



# a year in REVIEW



The 2010 Annual Report of the Wisconsin Workforce Development Association

## our MISSION

The Wisconsin Workforce Development Association is dedicated to improving the quality of Wisconsin's workforce by supporting and maximizing the collective strength of the state's local workforce development boards.

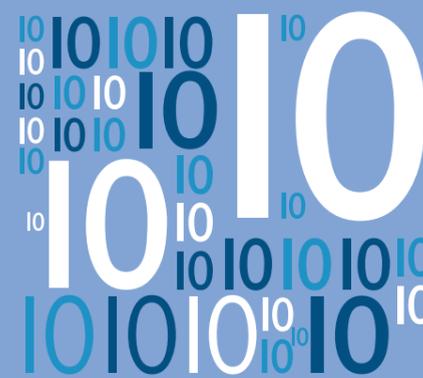
## Continuing to Succeed: a message from the CHAIRPERSON

I would like to thank the members and supporters of the Wisconsin Workforce Development Association (WWDA) for without their support the activities in this annual report would not have been possible. The WWDA's number one mission is to identify the employer workforce development needs of Wisconsin. Once determined, the Association sets its sights on Employers' needs and they remain a constant priority when implementing statewide solutions. Local and regional partnerships with training and education providers help us specifically address these needs.

Our activities over the past year have been exciting and productive. And while we should take a

moment to congratulate ourselves on our success, we also must remember that many individuals are still struggling in these trying economic times. We must sustain our momentum by continuously assessing our own region's changing needs and be prepared to respond to these changes quickly and efficiently. We must maintain an effective relationship with local and regional economic development offices so that our decisions are based on timely and accurate data, both local and statewide. We must focus our energies on the larger issues and continue to nourish strategic partnerships with other organizations with similar goals as we help those in need. We must continue to promote strong relationships with local, state and national elected officials. We have had an amazing year and will continue to work in 2011 to keep Wisconsin moving forward. I thank each of our members and supporters for your contribution to our achievements and look forward to our continued success in the future.

- Dan Racette, WWDA Chair



**Celebrating 10 Years**  
as the voice of Wisconsin's local  
workforce development boards.

## who we ARE

The Wisconsin Workforce Development Association was established in 2000 to foster high-quality employment and training programs, serving our business partners and job seekers, by providing support activities and a forum for information exchange for Wisconsin's Workforce Development System.

The Wisconsin Workforce Development Association (WWDA) is an association of the workforce leadership across Wisconsin. The Association's members are strong leaders and include the workforce development board chairs, local elected officials, and local workforce board directors from all of Wisconsin's eleven workforce development areas.

During these tough economic times, the Wisconsin Workforce Development Association continues to focus on initiatives and partnerships that make sense locally. With an emphasis on continued education, training and preparing Wisconsin's current and future workforce, the Wisconsin Workforce Development Association upholds their strong commitment to invest in the state's future.

Through the Association, members can access timely, relevant professional development opportunities to ensure high-quality programs and service delivery to all customers. The Association also provides logistical support as a way for members to network and share best practices, and the opportunity to partake in education and promotion of the Wisconsin Workforce Development System.

With a statewide network of more than 50 Job Centers, this business-led, demand-driven, locally-responsive System serves over one million customers each year.

For more information on the Wisconsin Workforce Development Association, or to locate a Service Center, visit [www.wwda.org](http://www.wwda.org), or e-mail [wwdainfo@gmail.org](mailto:wwdainfo@gmail.org).



The Voice of Wisconsin's Local Workforce Development Boards



## helping business SUCCEED



### TOM RADLINGER & SON LOGGING, BUTTERNUT

“The trainings scheduled through the Wisconsin Industry Partnership grant are vital to the northwest Wisconsin wood industry. This training allows for continuing education and the brush up of specific skills for logging operations. The logging industry in return will supply product to the new bio-fuel plant. I think it is great that the Northwest Wisconsin Workforce Investment Board writes for these grants to make the money available for the logging industry up here.”

