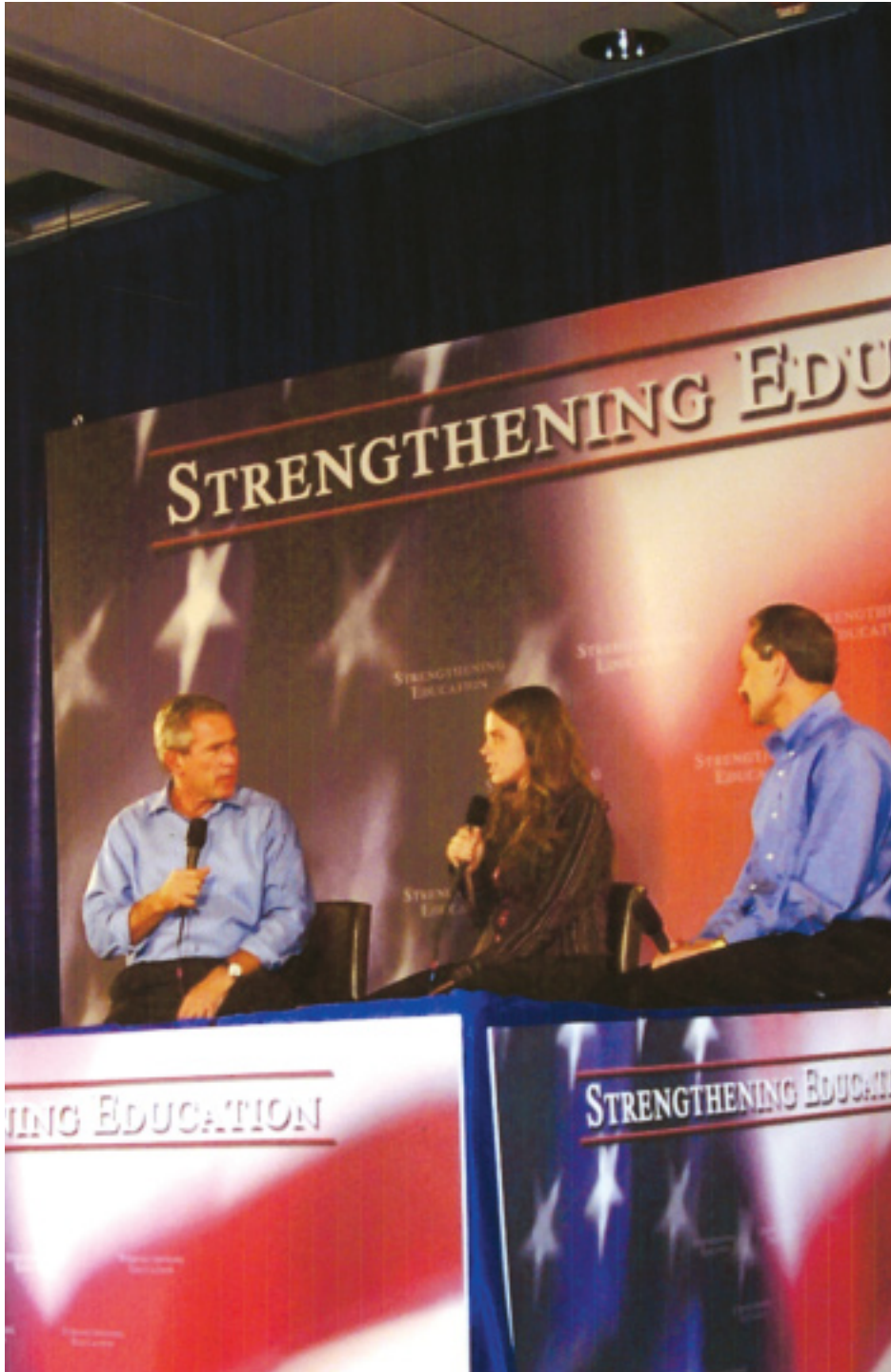


DONATION *Matters*

Issue 4, 2004

*A Newsletter about the Corporate
Donation Program of the Wisconsin
Technical College System Foundation*



*Blackhawk Technical College
Partners with Freedom
Plastics*



*Madison Area Technical College
Helps Dean Health System
Meet Needs*



*Western Wisconsin
Technical College
In A Win-Win Cooperative*



*State Board Names
New President*

*Help educate Wisconsin's
workforce...donate equipment
to the Technical Colleges*

Corporate Donation Program

Wisconsin Technical College System Foundation, Inc.

