



annual report

2009 | 2010

Paths To Success For The W-O-W Region

Waukesha • Ozaukee • Washington

WORKFORCE
DEVELOPMENT
BOARD



“The Workforce Development Board plays an important role connecting businesses in Waukesha, Ozaukee, and Washington Counties with the skilled workforce they need to succeed and grow their businesses. It acts as a liaison to employers and educators, matching employer needs with an educated workforce. The Board sets the strategic objectives to promote economic growth and strength in the tri-county area.”

DAN VRAKAS, Waukesha County Executive



“This year has been another one filled with challenges for the workforce system in the W-O-W area. With the economy slow to come back, unemployment in our area has remained stubbornly high. This has continued to bring large numbers of people in need of the services to the Centers. This demand has led to a need for creativity, patience, and large commitments of time from Center staff. At the same time, there are glimmers of a turnaround in some areas of the economy. While this has led to an increased ability to place those in need of jobs, it also has required a change in focus towards servicing employers again. Center staff have been able to handle these multiple priorities and company demands admirably. Furthermore, the WDB in the W-O-W area has aggressively and successfully pursued other funding to help manage the increased demand and has been very successful in this endeavor.”

JOHN HEYER, Chairman
W-O-W Workforce Development Board

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JAMES DWYER
Waukesha County Chairman
Board of Supervisors



ROBERT BROOKS
Ozaukee County Chairman
Board of Supervisors



HERBERT TENNIES
Washington County Chairman
Board of Supervisors

Letter From the President

The economic tumult of the past year has brought challenges, but it also gave us a year of opportunities. As we look ahead to a new year, the changing economic climate gives us time at W-O-W Workforce Development to recover from the loss of jobs, high unemployment, and reduced funding of the past. We move forward with our goal to prepare citizens of Waukesha, Ozaukee, and Washington Counties for the jobs of today and tomorrow.

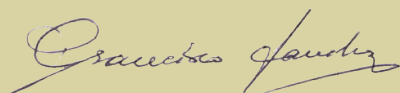
Board members, partners, businesses, and local elected officials play instrumental roles in planning and approving our programs and services. Then, our staff works very hard to provide these top-notch services to our clients, who struggle through these difficult times.

Collaboration with industry partners, as well as individual employers, is a new way of business for Workforce Development. Our partnership efforts bring together leaders from industry, labor, education, workforce development, and economic development. The goal of this partnership is to build an education and training system responsive to and driven by the needs of workers and employers. These collaborative partnerships foster career entry and advancement opportunities for W-O-W workers through training for high-demand occupations from key industry sectors within each area. These training opportunities give the workers the potential for increased wages and give the employer economic growth and diversity.

In addition to collaboration with industry partners, planning for regional grants and planning for youth services are a priority. In 2010 staff from the planning area exceeded their performance expectations. Using an industry specific, regional funding approach resulted in the receipt of multiple grant awards last year. These grants translated into additional funding to train new and incumbent workers in the southeast region. The youth services plan will be further enhanced to meet the needs of older youth in our region, who are not enrolled in secondary education.

I thank all of the W-O-W Board members and local elected officials for their participation and support that brought us to the end of a successful year. We look forward to 2011 and strive to meet the ever-changing needs of the workforce in our three county area.

Sincerely,



Francisco Sanchez, President W-O-W Workforce Development, Inc.



Wiring Regional Development

At its heart, the Southeastern Wisconsin WIRED Initiative was about changing the way workforce development stakeholders work together. In 2007, the Initiative brought together leaders from business, education, economics, and workforce development throughout Southeastern Wisconsin in order to form a Regional Workforce Alliance (RWA). Through the RWA network, regional leaders made strategic decisions for the \$5.1 million WIRED initiative in order to (1) grow workforce talent, (2) deliver demand-driven talent development services, and (3) catalyze systems integration.

By 2010, WIRED had a substantial investment portfolio. An Innovation Fund supported forty-six (46) diverse and varied projects from April 2008 through August 2009. In addition, thirteen (13) WIRED investments were supported: (1) Research-Related Priorities, (2) Data System-Related Priorities, and (3) Talent Development Priorities for Driver Industries.

