

DONATION *Matters*

Issue 1, 2008

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

*Chippewa Valley Technical College
students learn innovative technology
at "Flood House" donated by CodeBlue*



*Dow Chemical Company donation
gives Madison Area Technical
College a glimpse of the future*



*Mid-State Technical College prepares
students for emerging health career
fields with PC tablets and software*

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

Corporate Donation Program

Wisconsin Technical College System Foundation



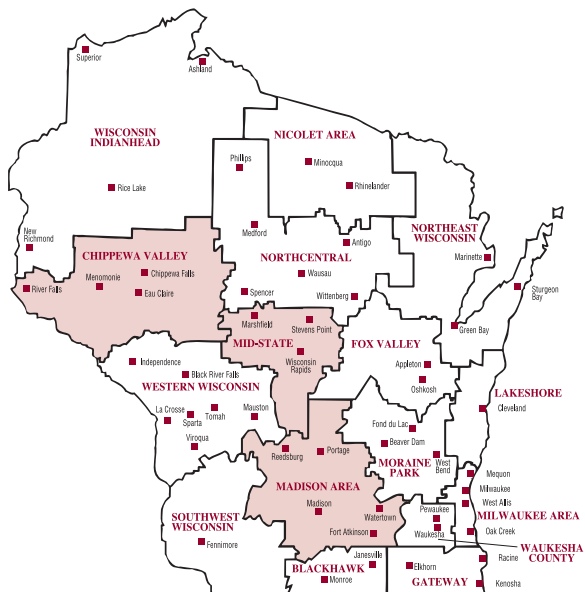
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On our cover:

Look for the "bright idea" image throughout this and future Donation Matters for some Smart Reasons why your company should donate to the Technical Colleges.



*The Wisconsin Technical College System, established in, 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 districts shown in pink on map. Future issues will visit with our other technical college districts.*

At Chippewa Valley Technical College

CodeBlue Donation

*Flood a fully functional
and furnished 1,800 square
foot home with 2,000
gallons of water and
you're looking at a major
reconstruction job, right?*



CodeBlue built and donated this prototypical residence to CVTC for training in water mitigation.

a High Water Mark for CVTC

Not any more. The “Flood House,” or, more correctly, the Structural Drying Laboratory, built and donated to Chippewa Valley Technical College by Eau Claire insurance claims administration firm **CODEBLUE**, still looks as good as new despite being flooded and dried several times since construction was completed last fall. As part of CVTC’s “Simulation City” campus, the house represents a major addition to the college’s ability to train insurance and construction workers in new technology and techniques for mitigating water damage.

Water damage from hurricanes, floods, ice dams on roofs, and broken plumbing costs the U.S. property insurance industry \$28.4 billion annually, with an average loss of \$5,000 per homeowner. Consequently there’s great interest from the insurance industry in new equipment and methods which can eliminate most losses for policy holders and slash costs for insurers.

Infrared cameras, sophisticated moisture meters, and advanced ventilation and drying techniques are “revolutionizing how water loss claims are handled in the U.S.,” said Ed Jones, **CODEBLUE** Vice President for Restoration Services and instructor for the Advanced Water Damage Restoration portion of CVTC’s new 9-week Insurance Claims Specialist program. “We can return it completely to pre-loss conditions in three days.”

“People never believe it. That’s why you have to donate a house,” said **CODEBLUE** president Paul Gross. “We’ll probably flood it 30 to 50 different times before any items need to be replaced.”

The flood house and Insurance Claims Specialist program address a pressing need for insurance workers, said Beth Hein, CVTC Business Program Manager. “**CODEBLUE** is looking for 200 to 300 employees in the next two years, and the restoration industry and several other areas are looking for employees. That’s the sort of thing CVTC wants to respond to.”

See more about CodeBlue on pages 4-5



...continued:

CodeBlue Donation a High Water Mark for CVTC



— Dr. William Ihlenfeldt
President
Chipperwa Valley
Technical College



“CVTC’s flood house and Insurance Claims Specialist program address a pressing need for workers. That’s the sort of thing CVTC wants to respond to.”

— Beth Hein, CVTC
Business Program Manager.

Ed Jones (left) is the CodeBlue vice president for restoration services and an instructor in the advanced water damage restoration portion of CVTC’s nine-week Insurance Claims Specialist program.

Smart Reason to Donate:

Provide special training to address your specialized workforce needs

CodeBlue

With more than 200 employees and plans to add 200 to 300 more in the next few years, four-year-old CODEBLUE LLC has rapidly become an industry leader in administering water damage mitigation claims for the insurance industry. The company, a subsidiary of HSG (HARMON SOLUTIONS GROUP), has eight patents pending for their innovative technology, and administers claims throughout the U.S. and Canada from its headquarters in Eau Claire.

“We identify the best contractors in the U.S., and send the work to those contractors,” said CODEBLUE Vice President for Restoration Services Ed Jones. “And we educate the insurance industry about the technology.”