- Tom Radlinger of Radlinger and Son Logging, LLC.



### AIRTRAN, MILWAUKEE

In an effort to build strong employer relationships in the community, the Milwaukee Area Workforce Investment Board Business Division assisted AirTran Airways with a recruitment event for 100 flight attendant jobs and 20 to 30 customer service positions.

AirTran leaders were pleased with the outcome stating, “Thanks to each of you for today being a ‘huge’ success for Milwaukee and AirTran Airways. This could not have been possible without each of you and your participation. It was a pleasure working with you and the rest of the team!”



### ORCHID INTERNATIONAL, MONROE

The Southwest Wisconsin Workforce Development Board has been working with Orchid International on a Workforce Investment Act funded On-the-Job Training program.

“These training programs are very intense and force you to adhere to the rules and regulations, which is beneficial for everyone involved...We used a similar OJT program many years ago (prior to Orchid's purchasing of Philips Electronics/Lighting) and it was a benefit for us then—it has once again been a great program for us to take advantage of.”

- Kevin Monahan, Orchid's Manager of Human Resources

### 5N PLUS CORP, DEFOREST

5N Plus Corp has begun manufacturing operations to recycle and re-purify metal coatings used in the production of solar panels. The project has created approximately 16 jobs in a 60,500-square-foot building in DeForest, Wisconsin. The company worked with the Workforce Development Board of South Central Wisconsin to hire dislocated workers in connection with the Workforce Investment Act (WIA).

“It has been nice to have so many resources available through the State of Wisconsin, as start-up of any plant is very challenging,” said John Schuster, Plant Manager of 5N Plus Corp. “The Village of DeForest has been great, and we will continue to use our Industry Partnership with the Workforce Development Board to develop opportunities and manufacturing jobs for the superior workforce available in Wisconsin.”

- John Schuster, Plant Manager, 5N Plus Corp



### BURGER BOAT, MANITOWOC

“I must tell you how impressed I am by the Bay Area Workforce Development Board. As you are aware, we recently at Burger gave a WARN Notice and have subsequently had layoffs for our employees. These are the most difficult times for your employees receiving the layoff and for their families as well. Having a quality Workforce Board has made the transition to layoffs easier for us, knowing that our employees will be treated with dignity and attention to all their security issues.

“The feedback I have received from our employees has been very positive regarding your services. We couldn't be more appreciative of the training and development our employees are receiving because of you and your Board's efforts. No question our partnership with you will strengthen and improve the skills of our returning employees and this is what economic initiatives are all about! We are very pleased to be working with you and the quality people in your organization. Thanks for being there for us.”

- Peter Bilski, Vice President of Human Resources, Burger Boat



BURGER

## STORIES OF INDIVIDUAL SUCCESS

The members of the Wisconsin Workforce Development Association operate programs that provide opportunities for individuals who have experienced barriers to obtaining and maintaining meaningful employment. The Workforce Boards assist job seekers, laid-off workers and youth with career planning, job search assistance and skills training. The Workforce Development Boards certainly celebrate their customer's success, but we know no one can tell their story better than they can! Here are just a few stories from across the state...

### KENNETH GEBEL, WEST BEND

"The first step to my success through the WIA Youth Program was participating in the work experience program through the W-O-W Workforce Development Board. I did a work experience at Moraine Park Technical College as a maintenance assistant. This program provided me experience in general maintenance and many other things that helped me get a full time job for the school district. I was in the work experience program for about two months and it really paid off. After the work experience program, I was able to qualify for a custodial position at Badger Middle School. Work is a breeze because many of the skills I learned through the work experience

program I have used at work, and my supervisors are very impressed.