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On our cover:

*President Bush's visit to Janesville featured education.
The President lauded BTC's partnerships with area businesses.*

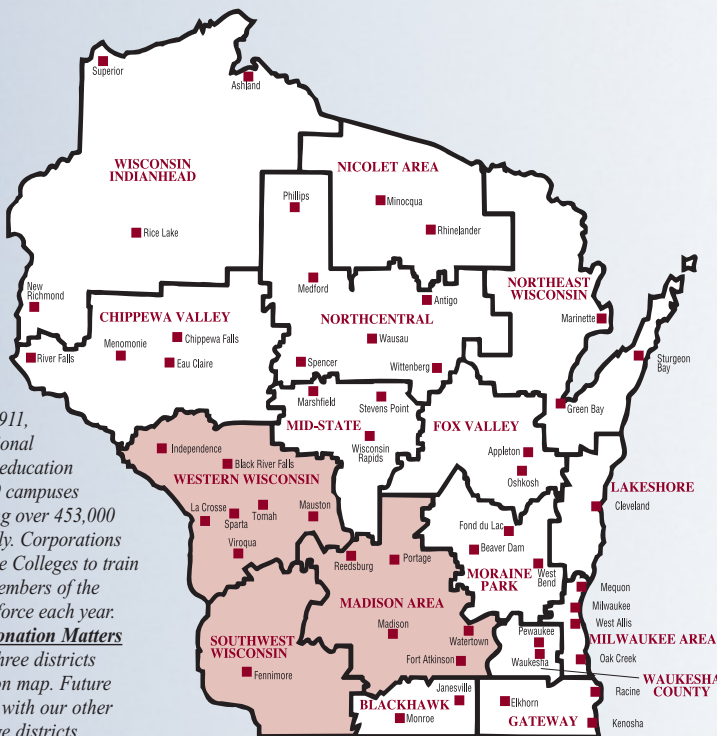
At Blackhawk Technical College **President Bush Lauds Partnership Between Blackhawk Technical College, Freedom Plastics**

When the President of the United States comes calling for you to provide an example of a collaborative effort between your college and a smaller-sized business to share on stage with him, what do you do? For BTC President Dr. Eric A. Larson, it was an obvious choice-let the nation see how BTC assists those businesses in tangible ways.

President Bush was visiting Janesville on October 24 to talk about education. He called upon BTC, and BTC in turn called upon **FREEDOM PLASTICS, INC.** and its President, Steve Scaccia, to tell the world how they worked together to create programs that helped **FREEDOM's** employees to excel. "It's not too often you have an opportunity like this, and we wanted to tell and show the nation that our programs in Wisconsin work," Dr. Larson said.

President Bush spoke about community colleges such as BTC, complimenting Dr. Larson for the college's emphasis on moving quickly to design training programs that directly benefit local business and industry. He said community colleges tend to be faster to make changes to meet the local needs than other institutions of higher education.

The Wisconsin Technical College System, established in 1911, includes 16 regional post-secondary education districts with 49 campuses statewide serving over 453,000 students annually. Corporations contract with the Colleges to train over 100,000 members of the corporate workforce each year. This issue of Donation Matters highlights the three districts shown in pink on map. Future issues will visit with our other technical college districts.





Above: Freedom Plastics in Janesville.
 Left (l to r): BTC President Dr. Eric A. Larson, President Bush, BTC nursing student Jessica Palmer, and Steve Scaccia, Freedom Plastics President.

“ Dr. Larson knows the importance of working with the business community to ensure the skills being taught at BTC will be applicable in the workforce. He develops important relationships with local businesses and remains flexible to the changing economy.”

— Steve Scaccia
 Freedom Plastics President

Scaccia spoke about their partnerships with BTC, such as setting up a number of cooperative educational ventures, among them being a 24-hour adult education center at the company’s headquarters, in cooperation with the United States Steelworkers. The program allows employees to take courses and earn high school diplomas. BTC and FREEDOM also partner to provide a 10-week course in supervisory training.