When a water damage claim is called in, CODEBLUE immediately dispatches a local contractor, said President Paul Gross. “They have to be ringing the doorbell within two hours. Then we help them manage the claim.”

Students who complete the CVTC course and pass their certification exams



Left: CodeBlue President Paul Gross helped dedicate CVTC's Simulation City, including the CodeBlue flood house. He expects to hire 100 employees in the Chippewa Valley in the first year of operation and 300 over the next two years.



Below: Rod Schultz (left) is an insurance instructor at Chippewa Valley Technical College and an instructor in the courses assembled for CodeBlue.

will have a job with CODEBLUE, Mr. Jones said. “ensuring that the policy holder will be protected – Wouldn't you want somebody that had that knowledge?” 🍷

Chippewa Valley Technical College

CVTC offers associate degree and technical diploma programs to more than 6,000 full-time and 16,000 continuing education students at five different campuses in west-central Wisconsin, with the main campus located in Eau Claire. Other campuses are located in Menomonie, River Falls, Neillsville, and Chippewa Falls. CVTC maintains state-of-the-art facilities and equipment, and actively collaborates with business, government, communities, and other educational institutions to meet workforce needs in the region and serve the larger community. CVTC's Simulation City, where the “Flood House” is located, is a significant part of the college's long-range strategic plan to combine structures and demonstration learning areas for simulation training in emergency events including medical emergencies, fires, floods, and crime scenes. 🍷

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At Madison Area Technical College

Dow Chemical Company Donation



—Dr. Bettsey Barhorst
*President
Madison Area
Technical College*



When it comes to vision, hawks have the sharpest. They can see at 20 feet what most of us see at five feet. While that's impressive, electron microscopy students at Madison Area Technical College have our feathered friends beat – claws down.

With the help of a FESEM – short for field emission scanning electron microscope –

students can now see specimens 10,000 thousand times smaller than the diameter of human hair.

“The microscope provides a much smaller and brighter electron beam which enables us to get much higher magnifications,” says MATC instructor Michael Kostrna.

Gives Students a New View of Life



Large, left: MATC instructor Michael Kostrna gets a magnified view of a tiny whitefly.

Above top: A student loads a slide into the field emission scanning electron microscope.

Above, middle: MATC student Charlene Wilke gets ready to use the \$80,000 field emission scanning electron microscope.

Above, bottom: Whitefly body—magnified 50x.

The \$80,000 microscope was a gift from **THE DOW CHEMICAL COMPANY**. It allows students to magnify specimens up to 300,000 times.

The powerful microscope can make a tiny three-millimeter whitefly look like a giant monster in a sci-fi movie, but it has a much more practical purpose.

“It’s very important to our program and students because we can help local nanotechnology companies analyze their products,” says Kostrna.

Just a few years ago, not many of us had heard of nanotechnology. Now, many experts are calling it the next big thing.
...continued on page 10

Smart Reason to Donate:

Give the tools you want your workforce trained on

“By donating DOW equipment, we help strengthen the MATC microscopy program that we recruit from.”

— John Blackson, DOW scientist



Biomedical Program Features Technology



—Dr. John Clark
President
Mid-State
Technical College



Above: Instructor Kerry Heinecke, right, demonstrates the PC Tablet with Electronic Health Record software with a student; Right: close-up images of the tablet.



Students in Mid-State Technical College's (MSTC) Biomedical Informatics Technician program use technology that replicates what they will utilize on the job. Program instructor Kerry Heinecke said using Electronic Health Record (EHR) software is a large part of the program's curriculum and key to all aspects of electronically capturing a patient's health profile and status. "The web-based program allows students to access real health records of test patients whose records have been de-identified."

Heinecke said MSTC received a grant to purchase Tablet PCs with EHR software that convert from a laptop to a notebook and are easy to transport. "The current health trends are moving toward EHR and using Tablet PCs to capture data at the

point of care. MSTC can offer this state-of-the-art technology in software to prepare our students for current workforce needs. In addition, Tablet PCs are wireless devices that connect to our network. This replicates the wireless environment in a professional medical setting, such as the Marshfield Clinic," said Heinecke.

for Emerging Health Career Fields

Marshfield Clinic

Representatives from Marshfield Clinic serve on MSTC's Biomedical Informatics Technician (BIT) Advisory Committee. In addition, the Clinic's willingness to share expertise and provide guidance resulted in the development of the BIT program's unique curriculum designed for emerging healthcare careers.

Marshfield Clinic was founded in 1916 in Marshfield, Wisconsin, by six physicians. The Clinic system is the largest private group medical practice in Wisconsin and one of the largest in the United States. More than 725 physicians, representing 87 different medical specialties, work with over 5,600 employees at 40 locations in Wisconsin. The Clinic had nearly 1.8 million patient encounters in the year ending September 30, 2003. Patients from every state in the nation, as well as 25 foreign countries, were seen within the Clinic system during that year. 🍷

MSTC's Biomedical Informatics Technician program prepares individuals for the emerging field of electronic health record management and application. Biomedical informatics technicians use computer programs and established methods to securely process, compile, maintain and report electronic health information data for patient care, reimbursement, facility planning, marketing, risk management, utilization management, quality assessment and research.