My case manager and the Workforce Development Board helped me get into school and helped me construct a successful future for myself. My case manager helps me with everything for school and she is a life saver. Not to sound like a suck up, but she's my hero. I don't know where I would be now without her. I am attending Moraine Park Technical College for welding and I want to expand my welding career as much as possible. I give all my thanks to the people from Workforce Development and Amy for their hard work to help me. The WIA Youth Program really helps young kids like me with no where to go and that have no idea what to do with themselves. I have only one more year until I get my degree and start a future for myself. I am very grateful for this program and I hope it stays around forever to help the youth as it did for me."

- Kenneth Gebel, Workforce Investment Act Youth Participant



### JODI BONOVELTZ, MADISON



"At 38, I never thought I would need to go back to school. But after my layoff, I struggled to find work. I didn't know what I was going to do. It was the Job Center that connected me to the Workforce Investment Act (WIA) program, the Workforce Development Board of Southcentral Wisconsin and the Madison College Information Technology Academy. These programs helped me get a job and changed my life for the better.

- Jodi Bonovetz, 2009 IT Academy Graduate



### PAT, SHEBOYGAN

"Not only did I get the job that I wanted, I am also able to move back to the home area I came from over 11 years ago, and to boot, I also picked up another part time job [driving school bus] and I will also be able to work another part time job this coming summer at a little place in Wisconsin Dells. So with the help of Lynn and DiAnn [the WIA case managers] and your entire staff, not only did I have the pleasure of going back to school to learn to drive a Semi Truck and get my license, and also work to get my school bus license again...!"

- Pat in Sheboygan, a dislocated worker from Kohler Co.

### SHELLEY MICKELSON, VIROQUA

When Shelley Mickelson was laid off from her job as a machinist at The Trane Company she didn't know the layoff could lead to a whole new career opportunity. After several years of hard work and balancing of schedules, Mickelson is now working at Bethel Home in Viroqua as a registered nurse, a profession she always dreamed of working in.



Mickelson first started working with Workforce Connections, Inc. and the Western Wisconsin Workforce Development Board in 2005 when she was initially laid off. She enrolled in a program funded through the Workforce Investment Act where she received assistance with money for uniforms, mileage and child care. She had just started a certified nursing assistant program when she was called back to Trane, but still finished the course. She was laid off again in 2009 and was then able to finish her degree; graduating in May. She is now working full-time as an R.N.

### QUYET BELL, MILWAUKEE

The HIRE Center, in partnership with local community organizations such as Hmong American Friendship, Spanish Center, Job Service, Milwaukee Area Workforce Investment Board, and MATC came together this past summer to offer dislocated workers an opportunity of a lifetime. They put together a baking production program that is uniquely positioned to allow limited English dislocated workers to be trained and be successful. The ESL class took place in the morning while the technical classes took place in the afternoon. These technical classes include Baking Production, Cake Decorating, Mixes/Bases, and Applied Food Service Sanitation for a total of 360 hours of vocational instruction and 80 hours additional ESL instruction.



"I am really happy to have the opportunity to participate in this special Baking program... I have learned a lot and enjoyed all the hands-on experience that allows me to gain some knowledge to use at home and to look for a job opportunity. All my 13 other classmates also enjoyed the opportunity as well. We all hope to be able to find jobs to be productive again."

- Quyet Bell, Participant

## a year in REVIEW

The ending of a year is as good a time as any to stop and take stock of the accomplishments of the past twelve months. We are proud of the initiatives and events that the Wisconsin Workforce Development Association supported in 2010.

## we PROMOTE, EDUCATE, & SUPPORT

Part of the Wisconsin Workforce Development Association's efforts are the strengthening and development of statewide workforce strategies. Workforce system staff partake in WWDA supported sub-committees to find solutions and policies that will further the mission of the organization and regional workforce boards.

### 2010 Day at the Capitol

In 2010, members of the Wisconsin Workforce Development Association (WWDA) traveled to Madison for the 3rd annual Workforce Development Day at the Capitol event. The effort is organized each year by the WWDA and includes private and public sector partners from across the state.