Steve Scaccia
 President of
 Freedom Plastics

maintenance area at FREEDOM. He has been at FREEDOM PLASTICS almost 16 years, the past six in maintenance. “I really needed this training to be able to remain skilled for my job in the maintenance arena,” Dole stated.

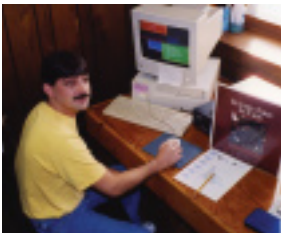
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Freedom Plastics, Inc.

FREEDOM PLASTICS, INC., headquartered in Janesville, WI with plants also located in Fort Pierce, FL and Preston, ID, had revenues of \$96 million in 2003 and 300 employees. They are the manufacturer of polyvinyl chloride (PVC) pipes and fabricated fittings for the sewer, water, and plumbing industries. Founded in 1976, FREEDOM has grown to become one of the nation’s premier pipe and fittings manufacturers, offering the single most “complete package” of PVC pipe and large diameter fabricated pipe fittings in the industry, ranging from 1/2" to 24" pipes to fittings from 4" to 48". FREEDOM serves municipal, plumbing, industrial, irrigation, power, and communications markets. 🇺🇸



Travis Dole, Janesville, is one such worker who used not only BTC but the interactive AC/DC Electronics video training package produced by the Wisconsin Technical College Foundation to improve his skills. “We had an instructor that was very good. He explained everything very well and then you went to the video and worked through the problems,” Dole said. He said the 14-chapter series was almost mandatory to get into the



Travis Dole, Freedom Plastics employee and BTC student



— Dr. Eric A. Larson
President
Blackhawk
Technical College



Blackhawk Technical College central campus is currently under construction. This shows what will be the new main entrance expected to be completed by end of next summer.

Blackhawk Technical College

Located midway between Beloit and Janesville, Blackhawk Technical College's Central Campus is undergoing a building addition and renovation which was approved as a part of a \$17.5 million package by voters in November, 2002. Also receiving a renovation and addition, which will double its size, is BTC's Monroe Campus. Other centers include BTC's Center for Transportation Studies located north of Janesville, the Aviation Center at the Southern Wisconsin Regional Airport south of Janesville, and BTC's Beloit Learning Center in downtown Beloit. The college annually serves almost 14,000 students and over 250 businesses from the Rock and Green County region. 🍷

Continued from page 4...

Bush Lauds Partnership Between Blackhawk Technical College, Freedom Plastics

Scaccia also told of how **FREEDOM PLASTICS** pays tuition for employees who want to further their education or training. In addition, children of employees are offered \$1,500 a year to go to any institution of higher education, but many choose Blackhawk Technical College. He works with BTC to develop curricula that are applicable to the manufacturing sector. He says, "Dr. Larson knows the importance of working with the business community to ensure the skills being taught at BTC will be applicable in the workforce. He develops important relationships with local businesses and remains flexible to the changing economy."

In addition to citing BTC's relationship with **FREEDOM**, President Bush also recognized BTC student Jessica Palmer, Janesville. She participated in a dual enrollment program during the second semester of her senior year at Janesville Craig High School to earn her certified nursing assistant (CNA) certificate, immediately prior to high school graduation and just before continuing on to BTC's nursing program.

"It makes sense to invest in the people who can take advantage of these types of programs," Dr. Larson concluded. 🍷

Wisconsin Technical College System Board Selects Clancy as Next President

The WISCONSIN TECHNICAL COLLEGE SYSTEM Board chose Dan Clancy to be the next president of the 16-college system. Clancy, who served as interim president since last summer, was selected after a six-month, nationwide search.

“It is truly an honor and a privilege to have been selected by the Board,” Clancy said immediately upon the Board’s unanimous vote to select him. “I am deeply humbled by the Board’s confidence in me and want to thank them for their support.”

“I’m excited about what Mr. Clancy brings to our system,” said Brent Smith, president of the WISCONSIN TECHNICAL COLLEGE SYSTEM Board. “Dan has done a tremendous job as interim president. He’s an effective leader who has a working knowledge of the Wisconsin higher education environment and the legislative process, which really shortens the learning curve. The board is very pleased to have a person of his character and talent serving our state,” Smith added.

“This is an outstanding organization with a mission that brings opportunities to so many people throughout Wisconsin. I look forward to advancing that mission.”

