

DONATION *Matters*

Issue 1, 2004

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



*Milwaukee Area
Technical College
Teams With Labor and
Industry to Create Power
Engineering Program*



*Students Learn Real-World
Design Processes at Gateway
Technical College*



*Waukesha County
Technical College
Students Become
Sought-after Workforce*



*A Solution for Your Excess
Inventory and Equipment*

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

Corporate Donation Program

Wisconsin Technical College System Foundation, Inc.

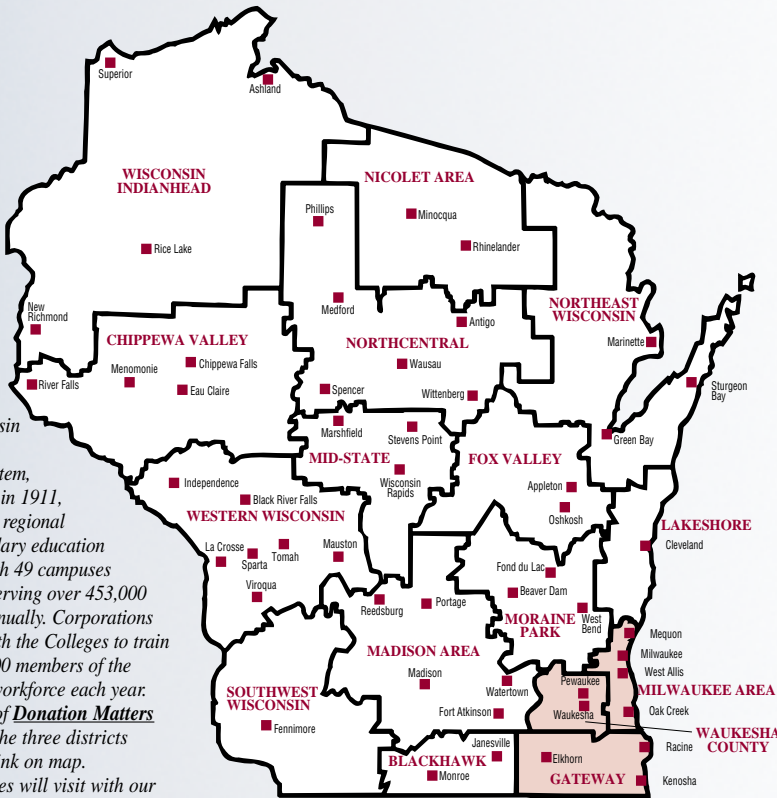
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On our cover:

To meet the need for skilled workers in the field of equipment operation and maintenance, Milwaukee Area Technical College now offers Wisconsin's first comprehensive Power Engineering Training Program.

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.



At Milwaukee Area Technical College

Labor, Industry and MATC Create Power Engineering Program



Power Engineering student Ryan Gravitter discusses boiler operations with Mark Maierle, business manager of Local 317, International Union of Operating Engineers. On extended leave from We Energies while he serves in his union leadership post, Maierle was instrumental in bringing together the partners in the program.

Milwaukee Area Technical College and a consortium from labor and industry recently launched southeastern Wisconsin's first comprehensive power engineering training program. As the product of diverse input, the results show what can be accomplished when educators take a team approach with stakeholders.

Offering a one-year technical diploma and potential entry into an apprenticeship, the program addresses a critical shortage of qualified building engineers, maintenance mechanics and power plant operators and mechanics. Partners in its development were the **INTERNATIONAL UNION OF OPERATING ENGINEERS LOCAL 317, MATC, MILLER BREWING CO., WE ENERGIES** and several other local businesses and agencies.

"There's an increasing scarcity of skilled workers in the field of equipment operation and maintenance," said Mark

Maierle, business manager of Local 317. "A lack of a comprehensive power engineering training program in southeastern Wisconsin has compounded the problem. This new program at MATC fills the gap, and we think it's really going to help."

Reuben El, assistant asset manager at the **WE ENERGIES OAK CREEK POWER PLANT**, said demand is being driven by an aging workforce. "The younger people filling these retirement vacancies lack basic skills and have to spend a lot of time learning on the job. Now they'll acquire those skills at MATC and become effective workers much more quickly. With our Power the Future plans going forward, we will be able to better staff our facilities with employees who have been adequately trained with some of the basics needed for power plant work."

