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Advancing the business prosperity and economy of Ozaukee County in collaboration with community, regional and business partners.

As President of the Ozaukee Economic Development Corporation (OED), and on behalf of our Board of Directors, we welcome you to another edition of our OED Electronic Newsletter. We are very proud to share the fact that 2009 marks our 20th year of business operation on behalf of the business and property owners in Ozaukee County.

On April 29th, OED will be hosting our second Outreach event, for both business leaders and community officials at Shully's Cuisine, which is located in the Village of Thiensville.

This year, we are very pleased to announce that our featured speaker is Mr. Richard Leinenkugel, Secretary of the Department of Commerce. Mr. Leinenkugel was appointed Secretary on September 5th, 2008 by Governor Jim Doyle. Prior to his appointment, Mr. Leinenkugel served as the VP of Sales & Marketing at the Jacob Leinenkugel Brewing Company. He previously served as an officer in the US Marine Corps., as well as a Waukesha County Board Supervisor representing the Village of Menomonee Falls.

The Department of Commerce was established in 1996. It provides developmental assistance in such areas as marketing, business and community finance programs, exporting, manufacturing assessments and small business advocacy. Their mission and vision is very similar to ours in that their focus is to drive business retention, enhance the creation of quality jobs, promote safety and healthy communities which in turn help make Wisconsin the best place to live and do business.

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Economic Development is a nebulous effort that often is hard to explain. However, recently in a meeting, it was drilled down that OED serves as a liaison for businesses, advocating their issues and creating connections with other programs, we serve a mediator to assist businesses with local communities or other governmental agencies and we work with businesses to provide financial assistance through the local revolving loan fund (RLF) programs and State Department of Commerce programs. As the businessman stated, OED is an Advocate, a Mediator and a Resource. It is our hope that we serve as one for your business. In today's tough economic times, everyone must be aware of the full complement of tools available to them.

OED is happy to come and meet with you to determine if there is any potential funding or program options available for your business. Additionally, if you are having issues with workforce, transportation, or any thing else, please contact us. There are a variety of resources available to local businesses and we are happy to create connections wherever relevant. OED wants to serve as your Advocate, your Mediator and your Resource to help your business grow and expand within our county.

Contact us at (262) 238-7730 or at kschilling@co.ozaukee.wi.us to schedule a meeting today.

Kathleen Cady Schilling

Workforce Development Center

With today's economy affecting both businesses and individuals, staffing issues often become an issue. OED wants to work with businesses before layoffs occur, but understand that sometimes layoffs are inevitable. In those situations, the Waukesha, Ozaukee, Washington Workforce Development Center (WDC) is a great place to contact. WDC offers a variety of services for businesses that are being affected by layoffs.

In a situation where a layoff will be affecting 25 or more employees, Rapid Response Services may be available. Rapid Response Services include an orientation for workers affected by the layoff which is offered at the company (in-house). It provides important information such as unemployment benefits, technical school enrollment, Veterans benefits, employment and training benefits, and alternative healthcare coverage. If a rapid response session is not feasible due to time constraints related to the layoff, WDC can do a mailing to all affected employees instead. WDC can also simply bring materials to the company to distribute to its employees. If a company is laying off less than 25 employees, employees who are laid off may qualify for Dislocated Worker Services. Individuals who qualify for these services receive job search skills training, including effective applications, cover letter and resume writing, mock interviewing, occupational skills training and job placement assistance.

Again, it is OED's hope that layoffs are not in your company's future, but in the situation where it becomes necessary, we hope that you would consider utilizing the Workforce Development Center as a resource for your employees. When the economy rebounds, employees will be looking for new opportunities and employers who were pro-active will be the preferred location. OED and WDC hopes that we will hear from you in 2009 regarding hiring, training, retaining, and expansion needs; however, remember that the WDC also offers services for companies facing layoffs and closings. These services are available to your organization at no cost, so if you are facing a layoff or company closing, please call the WDC first!