Primarily an education effort, the event allows for local workforce board members to visit with legislators and



their staff. During these visits there is an opportunity to share the local employment successes of the past year as well as the problems and solutions that have been found to work in the region. In 2010, over 34 members attended this event including Workforce Development Board members, economic development directors, workforce development staff, and local elected officials. Together the group visited over 79 members of the Wisconsin state legislature. WWDA members emphasized the importance of workforce development in Wisconsin and explained the current structure and needs of the system.



### 2010 Gubernatorial Forum

With over 260,000 unemployed workers in Wisconsin and the state on the cusp of an unprecedented period of workforce changes, jobs were the hottest topic of this election season. More than 100 workforce development board members, local elected officials, and workforce partners gathered for the *Investing in a Prosperous Wisconsin* gubernatorial forum, hosted by the Wisconsin Workforce Development Association. The forum took place on Tuesday, September 21st at the Country Springs Hotel in Waukesha.

While neither gubernatorial candidate was able to attend the forum, they did send surrogates. Senator Neil Kedzie, representing Republican Gubernatorial candidate Scott Walker, and Lieutenant Governor Candidate Thomas Nelson, representing Democratic Gubernatorial candidate Tom Barrett, were asked several vital and pressing questions about Wisconsin's workforce by moderator Frederica Freyberg of Wisconsin Public Television. The event was a great success and provided a venue for discussion on workforce needs in Wisconsin.

### Hill Visits 2010

Each year representatives from WWDA head to Washington D.C. for the annual National Association of Workforce Boards (NAWB) conference and to meet with federal legislators. This was an especially exciting year for the Wisconsin Workforce Development Association as we received a national award from NAWB for our documented impact of the 2009 Summer Youth Program that was funded with American Recovery & Reinvestment Act money. The stories and data were published throughout the State of Wisconsin in the Wisconsin Workforce Development Association



monthly newsletter titled the Workforce Times. The local boards received approximately \$25.7 million statewide from American Recovery & Reinvestment Act (ARRA) funding for youth, adults, and dislocated workers.

The National Association of Workforce Boards, in Washington, DC, recognized the Wisconsin Workforce Development Association specifically because their publication provided a statewide demonstration of the summer employment program's value and the program's impact on individual participants and the businesses who participated.



### Sub-Committees & User Groups

The Wisconsin Workforce Development Association supports monthly sub-committee and user group forums where workforce staff network to share best practices. This serves as an opportunity to receive updates and gain crucial knowledge on relevant issues.

User groups and sub-committees are facilitated by WWDA staff, and are comprised of members from within the Wisconsin workforce system, partners from the State of Wisconsin, and other interested collaborators. User Groups include Fiscal, ASSET/Management Information System (MIS) and Business Services. These groups provide an opportunity for workforce staff and state partners to effectively communicate policies and technical information in an efficient and responsive manner.

We look forward to continued input from the Wisconsin Workforce Development Association members and other workforce partners and welcome opportunities to support its membership.

### Professional Development

The Wisconsin Workforce Development Association is committed to delivering timely, innovative professional development opportunities based on the real-time training needs of its membership and partners in workforce development.

In 2010, the Association offered WWDA members access to a variety of resources during meetings that support its members' skills and knowledge. Creative approaches that went beyond traditional methods were



pursued in order to increase performance outcomes and further other initiatives. During the past year, the Association strengthened its relationship with other stakeholder partners to collaborate on policy development and overall long-term planning.

Additionally, the Department of Workforce Development provided resources and direct training to workforce staff and members in critical areas, such as industry partnerships, formula allocations, and dislocated worker services.