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At Milwaukee Area Technical College



—Dr. Darnell E. Cole,
President
Milwaukee Area
Technical College



Power Engineering student Adrian Boldt runs a diagnostic test of boiler electrical controls with Mark Maierle, business manager of Local 317, International Union of Operating Engineers.

“This will provide **MILLER BREWING Co.** with an excellent talent base for future utilities operators at the Milwaukee brewery. We expect a number of our boiler operators and machinists to retire in the coming years,” said Gary Lane, training coordinator. “Current employees can also tap into these courses at MATC to update their skills. **MILLER BREWING Co.**, like other local industries, must continue to partner with MATC and the K-12 schools, if we’re going to meet our future employment needs as more and more of the baby boomers retire.”

“Safety concerns also are driving this training program,” said Nick Triscari, MATC apprenticeship coordinator. “New national safety standards require a higher level of training. It’s an issue for any employer with boilers and large mechanical systems.” The diploma program’s 13 credits cover basic electricity; plant maintenance; heating, ventilation and air conditioning maintenance; and instrumentation and controls. To learn more, contact Triscari, (414) 571-4743, triscarn@matc.edu. 🍷

MATC Partner: We Energies

WE ENERGIES is the trade name of **WISCONSIN ELECTRIC POWER CO.** and **WISCONSIN GAS CO.**, the principal utility subsidiaries of **WISCONSIN ENERGY CORPORATION**. The company provides service to more than one million electric customers and nearly one million natural gas customers in Wisconsin and the Upper Peninsula of Michigan. It also serves about 2,500 water customers in Milwaukee's northern suburbs and about 500 steam customers in downtown Milwaukee.

WISCONSIN ENERGY CORPORATION, headquartered in Milwaukee, Wis., is a \$9.5 billion holding company with a diversified portfolio of subsidiaries engaged in electric generation; electric, gas, steam and water distribution; pump manufacturing and other non-utility businesses. The company has about 5,800 employees, 40,000 miles of power lines, 17,800 miles of gas mains, 24 power plants and peak generating capacity of about 6,000 megawatts.

Reuben El, assistant asset manager at the **WE ENERGIES OAK CREEK POWER PLANT**, helped develop the new Power Engineering Program at Milwaukee Area Technical College. "With our Power the Future plans going forward," he said, "we will be able to better staff our facilities with employees who have been adequately trained with some of the basics needed for power plant work." 🍷

we energies



Milwaukee Area Technical College

The largest technical college in the state and the largest community-based technical college in the Midwest, Milwaukee Area Technical College is a key driver of the economy in southeastern Wisconsin. MATC offers 186 degree, diploma and certificate programs, plus 39 apprentice programs. The college also maintains more than 200 articulation agreements allowing students to transfer credits to participating four-year colleges and universities.

About 60,000 students per year attend MATC's Milwaukee, Mequon, Oak Creek and West Allis campuses, numerous evening centers and distance learning programs. Within six months of graduating, almost nine out of ten MATC students either find jobs or continue their education. Overwhelmingly, MATC graduates build careers and businesses right here at home, with 88 percent of alumni employed within the MATC district and 98 percent remaining in Wisconsin. 🍷

We thank these recent donors:

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***To donate call
1-800-322-1354***



At Gateway Technical College

Snap-on Incorporated Helps Students



—Dr. Samuel E. Borden,
President
Gateway Technical College



Large image above: instructor Randy Resser works with students Brian Argstatter and Lori Granger at an Advanced Technology Center. Small inset image: student Eric Doherty enjoys the opportunity to develop projects in the hands-on lab.

SNAP-ON INCORPORATED's tool and equipment donation to Gateway Technical College helps set the stage for students' success at two Advanced Technology Centers which opened in 2003.

The global leader in tools, diagnostics, and equipment, headquartered in Kenosha, provided Gateway with its donation amount and a catalog of its superior quality workplace equipment. Given the opportunity to choose from **SNAP-ON**'s vast array of products, Gateway president Dr. Sam Borden and vice president/provost of the Open Learning Campus, Patrick Flanagan selected numerous tools, tool cabinets and workstations. "The equipment enables students to learn in industry-typical settings using top-of-the-line equipment," says Flanagan. "These pieces allow students to develop projects in their

hands-on lab and store everything safely until the next class period."

For instance, three workstations were installed at the CATI Advanced Technology Center Engineering Design Lab—one for each major step of the product development process. Students mimic real-world product design processes by forming project teams with each member contributing a different skill. The team moves from initial product design through completion of the product prototype utilizing a Snap-on workstation for each activity.