— Dan Clancy, Wisconsin Technical College System President

Clancy joined the WISCONSIN TECHNICAL COLLEGE SYSTEM in 1996 as vice-president of Finance and Policy. For 17 years he served as a fiscal analyst and program supervisor with the Wisconsin Legislative Fiscal Bureau in Madison. Clancy earned a B.A. in Social Science from Michigan State University at East Lansing and did graduate work at the University of Michigan at Ann Arbor in Public Policy Studies.

“This is an outstanding organization with a mission that brings opportunities to so many people throughout Wisconsin,”



Daniel Clancy, President of the Wisconsin Technical College System

Clancy said. “We have many challenges and opportunities ahead of us. I look forward to working with the Board, the 16 technical colleges and its leadership, our outstanding faculty and staff, the business and labor community, and our partners in education and government in advancing that mission,” he added.

Clancy succeeds former President Richard Carpenter, who left the system to become president of the Community College of Southern Nevada in Las Vegas.

Wisconsin Technical College’s offer more than 300 programs to community residents who receive two-year associate degrees, one- and two-year technical diplomas and short-term technical diplomas. Wisconsin’s business and industry turn to the technical colleges for customized training and technical assistance. One out of every nine adults in the state uses the 16 technical colleges for career preparation and continuing education each year. The WTC SYSTEM web site can be found at www.wtcsystem.org. 🍷

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At Madison Area Technical College

MATC Helps Dean Health System M



—Dr. Bettsey Barhost
President
Madison Area
Technical College



Innovative Program Taps Non-Clinical Employees for New Career

For years, **DEAN HEALTH SYSTEM** has strived to increase access to primary and specialty care in the southern Wisconsin communities it serves. **DEAN**'s commitment to expanding its extensive care network created a growing, front-line need for medical assistants.

To help meet this need, **DEAN** approached Madison Area Technical College (MATC) about co-developing a Patient Care Assistant Program. "MATC agreed to work with us on a program that would train **DEAN** employees internally to meet this need," says Connie Matheson, director of **DEAN**'s Program for Nursing Excellence.

The organization identified employees who had great potential, displayed an

excellent work ethic and were working in non-clinical positions such as housekeeping, reception, and business office, who were interested in a career change to a clinical environment.

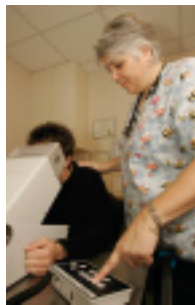
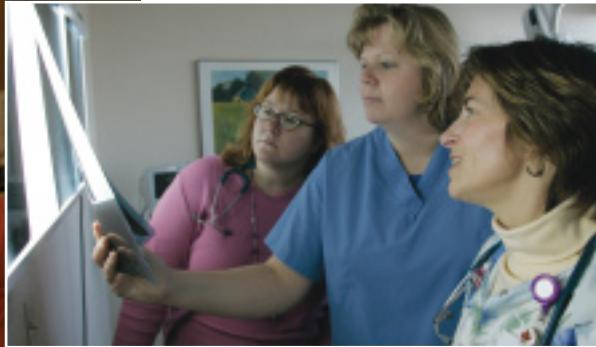
"**DEAN** has done a fantastic job of finding the right people for the program," says Kathy Sellnow, director of the MATC Medical Assistant Program. "All the candidates are highly motivated to enter a hands-on medical career."

Patient Care Assistants

PCAs perform duties such as guiding patients into the examination room, taking vital signs and history, assisting with procedures, and even administering injections.

"For the right people, becoming a PCA is a rewarding career shift that can be

Meet Need for Patient Care Assistants



Large image left: MATC Medical Assistant Program Director Kathy Sellnow (in glasses) and Connie Matheson, director of Dean's Program for Nursing Excellence (in red jacket) who developed the(PCA) program.

Above and small image left: Students work with registered nurses, physician's assistants and doctors to gain experience.

“MATC’s knowledge was essential in guiding us through the design process and creating the right curriculum for our candidates.”

— Connie Matheson
Director of Dean’s Program
for Nursing Excellence.

a life-changing experience,” says Matheson. “They express great satisfaction with their role and new career choice. Some have opted to further their education and plan to return to school for more advanced training in nursing or medicine.”

Continued on page 10...