Regional leaders were critical in making these investment decisions. They poured through hundreds of proposals to select the projects that best demonstrated “RSTI” Principles. The principles are regional and replicable, strategic and sustainable, transformational and targeted, industry driven and innovative. Mary Wehrheim, President of Stanek Tool and the Vice Chair of the Waukesha-Ozaukee-Washington (W-O-W) Workforce Development Board, was a key regional leader who contributed her time and talent to make these strategic investment decisions.

Through WIRED investments, seeds of transformation were planted in a number of different areas. Some WIRED projects created career pathways and bridges to career pathways like the Milwaukee SOLAR program, Industrial Machine Repair Bootcamp, Pre-College Capacity Building Project, and Articulation Agreement Task force. Other WIRED projects promoted education innovation such as Science Technology Engineering Art & Math (STEAM), BizLearn, Opening Doors, and On Ramp. Some also provided Southeastern Wisconsin workers and youth with opportunities to build skills and improve their employability through innovative training like THINK Insurance and Running Rebels Project-Based Training. Nearly all of these projects created an infrastructure that will have an enduring impact on Southeastern Wisconsin.

Perhaps even more importantly, the WIRED Initiative aligned workforce and economic development to grow talent. WIRED supported the Milwaukee 7’s Next Generation Manufacturing and Water Industry Councils, which fostered regional workforce solutions to support critical industry sectors. For example, WIRED supported a variety of talent development projects for the region’s emerging water industry, such as Young Adults in the Emerging Water Industry, the High School Cohorts Project, and Freshman for Freshwater.

In June of 2010, WIRED officially ended. Now the RWA network is under reconstruction to ensure that

regional collaboration is driven by business. In the meantime, the Workforce Development Boards of Southeastern Wisconsin continue

2007

Planning for WIRED

2008-09

Building a portfolio of projects:

- Regional & Replicable
- Strategic & Sustainable
- Transformational & Targeted
- Industry-Driven & Innovative

Supporting Milwaukee 7
Industry Councils

2010

Closing of WIRED funded
projects and realigning the
Regional Workforce Alliance

to collaborate and align for regional development. Beyond the wiring of regional development, the Waukesha-Ozaukee-Washington Workforce Development Board will lead workforce development in advanced manufacturing and promote talent innovations in the health care, water, energy, construction, and advanced agricultural sectors.

Milwaukee Electric Tool Named “Business of the Year”

The W-O-W Workforce Development Board named Milwaukee Electric Tool “Business of the Year.” This award is presented each year to an employer in the three county area that has met and exceeded the Workforce Development Board’s criteria in the following categories: leadership, relationship with the Workforce Development Centers, workforce development practices, community involvement, effective use of community resources, number of new hires, and innovation in hiring, training, and retention.

Milwaukee Electric Tool, located in Brookfield, Wisconsin has been an outstanding business, partner, and supporter of workforce development. Since its founding in 1924, they have focused on a single vision: to produce the best heavy-duty electric power tools and accessories available to the professional user. Today, the Milwaukee Electric name stands for high quality, durable, professional tools.

Milwaukee Electric Tool believes it is their responsibility to give back to the community and to mentor local youth. Over the past summer Milwaukee Electric Tool participated in the W-O-W Workforce Development Board Summer Youth Program. They supported the program by becoming a work site for youth who were completing summer work experience hours. Staff at Milwaukee Electric Tool went above and beyond the norm to mentor several youth and help them address their unique barriers.

One of the young adults who was placed at Milwaukee Electric Tool graduated from Waukesha County Technical College with an Office



▲
Business of the Year Left to Right:
Mary Wehrheim, Vice-Chair W-O-W WDB
Debbie Bartmann, Business Services Representative W-O-W WDI
Jackie Nett, HR Generalist Milwaukee Electric Tool
Mark Hickok, Manager Product Safety & Regulatory Compliance-Milwaukee Electric Tool
John Heyer, Chair W-O-W WDI
Dave Selby, Senior VP Tool Engineering Milwaukee Electric Tool
Francisco Sanchez, President W-O-W WDI
James Dwyer, Chair Waukesha County Board

Technology Assistant degree and is pursuing this as his career. His position at Milwaukee Electric Tool is as an Engineering Clerk working 30 hours per week. The second youth is attending UWM for a Business Communications degree. He is currently working 24 hours per week as a Department Assistant. They have both continued their training and are now part of the W-O-W Workforce Development Board youth internship program. Both of the youth are extremely proud of their current positions and are hoping that the long term outcome of the placement will be full time employment with Milwaukee Electric Tool.

