Art of Networking, a program designed not only to teach attendees to network better, but also to build connections with the other attendees in the room.
- Highlighted 30 nonprofit members at The Power of Giving and 15 different restaurants at Savor the Flavor.

# **NETWORK**



One of the Alliance's biggest events is The BIG One golf outing. Each year, hundreds of golfers make their way to the green at Ironwood Golf Course for an entire day of golf, followed by food, drinks and prizes. This year, the event sold out in two weeks, with sponsorship opportunities filling up quickly after that. It was the most successful golf outing in the 28 years of its existence. Thank you to everyone who supported the event!

### **BUSINESS & POLITICS NETWORKING**

The issues faced by the business community are symptoms of greater challenges faced by Waukesha County: a skilled workforce, transportation, regulations, to name a few. The Business & Politics Networking program allows business leaders and public officials to connect and discuss the needs of our



members throughout southeast Wisconsin. This annual opportunity for business and public leaders to get to know each other in an informal setting has become a signature Alliance program.





"Alliance events like The BIG One allow for members from a variety of industries and companies to build stronger relationships and grow their network. These networking opportunities allow Waddell & Reed to stay connected to the business community." STEVE BARNES, Waddell & Reed



"Emerging Leaders features five young professionals who have invested their time and energy into bettering the community. Sponsoring this event promotes Waukesha State Bank's commitment to supporting young professionals throughout southeast Wisconsin." EMILY HEPBURN, Waukesha State Bank

# **PROMOTE**

## ALLIANCE LAUNCHES NEW EMERGING LEADERS OF WAUKESHA COUNTY AWARDS PROGRAM

The new Emerging Leaders of Waukesha County awards program was launched in 2016 to highlight the outstanding accomplishments of young professionals who live or work in Waukesha County. In its first year, the program celebrated the following winners, who were selected by an independent judging panel: Anne C. Fahser, Investors Advisory Group; Andrew Gerbitz, Andrew's Voice and YMCA Pabst Farms; Katelyn Nye, GE Healthcare; Mike Payne, R&R Insurance Services, Inc.; and Justin Pinkalla, Terex Corporation.



# WAUKESHA COUNTY BUSINESS COMMUNITY CONTINUES TO GROW

In a survey that went out to more than 1,600 businesses, 72% of respondents indicated they plan to expand or remodel their physical business in the next three years. The Alliance celebrates alongside these businesses at ribbon cuttings and ground breakings. In the past year, the Alliance has helped 32 businesses celebrate, demonstrating the confidence business owners have in Waukesha County's future.



## ITU ABSORBTECH NAMED #1 BUSINESS OF THE YEAR

In partnership with BizTimes Media, the Alliance celebrated 10 outstanding companies that demonstrate consistent financial growth and good business practices. The 2016 winners include: Best Version Media; Bruno Independent Living Aids, Inc.; Century Fence Company; Felss Rotaform, LLC; KS Energy Services, LLC; Lakeland Supply, Inc.; Landmark Credit Union; Price Engineering; and Wisconsin Oven Corporation. The #1 Business of the Year was awarded to ITU AbsorbTech, Inc.





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Winter, Kloman, Moter & Repp, S.C.

Wisconsin Coach Lines/ Coach USA

WorkWise, LLC

Xcite Entertainment

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