Gateway's Advanced Technology Centers—CATI in Racine county and BioCATT in Kenosha county—are designed to address the training needs of the area. "Workers are graduating from Gateway with advanced computer skills, knowledge of

Learn Real-World Design Processes



Gateway Technical College

Gateway Technical College provides quality, post-secondary technical and occupational education opportunities to residents in Kenosha, Racine, and Walworth counties. Gateway is an instructional leader for today's students and tomorrow's workforce. Gateway offers over 65 career options, flexible scheduling, and convenient locations.

Gateway enrolls a diverse student body of more than 28,000 adult learners each year. More than 23 percent of those enrolled at Gateway are students of color. Women account for 55 percent of the student body. Gateway's enrollment has increased over 37% in the last four years and continues to do so as the College responds to the needs of area employers and the desires of lifelong learners. 🍷



Snap-on Incorporated

SNAP-ON INCORPORATED is a leading global developer, manufacturer and marketer of tool and equipment solutions for professional tool users. Product lines include hand tools, power tools, automotive diagnostics and shop equipment, tool storage products, automotive diagnostics software and other solutions for the transportation service, industrial, government, education, agricultural, and other commercial applications, including construction and electrical. Founded in 1920, **SNAP-ON** is a \$2+ billion, S&P 500 company headquartered in Kenosha, Wisconsin and employs approximately 12,600 worldwide. 🍷

biotech manufacturing processes, and with new product design experience," says Dr. Sam Borden. "Companies requiring advanced technological skills are looking twice at Southeastern Wisconsin when deciding where to locate operations."

"We wanted to be part of this unique effort to train workers for the jobs of the future," says Michael Montemurro, senior vice president and president worldwide **SNAP-ON Dealer Group**. "We are big supporters of project-based learning as a means to developing the most qualified employees. Gateway programs, such as those taught at the Advanced Technology Centers, prepare students for real-world employment situations. We're glad to support these programs with equipment for tomorrow's workplace." Montemurro also serves on the **BioCATT Board of Directors**. 🍷

At Waukesha County Technical College

State-of-the-Art Donations Helps Turn



— Carol Brown,
President
Waukesha County
Technical College



Waukesha County Technical College students working on Rockwell Automation Equipment.

At Waukesha County Technical College, it is a combination of knowledgeable staff and state-of-the-art equipment that turns students into sought-after employees. Keeping laboratories equipped with leading edge technology is a costly endeavor, however.

A recent partnership between WCTC, **HOLT ELECTRIC** and **ALLEN BRADLEY/ROCKWELL AUTOMATION** has made it possible for students in several programs to learn on the equipment favored by industry at minimal taxpayer expense.

Tammy Captain of **HOLT ELECTRIC**, an **ALLEN BRADLEY** distributor, helped the college secure 15 programmable logic controllers PLCs with Devicenet and Ethernet communications at about \$20,000, only a

fraction of the nearly \$80,000 cost.

“It gives the students a chance to learn on the technology that is dominant in industry,” said Jesse Stuller, WCTC instructor.

PLCs – industrial computers used to operate a variety of machinery - are used by companies like **TARGET DISTRIBUTION CENTER** and **KRAFT PIZZA** to keep manufacturing and delivery processes running smoothly. With Devicenet and Ethernet capability, the equipment can communicate with other pieces of equipment on the plant floor and with the Internet, allowing plant workers to monitor and coordinate multiple operations from a central computer.

Students into Sought-after Workforce

Holt Electric

Charles W. Holt founded **HOLT ELECTRIC INC.** in 1892. It has been an influence in the local industry since that time, adapting from an electric motor repair shop to a full line automation and electrical distributor. In 2002, **HOLT** became a part of the **REVERE ELECTRIC SUPPLY COMPANY** headquartered in Chicago, Illinois. **REVERE** is a family owned business serving Northern Illinois since 1919. With such strong history and solid experience, it was great match.

Today, **REVERE** and **HOLT** offer an unparalleled suite of electrical and automation products. Automation Products that, when applied jointly, enable system solutions that can break new boundaries. We are proud of proven performance of these systems as well as the individual performance of each element. With or without the aid of their premier technical staff, put our line-up of products to the test and you'll see why we are the number one source for Automation Products.