Mark Hickok, Manager of Product Safety and Regulatory Compliance stated, “The Summer Youth Program allowed our company to offer students the chance to gain valuable experience in the work place. We received some work benefits, but more importantly we were able to make a positive

impact on the community by investing in a young person’s future”.

Milwaukee Electric Tool also believes strongly in Community Outreach. Milwaukee Electric Tool has donated the tools to build two universally accepted playgrounds; “Possibility Playground” in Port Washington and “Imagination Station” in Oconomowoc. Tool donations have also been made to Milwaukee School of Engineering and UW-Madison to sponsor student events and projects. In addition, Milwaukee Electric Tool is a supporter of Habitat for Humanity and has built several homes in the Milwaukee area, as well as donating tools on a national basis. They are also a corporate sponsor for Special Olympics of Wisconsin. They also organize a company toy drive for the Prince of Peace School in Milwaukee during the holiday season, and hold a silent auction at their company picnic to donate money to the Salvation Army.



Wisconsin Workforce Development Association Statewide One Stop Open House Event

The W-O-W Workforce Development Board hosted an open house in Washington County at Moraine Park Technical College auditorium. Business, local elected officials, partners, State Representatives, and staff were invited to learn about one stop services, programs, and initiatives. John Heyer, Chairman of the W-O-W Workforce Development Board presented an overview of the board and customers of the Washington County Workforce Development Center shared their personal stories of how workforce services have helped them become self-sufficient thanks to W-O-W WDB funds for education and training.



*Washington County Open House Left to Right:
Don Pridemore, District # 99 Representative
Dan Vrakas, Waukesha County Executive
Pat Strachota, District # 58 Representative
John Heyer, Chair W-O-W WDB
Rich Zipperer, District # 98 Representative
Dave Tomczek, President Federal Tool & Engineering
James Dwyer, Chair Waukesha County Board
Francisco Sanchez, President W-O-W WDI
Mark Gottlieb, District #60 Representative*

Francisco Sanchez Receives Award

Francisco Sanchez, President of W-O-W Workforce Development, Inc. received a commitment and dedication award for serving as the Chair of the Wisconsin Association of Job Training Executives (WAJTE) from 2002-2010. Robert Borremans from Southwest Workforce Area was elected to replace Sanchez after his resignation was received.

Robert Borremans from Southwest Workforce area congratulates Sanchez on his award.



On-the-Job Training Program

On September 23, 2010 Wisconsin Department of Workforce Development (DWD) hosted a national workforce conference for leaders from over 25 states to highlight their work in growing workers' skills, growing jobs, and getting Americans back to work. After the conference, Francisco Sanchez, President of W-O-W WDI, was invited to attend a press conference hosted by DWD Secretary Roberta Gassman to support On-the-Job (OJT) Training funds. OJT funds helped thousands of dislocated workers across the country get trained and re-employed. Darcy Johnson (shown in photo at podium), Controller with



Matrix Packaging Machinery Inc. of Ozaukee County, received an award from Gassman for implementing OJT's at her organization. At the press conference Johnson stated, "Thanks to the On-the-Job Training

Program through W-O-W WDI, we have been able to hire and train workers more quickly than we otherwise would have, including three individuals over the past three weeks alone."



Global Visitors

Francisco Sanchez, President W-O-W Workforce Development, Inc. hosted a lunch and presentation for a delegation from Hessen,

Germany. The delegation visited the Waukesha County Technical College. At the Waukesha County Workforce Development Center the delegation

learned about the Center's one stop workforce services, partnerships, structure, and funding.

Speed Networking For Job Seekers

W-O-W Workforce Development, Inc. Business Services Staff and Employment Specialist Staff set up Speed Networking events throughout the year to allow job seekers networking “practice” with employers. Job seekers were asked to approach multiple employers at the event during a timed session and share a short introduction and overview of their current skills and

communicate what type of position they are looking for. After each session employers were asked to critique and coach the job seeker on potential improvements. Then the job seeker would move quickly to the next employer for another practice session. Peter Rettler from MPTC (shown in the photo) was one of many employers who volunteered their time to assist in the event.