Madison Area Technical College

MATC is one of the largest of the Wisconsin Technical College System’s 16 colleges and serves about 50,000 individuals annually, including 8,000 employees through its customized training programs for businesses. It has five campuses and numerous other outreach sites across its district, which consists of all or parts of 12 counties in south-central Wisconsin. 🍷

Dean Health System

DEAN HEALTH SYSTEM is one of the largest multi-specialty healthcare systems in the United States. Its roots go back to 1904, when Dr. Joseph Dean began the practice in Madison. Today, this physician-owned and governed organization has almost 500 physicians and over 3,000 employees.

DEAN offers primary and specialty care at almost 60 clinic locations. It also provides in-clinic pharmacy, optical services, medical imaging and lab services. **DEAN HEALTH PLAN** is the organization’s insurance component which provides managed care and other insurance products in 17 Wisconsin counties. At the end of 2003, the **HEALTH PLAN** had almost 229,000 enrollees

DEAN HEALTH SYSTEM has a close working relationship with **ST. MARYS HOSPITAL MEDICAL CENTER** in Madison and other affiliated hospitals throughout southern Wisconsin. 🍷



At Western Wisconsin Technical College

Partnership Is Win-Win for Both



— Dr. Lee Rasch
President
Western Wisconsin
Technical College



Left to right: Ken Graves and Ken Schwartzlow of Dairyland Power with Jeff Fancher of WWTC, stand before the radio tower in Hokah, Minnesota.

High upon a bluff overlooking the Root River Valley in Hokah, Minn., is the latest sign of the growing partnership between Western Wisconsin Technical College (WWTC) and **DAIRYLAND POWER COOPERATIVE**, a key supporter of the Electronics programs at WWTC. But the bluff isn't the only place you'll see evidence of the partnership. Signs of **DAIRYLAND POWER's** continuing support of the program and its students are evident when you look around the Electronics Lab on the WWTC Campus, too.

But it's the new radio tower and two-way radio repeater system located on top of the bluff that's gaining all the buzz on campus. **DAIRYLAND POWER's** traveling technicians use the two-way radio repeater system to talk with one another and their dispatch center in La Crosse more easily. Its location, high on the bluff, allows for greater voice transmission over a larger area. Without the two-way radio repeater, the hilly terrain would block the signals, much like what happens when you enter a valley while talking on your cell phone.

DAIRYLAND POWER donated space on the tower to WWTC, allowing us to put an antenna on the tower to help our students get a greater understanding of the telecommunications field. They also allow WWTC to utilize space in the adjoining building. Additionally, they donated two of the radio repeater systems to WWTC, one on-campus and one on-site, which allows multiple opportunities for hands-on experience.

“For electronics students who want to enter the communications field, this is a tremendous opportunity,” says Jeff Fancher, WWTC Electronics/Electrical Engineering Technology program head and instructor. “Students get an understanding of basic two-way radio communication systems, troubleshooting and maintenance, and data communication principles. This is accomplished by allowing the students to get their hands on real equipment and work alongside experienced technicians. Particularly invaluable is the fact that students can do performance tests using industry standard test equipment to ensure

Students and Power Company

the system is operating to the manufacturer's specifications."

But it isn't just equipment donations that help the students. An internship program was developed four years ago to help students gain greater hands-on experience. Students in the associate of applied science degree programs (Electronics, Electrical Engineering Technology, and Electromechanical Technology) are eligible for the internship opportunities. Ken Graves, Telecommunications Services manager at **DAIRYLAND POWER**, and his staff interview interested students for the two available positions. The internships start in January. Students work one day per week for 15 weeks and are paid a regular hourly wage and overtime and also receive two associate's degree credits. At the end of the 15 weeks, they are often offered a full-time summer job.

But this isn't your typical internship experience. **DAIRYLAND POWER** has developed an incredible learning experience for the students. Each week the students receive a classroom lecture from one of **DAIRYLAND POWER**'s technicians, followed by hands-on activities in the field. Subjects can include wireless communication, mobile radio and microwave radio equipment, fiber optics, copper wiring and telephony, substation control and data acquisition, power line communication, networking technology, wireless load management and load shedding, generator inspections, and more. They also get experience digging the trenches, pulling fiber optic cable, and terminating the connections. "We try to expose them to what it's like on a daily basis," says Graves. "And they may find that what they learn in the classroom that morning isn't what they'll be working on that afternoon. Sometimes other things come up that need to be addressed."