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2nd Annual Outreach Event

April 29, 2009

OED is excited to announce its second Outreach Event. The event will take place on April 29th at Shully's in Thiensville. Wisconsin Secretary of Commerce Richard Leinenkugel will be our featured speaker. The event starts at 4:30 p.m. with networking and food, the program begins at 5:30 p.m. Last year's event drew more than 130 of the top business and government officials from Ozaukee County to hear Gale Klappa, Chairman of Wisconsin Energy and co-Chairman of the Milwaukee7. Last year's event was praised as an excellent opportunity for businesses and elected officials to socialize and network in a relaxed setting. This year's event is sure to be another winner.

Come join us at our 2009 Outreach Event.

Event Sponsors: Aurora Health Care, Columbia St. Mary's, Cook Composites and Polymers, General Metalworks, Milwaukee Area Technical College-Mequon Campus, Shully's and We Energies, Media Sponsor: The Business Journal

Ozaukee/Northshore Inventors Forum

In today's changing economic times, one of the basics is the need for new innovation and invention. It is one of the key ways to build wealth. **Ozaukee/Northshore Inventors Forum** is working to expand the pool of successful inventors and entrepreneurs here in our region. The organization, which meets monthly, serves as a nesting ground and resource pool for inventors. The programs include top-notch speakers and an interactive forum that allows participants the opportunity to make connections within the business community. The program moves between three locations; Milwaukee, Mequon and West Bend.

Last month's program focused on the basics of funding new product development and included speakers such as Terry Whipple, founder of the first Inventors and Entrepreneurs Club in the nation, Dan Steinginger, founder and Vice-President of Milwaukee BizStarts and Dylan Morgan, from Prairie Business Credit. For more information on the Ozaukee/Northshore Inventors Forum or to be placed on their email notification for meetings, please contact kschilling@co.ozaukee.wi.us

Grafton High School Students Explore Technical Careers

A group of Grafton High School students gained real world exposure on February 18th to the expectations of the workplace during the Manufacturing Career Expo. The Expo, which took place during the school day, was open to freshman through seniors with over 200 students attending.

The program focused on career opportunities. Students learned about training and education requirements as well as potential salary tracks within companies. The companies attending the event including Carlson Tool and Manufacturing, Kleen Test Products, Manitowoc Crane, Kapco, Inc. Orion Corporation, Charter Steel and General Metalworks, along with educational exhibitors; Milwaukee Area Technical College, WOW Workforce Development and SEEK Careers/Staffing.

Aaron Hilts, Associate High School Principal commented that learning about the options in the local marketplace was valuable input to students and staff. Additionally, he was impressed with how prepared students were to learn about the practical side of manufacturing careers. Although the current job market is challenging, employers are aware that Wisconsin and Ozaukee County face an aging labor force. In the future, manufacturing will be one of many fields that students and young adults will be considering. This fair hoped to show the range of positions available to students. A focus on engineering, science or technology can significantly increase a student's job opportunities. Additionally, students in other fields, sales, human resources, etc can often find significant opportunities, if they have manufacturing experience through summer internships or other employment.

The fair hoped to serve as an early connection between manufacturers and their future job pool. This is the second fair OED has sponsored. The first was held in Port Washington in 2008.

OED was a sponsor of this event, along with the Grafton Area Chamber of Commerce, Grafton High School and WOW Workforce Development.



President continued

The Department of Commerce utilizes a wide variety of both technical and financial assistance programs designed to assist businesses including: business planning, site selection, start up capitalization, assistance with permitting, employee training, business expansion as well as research and development.

We are looking forward to having Secretary Leinenkugel as our featured guest speaker and we hope you will be able to join us in welcoming him to Ozaukee County.

As always, OED sincerely appreciates all our Ozaukee Business and Community Partners! We look forward to working with each of you in the future.

Roger Kirgues, President

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