In addition to Automation Products, **REVERE** offers a wide range of quality electrical products important for you to accomplish your work. We continually review the marketplace to offer you products you can depend on for the long haul. **REVERE** and **HOLT** are "Your Complete Electrical and Automation Resource". 🍷



“What better way to have people in the industry know your products? A lot of current and future customers will train on and become familiar with (Holt) equipment.”

— Tammy Captain of **HOLT ELECTRIC**

“It’s the latest and greatest technology to be able to control the equipment over a network,” Captain said. “It’s the way industry is moving. With these systems, if something goes wrong on a production line, it will signal an alarm and can be programmed to automatically send a page to someone to come and fix the problem.”

ALLEN BRADLEY, a **ROCKWELL AUTOMATION** company, has an educational program in place that makes the partnership with WCTC possible, Captain said. **ALLEN BRADLEY** supplied the products and **ROCKWELL AUTOMATION** handled the cost reduction.

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Waukesha County Technical College

Waukesha County Technical College is the leader in workforce development for Waukesha County. The college serves about 34,000 part- and full-time students annually, and it offers more than 2000 courses and over 60 technical diplomas and associate degrees. The college provides up-to-date, relevant, lifelong learning options to both students and employers. In addition, WCTC extends career ladder and articulation opportunities through partnerships with area high schools and four-year colleges and universities. 🍷

A Solution for Your Excess Inventory and Equipment

The following are examples of materials donated to the Corporate Donation Program on behalf of the Wisconsin Technical Colleges. The materials include current products, discontinued or slow moving inventory, inventory overruns, and no longer needed production equipment, tooling and materials.

- New Product and Inventory
- Machinery, Equipment and Tooling
- Printing Equipment and Supplies
- Maintenance Equipment and Supplies
- Material Handling Equipment
- Office Supplies and Furniture
- Raw Materials
- Heavy Equipment and Vehicles
- Building, Land, and Cash Gifts

Are you tired of throwing excess inventory and equipment away? Do you cringe when you think of the waste of it all? We have a solution for you!

The Wisconsin Technical College System Foundation, founded in 1977, is a not-for-profit 501(c)(3) organization committed to assisting the Technical College and offering opportunities to students. The Corporate Donation Program can help support your corporate mission and even enhance your bottom line.

How does your company benefit?

Corporate Tax Deduction.

Section 170(e)(3) of the Internal Revenue Code allows qualifying companies a tax deduction.

Additional Warehouse Space.

The elimination of slow-moving inventory or excess equipment increases warehouse capacity and decreases administrative expenses.

Positive Public Relations.

The Corporate Donation Program staff is ready to help your organization maximize on public-relations opportunities to highlight your donation.

Philanthropic Involvement.

Your partnership with the Corporate Donation Program provides a fitting channel for investing in the people and communities that contribute to your success.

Why donate to the Corporate Donation Program?

Credibility.

Over 25 years of program experience ensures delivery of your donations to intended recipients.

Flexibility.

Your product can be shipped to the Technical College(s) that meets both your company's preferences and local needs.

Efficiency.

From scheduling pick-ups to processing documentation, our professional and courteous staff makes each donation easy and time efficient.

Valuable Resources.

Donations continue to educate skilled workers to keep Wisconsin industries competitive and its economy healthy. 🇺🇸



*To find out more details,
call 800-322-1354, or email
corporate@wtcsf.tec.wi.us.*

*You can also check out our web site at
www.donatetoeducation.com.*

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Waukesha County Technical College

Students enrolled in the Automation Systems Technology, Electronic Technology and other programs at WCTC will use the new equipment to learn skills needed today in the workplace. In addition to classroom discussions, they will be able to gain hands-on experience installing, programming, maintaining, and troubleshooting PLCs, Stuller said.

HOLT ELECTRIC has been a long-standing partner with the college and stepped up to the challenge of helping obtain all of the needed equipment at an affordable price.

Captain started out by making a list of all the sensors, signals and other devices WCTC would need to complement the PLCs.

“It was a lot of fun,” Captain said. “If you look at it from a sales point of view, what better way to have people in the industry know your products than having people train on them? Did **HOLT ELECTRIC** make money – no, but a lot of current and future customers will train on and become familiar with that equipment.” 🍷

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Donation Matters is published quarterly by the Wisconsin Technical College System Foundation. It is sent to 2,000 Wisconsin decision-makers in the manufacturing, service, and distribution sectors statewide, as well as to the Technical College System itself.

SPEED BUMP

Dave Coverly





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