Aside from giving the students great experience, **DAIRYLAND POWER** also sees the value of the internships. For them, it's an opportunity to "test drive" a future employee. "We anticipate several retirements in the coming years," says Graves. "While we don't always have immediate jobs for those interns, we know that in the future we will."

In fact, two former interns now work at **DAIRYLAND POWER**. One of them, Ken Schwartzlow, telecommunications technician, is a 2002 graduate of the Electronics program. He was hired full-time by Dairyland Power in July 2004.

Continued on page 10...

Dairyland Power Cooperative

DAIRYLAND POWER COOPERATIVE, La Crosse, Wisconsin, provides the wholesale electrical requirements and other services for 25 electric distribution cooperatives and 20 municipal utilities. These cooperatives and municipals, in turn, supply the needs of more than half a million people.

DAIRYLAND was formed in December 1941. Today, electricity from the generation and transmission cooperative's five generation stations, 1,066 megawatt capacity, is transmitted via 3,128 miles of transmission lined to 284 substations located throughout the system's 44,500 square mile service area.

DAIRYLAND's service area encompasses 62 counties in four states (Wisconsin, Minnesota, Iowa, and Illinois). **DAIRYLAND** has provided low-cost, reliable electrical energy and related services to its customers in the upper Midwest for over 62 years.

Please visit our Web site at www.dairynet.com for more information on **DAIRYLAND POWER COOPERATIVE**. 🇺🇸



Continued from page 6...

Madison Area Technical College Helps Dean Health

The PCA training is about a nine-week program that totals 320 hours, 40 of which are spent in classroom training at MATC. The balance is gained in DEAN clinical and classroom settings.

“MATC’s knowledge was essential in guiding us through the design process and creating the right curriculum for our candidates,” says Matheson.

Candidates receive full salaries while participating in the training, which is a

huge benefit. “It’s a win/win situation for both of us,” says Matheson.

To date 79 PCAs have graduated from the program. The next session begins in January.

“MATC has helped us with several programs over the years,” says Matheson. “The PCA program is far more successful than we ever envisioned. Our retention rate is high and the program is relatively low cost.”

Continued from page 9...

Western Wisconsin Technical College Partnership is Win-Win

“The internship was vital to getting the job here at DAIRYLAND,” Schwartzlow insists. “And I love my job. I feel very lucky to be here.” Graves continues, “When Ken interviewed for his job, the department voted unanimously to hire him because they had already worked with him and they knew he would do a good job.”

“The internships are such a great opportunity for our students,” says Fancher. “When they finish the internship, they are prepared for what they’ll be doing for their career.”

“To me, the relationship with WWTC is a win-win,” says Graves. “We’re looking forward to another great season of interns.” 🍷



Ken Schwartzlow works with the two way radio repeater system in the WWTC Electronics lab.

Western Wisconsin Technical College

Western Wisconsin Technical College is committed to excellence in learning, continuous improvement, student success, employer satisfaction and community partnerships. With its main campus located in La Crosse, WWTC provides an affordable education, highly qualified instruction and the marketability to be successful locally and beyond. The College serves 20,000 students annually in an 11-county district with 6 extended campus locations in Black River Falls, Independence, Mauston, Sparta, Tomah, and Viroqua. The College offers over 60 programs and has apprenticeship programs throughout the region in six skilled trades.

As reported in Graduate Success 2003, 96 percent of our graduates are employed six months after graduation. Seventy-seven percent of our graduates stay in the western Wisconsin district; 91 percent stay in Wisconsin. For more information about WWTC, visit them on the Web at www.wwtc.edu. 🍷

“To me, the relationship with WWTC is a win-win. We’re looking forward to another great season of interns.”

— Ken Graves
Telecommunications Services
manager at Dairyland Power

System Meet Need for Patient Care Assistants

The PCA program is considered by some to be the national standard for this kind of training. In fact, MATC and Dean field calls from around the country regarding the program.

“This interest is indicative of how serious the shortage of qualified allied health care workers is across the country,” concludes Sellnow. “We’ll be very pleased to help others through the same situation by sharing our expertise in the PCA program.” 🍷



A patient care assistant trained through the partnership takes blood pressure at Dean Clinic

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