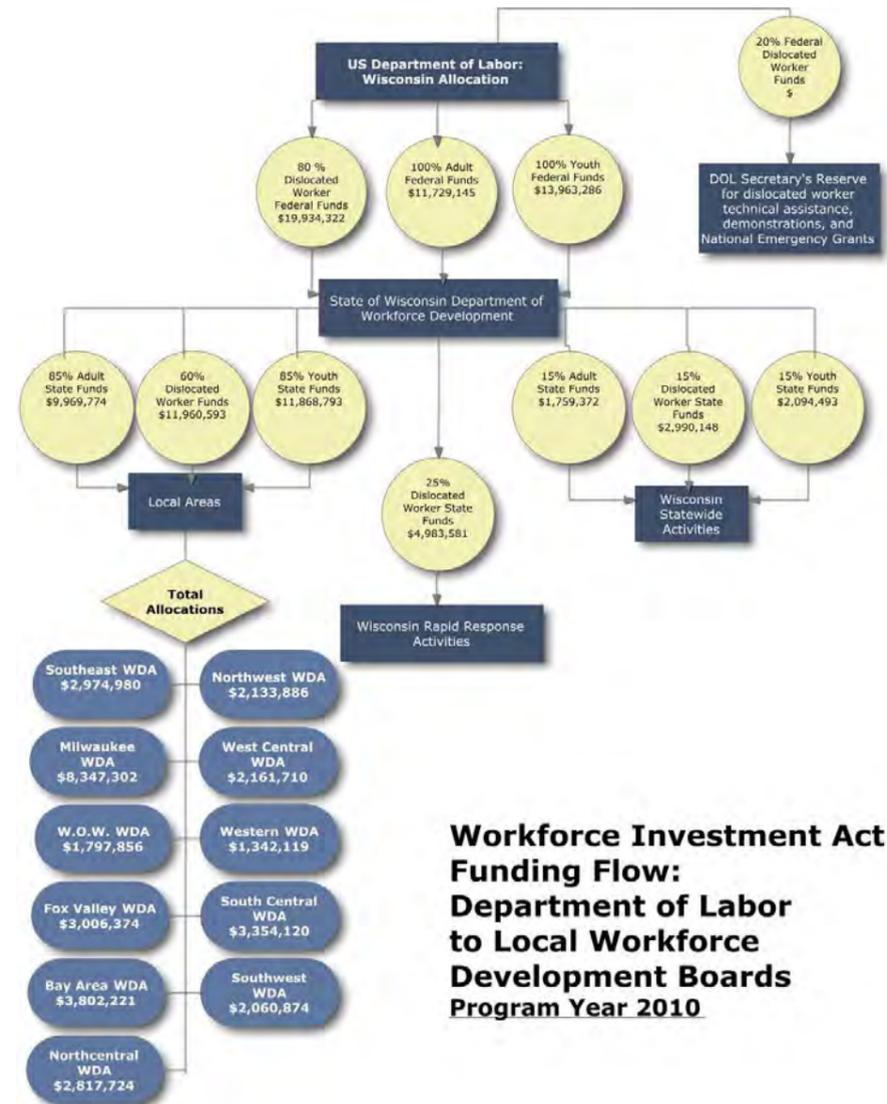
### News and Communication

Each month the Wisconsin Workforce Development Association staff produces a newsletter to keep legislators and WWDA members informed about issues related to workforce. The newsletter is sent electronically to over 800 individuals statewide.