Aztec Calendar Unveiling

On October 12, 2010 an Aztec Calendar was unveiled at a retail building located at 3422 West Vliet Street in Milwaukee. The Aztec Calendar was completed as a leadership project by students enrolled in the Waukesha based YouthBuild, Building Futures Program. The W-O-W Workforce Development Board administers the program and partners with La Casa de Esperanza, Inc., Milwaukee Community Service Corps., and CESA I. The program will help high school drop-outs between the ages of 18-24 build bridges to self-sufficiency through: earning their high school diploma/GED; obtain building trades certificates; prepare to enter the construction workforce and attain higher educational goals.

Certified Nursing Assistant Program

The W-O-W Workforce Development Board and Moraine Park Technical College partnered on a grant through Department of Workforce Development titled “Skills Jump Start”. The grant awards provided Certified Nursing Assistant (CNA) training through a curriculum model called I-Best. The I-Best model challenges the

traditional notion that students must first complete adult basic education or ESL before moving to college level course work. The I-BEST model was used in the Certified Nursing Assistant Program and paired Adult Basic Education (ABE) instructors with CNA instructors to co-teach vocational courses simultaneously.



▲
Adult Basic Education instructor Nancy Pusch, and Nursing Assistant instructor Karrie Bruegman-May pose with the nine CNA students who completed nursing assistant coursework. A completion ceremony was held at the Moraine Park Technical College auditorium on December 14th, 2010.

W-O-W Workforce Development Job Fairs



W-O-W Workforce Job fairs continue to be popular for local employers and job seekers alike. It is a venue for the Waukesha-Ozaukee-Washington County Business Services team to connect employers to job seekers from the W-O-W area and surrounding communities. Between 2009-2010 approximately 220 employers and over 4,506 job seekers attended our job fairs.



YouthBuild Building Futures



W-O-W Workforce Development, Inc. received a \$1.1 million YouthBuild grant from the Department of Labor's Employment and Training Administration, to develop a YouthBuild program in Waukesha County. The program provides basic education, occupational skills training, leadership development, and case management to at-risk youth. YouthBuild programs are comprehensive and simultaneously address core issues facing low-income communities. These issues include education, housing, jobs, and

leadership development. It uniquely allows youth, who have dropped out of high school and have no apparent path to a productive future, to build a better future and serve their community. Participants receive instruction via an applied learning and quasi I-BEST approach; earn a GED/HSED and industry recognized certificate; develop leadership skills; and receive wrap-around support services. Leadership development is incorporated into every program component. The ultimate objective of

On December 22, 2010 20 youth graduated from the 2nd of three YouthBuild cohorts. In just six months participants earned one or more of the following : GED/HSED/HSD, Home Builders Institute Pre Apprenticeship Carpentry Training certification, OSHA safety certification, and up to five additional employer-recognized certificates in construction including lead abatement, asbestos removal, hazardous waste operations and emergency response standard, energy auditor, and solar installer. Multiple students plan to attend post-secondary education at local technical colleges and one participant plans to attend Marquette University. Others have applied for employment in fields such as construction, IT, printing, and electrical.

Building Futures is to change young people's thinking by providing safe decision-making opportunities in a supportive learning environment. Students will acquire knowledge, skills, and the ability to make better life choices.

Workforce Development Board Members

MR. ERIC ANDERSEN
Director of Talent Acquisition
ProHealth Care
Waukesha Memorial Hospital

MR. STEVEN BAKO
Chairman SEWLJAC
Waukesha County Labor Council

MR. WILLIAM BAUMGART
Waukesha School Board

MR. ROBERT BLAIR
President
Blair's True Value Hardware

MR. MICHAEL BLOEDORN
Director
Washington County Social Services

MS. CINDY CAIN
Director - WDA 3
Division of Vocational
Rehabilitation

MS. POLLY FRONBERRY
President
Visionary Impressions, LLC

MS. SUSAN HACKBARTH
WDA 3 Director
Job Service

MR. JOHN HEYER (Chair)
President
Kettle Moraine Coatings

MR. STEVE HOLTAN
President
Slinger Manufacturing Co.

MR. WILLIAM JOHNSON
President
Johnson Level & Tool Co.

MR. JOHN KRAUSE, SR.
Business Development Representative
CARE-PLUS Dental Plans, Inc.