According to Heinecke, this is an ideal field for individuals who want to work in healthcare, but not necessarily directly with patients. "A career in biomedical informatics or health information management is an excellent choice with diverse opportunities. An exciting future lies ahead for those interested in combining information technology and healthcare. Within the next ten years, electronic medical records will become a significant issue concerning healthcare." Heinecke said industry experts foresee a major transition from paper-based to electronic medical records. "This will be a large undertaking and require many talented people."

MSTC launched the Biomedical Informatics Technician (BIT) program

in fall 2007. "With this program, we can provide a distinctive offering designed to meet the needs of employers and the practitioner in health fields," said Dr. John Clark, MSTC President. "The BIT program has a broad application for allied health and other fields since the curriculum integrates health and business courses, providing great value for the student and employer." 🍷

Mid-State Technical College

Mid-State Technical College (MSTC) maintains a vital leadership role in the development of the central Wisconsin workforce and economy. MSTC offers career training in some of the fastest-growing fields in the nation. The college serves over 11,000 students annually in an eight-county district. The main campus is located in Wisconsin Rapids, with additional campuses in Marshfield and Stevens Point and a learning center in Adams. MSTC offers over 45 career associate degree and technical diploma programs, numerous short-term training opportunities and customized business and industry training. For more information about MSTC, visit the college's website at mstc.edu. 🍷



Your expertise will guide programs to meet your industry's real needs

"With this program, we can provide a distinctive offering designed to meet the needs of employers and the practitioner in health fields."

— Dr. John Clark,
MSTC President



Continued from page 7...

MATC students are not only seeing things much smaller than a human hair, they're also getting a glimpse of the future.

Dow Chemical Company Donation to MATC

Here's why: The manipulation of matter on the nano-scale (a nanometer is about 10 times the diameter of an atom) tends to change the properties of chemicals, but not the chemical composition itself. That opens the door to a number of new discoveries.

"The scanning electron microscope allows us to look at small, delicate biological structures and computer chip architecture," says Kostrna.

That means MATC students are not only seeing things much smaller than a human hair, they're also getting a glimpse of the future. 🍷

The Dow Chemical Company

THE DOW CHEMICAL COMPANY is a diversified chemical company that combines the power of science and technology with the Human Element – the company's 46,000 employees worldwide - to constantly improve what is essential to human progress.

With annual sales of \$54 billion, DOW delivers a broad range of products and services to customers in around 160 countries, connecting chemistry and innovation with the principles of sustainability to help provide everything from fresh water, food and pharmaceuticals to paints, packaging and personal care products.

DOW's relationship with the MATC Microscopy program is important to the

company because they recruit skilled microscopy technologists from MATC to meet their technology-driven growth targets.

"By donating DOW equipment, we help strengthen the MATC microscopy program that we recruit from," says John Blackson, DOW scientist and technical leader. "And DOW's summer internship program for technologists offers MATC students hands-on industrial research and development experience while allowing us to evaluate students' suitability for a DOW career." 🍷



Madison Area Technical College

MATC provides "real world smart" education as one of 16 colleges in the Wisconsin Technical College System. It serves 12 south-central Wisconsin counties through a comprehensive curriculum of technical, liberal arts and science, adult basic education and life enrichment studies and activities, as well as customized employee training. MATC offers associate degrees, vocational diplomas and certificates and non-degree courses in more than 140 programs through five campuses and numerous community locations. 🍷

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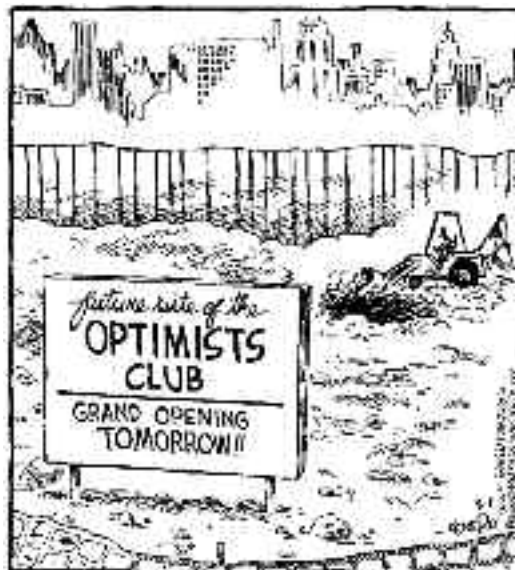
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Wisconsin Technical College
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One Foundation Circle
Waunakee, WI 53597

www.donatetoeducation.com
email: corporate@wtcsf.tec.wi.us

Call 1-800-322-1354 or 608-849-2444

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your future workforce.**



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