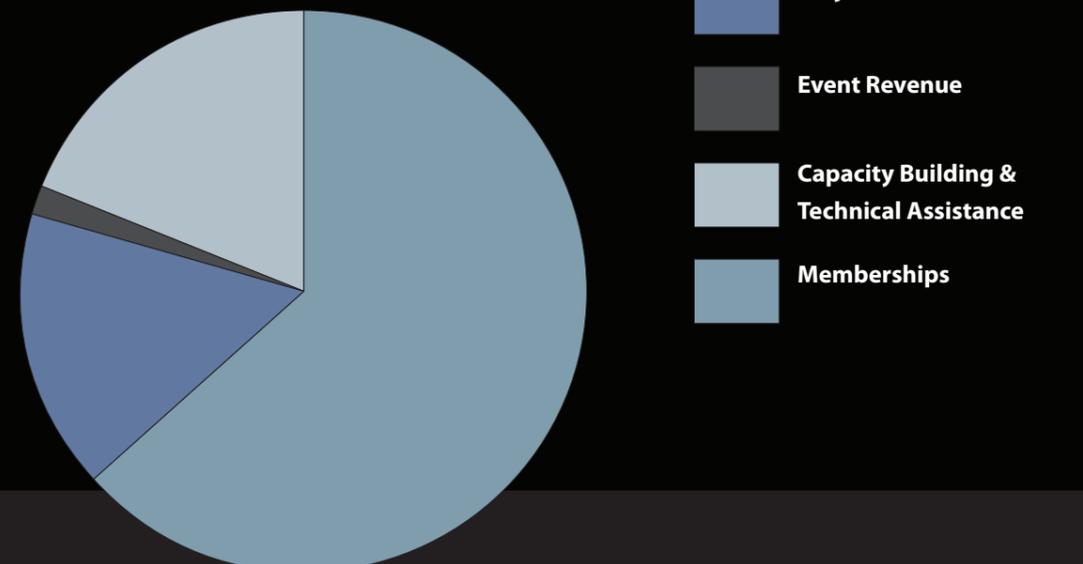
Included in the newsletter are job seeker and business success stories, news items, upcoming events, accomplishments and links to statewide workforce statistics and resources.

WWDA is also represented on the web at [wwda.org](http://wwda.org) and has a social media presence on Facebook. Keeping members and other stakeholders apprised of what is happening across the state has become an important role of WWDA and we always appreciate feedback on our efforts.

## funding FLOW



## funding SOURCES



The funding for the Wisconsin Workforce Development Association comes from several different sources allowing for the provision of membership support, training, and related services.

## board of DIRECTORS | association STAFF



The Wisconsin Workforce Development Association Board of Directors is comprised of private sector employers, local elected officials, and local workforce board directors in its voting membership.

Wisconsin Workforce Development Association staff are committed to excellence and support the Association's membership through various duties, coordination and other related projects.



### Chairperson

**Dan Racette**  
Northwest Wisconsin Workforce Investment Board

### Vice-Chairman

**James Golembeski**  
Bay Area Workforce Development Board

### Secretary

**James Dwyer**  
W-O-W Workforce Development Board

### Treasurer

**Richard Best**  
West Central Workforce Development Board

### Membership

**Art Carter**  
**Brad Grant**  
**Cheryl Welch**  
**Colleen Bates**  
**Daniel Braund**  
**Don Madelung**

**Donald Gillespie**  
**Donald Sykes**  
**Erhard Huettl**  
**Francisco Sanchez**  
**Howard Zellmer**  
**James Ehram**  
**Jamie Applin**  
**James Barlow**  
**Jim Kreuser**  
**John Heyer**  
**John Kissinger**  
**Kent Olson**  
**LeRoy Forslund**  
**Linda Clark**  
**Mark Harris**  
**Michael Troyer**  
**Patricia Schramm**  
**Rene Daniels**  
**Robert Borremans**  
**Scott Stocker**  
**Steve Terry**  
**Susan Koehn**  
**Tom Barrett**

### Association Staff

**Angela Cummings**  
Coordinator

**Gregg Bosak**  
Coordinator

**Mari Kay-Nabozny**  
Chief Information Officer

## by the Numbers From July 2009 through June 2010, the eleven workforce boards served:

**15,521** youth, adults, and dislocated workers by providing assessments, support services, and/or training services through WIA programs\*

**22,000** services to employers by providing services for hiring, retaining, and/or training staff\*

**1,856** job placements occurred\*\*

**3,486** Summer Youth Program youth earned work readiness credentials

\*The data from Milwaukee, Southeast, and Fox Valley was not available at the time of publication.  
\*\*The data from Milwaukee, Southeast, Fox Valley, Bay Area, North Central and South Central was not available at the time of publication.



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