MS. DEB LAUENSTEIN
Director of Human Resources
St. Joseph's Hospital & Froedtert &
Community Health

MR. GLEN LEWINSKI
Community Development Coordinator
Waukesha County

MR. MERTON LUEPTOW
President (Retired)
Lueptow Furniture

MS. LYNN MAHER
Unemployment Claims Supervisor
Milwaukee Benefits Center

MS. BARBARA PRINDIVILLE
President
Waukesha County Technical College

MR. PETER RATHMANN
Benefits Consultant
Burkwald & Associates, Inc.

MR. DONALD ROUSE
Vice President (Retired)
Kohl's Corporation

MS. DAWN SCHICKER
District Contract Manager/Human
Resources
GeminiCares, Inc.

MR. PETER SCHULER
Director (Waukesha County)
Department of Health & Human Services

MR. GARY STRAND
Vice President of Human Resources
HUSCO International

MR. TERRY SUTTER
Vice President
1st Federal Bank of Wisconsin

MR. ANSELMO VILLARREAL
Executive Director
La Casa de Esperanza

MS. MARY WEHRHEIM (Vice Chair)
President
Stanek Tool Corp.

MR. BRUCE WILK
Associate Director
Threshold Incorporated

MR. CHRIS WOOD
General Manager
Wisconsin Web Offset

Youth Council Members

MR. WILLIAM BAUMGART (Chair)
Waukesha School Board

MR. EUGENE C. BIEGLER
Parent Representative
Washington County

MR. ROBERT BLAIR
President
Blair's True Value

MS. MELISSA BUBLITZ
Executive Director
City of West Bend Housing Authority

MS. CINDY CAIN (Vice Chair)
Director – WDA 3
Division of Vocational Rehabilitation

MS. POLLY FRONBERRY
President
Visionary Impressions, LLC

MS. JENNIFER HOMP
Former WIA Youth Participant
Waukesha County

MS. SUSAN MARESH
School-to-Work Coordinator
Waukesha County Technical College

MR. TODD McDONELL
Supervisor of Juvenile Courts Services II
Waukesha County

MS. YULANDA RANDOLPH
Admissions Counselor
DESI Job Corps

Mr. Peter Rathmann
Benefits Consultant
Burkwald & Associates, Inc.

MS. CAROL SMITH
President
Employment Readiness Solutions, LLC.

MR. PETER SCHULER
Director (Waukesha County)
Waukesha County Department of Health
& Human Services

MS. SARAH TRAMPF
Superintendent
Norris Adolescent Center

MR. CHRIS WOOD
General Manager
Wisconsin Web Offset

Financial Report

July 1, 2009 to June 30, 2010

PROGRAM NAME	GRANT AMOUNTS	CURRENT YEAR EXPENSES	GRANT TO-DATE EXPENSES
DEPARTMENT OF LABOR			
WIA Title I Adult	\$880,764	\$352,653	\$714,169
WIA Title I Youth	\$1,751,093	\$924,557	\$1,426,395
WIA Title I Dislocated Worker	\$3,521,025	\$1,942,338	\$2,968,395
ARRA National Emergency Grant	\$487,085	\$26,787	\$26,787
WIRED Second Generation	\$4,927,245	\$2,566,928	\$4,729,564
Earmark Grant-Advancing Mfg. In the Global Marketplace	\$363,536	\$136,015	\$144,432
YouthBuild Grant-Building Futures	\$687,500	\$211,633	\$211,633
Disability Program Navigator	\$390,234	\$11,657	\$387,479
Community-Based Job Training (Regional Health Care)	\$89,281	\$20,522	\$23,316
Facilitated Employment Program For Offenders	\$18,025	\$43	\$43
DEPARTMENT OF TRANSPORTATION			
WI Employment Transportation Assistance Program	\$550,159	\$59,816	\$385,770
TOTAL FEDERAL PROGRAMS		\$6,252,949	
OTHER STATE AND LOCAL PROGRAMS	\$0	\$0	\$0
TOTAL PROGRAM ACTIVITY		\$6,252,949	
CORPORATE	N/A	\$377,861	N/A
TOTAL		\$6,630,810	

Workforce Development Centers

Waukesha County



892 Main Street
Pewaukee, WI 53072
262.695.7800

Ozaukee County



5555 W. Highland Road
Mequon, WI 53092
262.238.2880

Washington County



2200 Green Tree Road
West Bend, WI 53090
262.335.5300

