

DONATION *Matters*

Winter 2003

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



*Quad/Graphics — Fueling the
Future of Waukesha County
Technical College*



*Community Partnerships —
A Driving Force Behind
Gateway Technical College's
Automotive Students*



*Partners in Training:
Miller Brewing and Milwaukee
Area Technical College*

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

Corporate Donation Program

Wisconsin Technical College System Foundation, Inc.

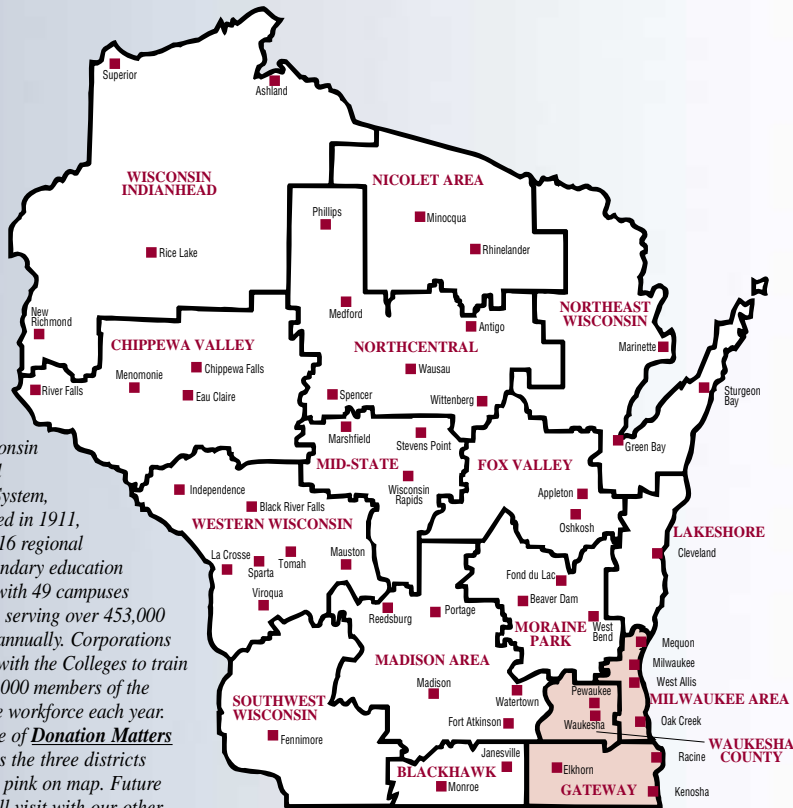
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On our cover:

Gateway Automotive Technology student Ben Wilkinson works on an automobile donated by Palmen Motors, Inc.

Quad/Graphics —



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.



(l to r) Tom Quadracci and Betty Quadracci with WCTC President Carol Brown and WCTC Foundation Board Chairperson Brian Henke.

fueling the future of **Waukesha County Technical College**

The largest single monetary donation ever made to a Wisconsin technical college will fuel the future of Waukesha County Technical College's printing and graphics classes.

Pewaukee-based **QUAD/GRAPHICS INC.** announced a \$1 million gift to the WCTC Foundation in October to fund scholarships, provide continuous equipment updates and train educators in the printing and graphics program.

The gift was made possible from a memorial fund for Harry V. Quadracci, **QUAD/GRAPHICS'** founder and chief executive officer, who died in July.

"This historic contribution benefits the entire printing industry by enabling and inspiring students to pursue careers in printing and graphics," said WCTC President Carol Brown. "In addition, it ensures that WCTC will remain an educational innovator in printing and graphics education."

As part of the partnership, WCTC's graphic communications center was renamed the Harry V. Quadracci Printing and Graphics Center. The 50,000 square-foot center, which opened in 2001, was conceived as a collaborative effort among representatives from the printing industry, education and government to create a printing and graphic's facility second-to-none and to fill a void for skilled workers in the industry.

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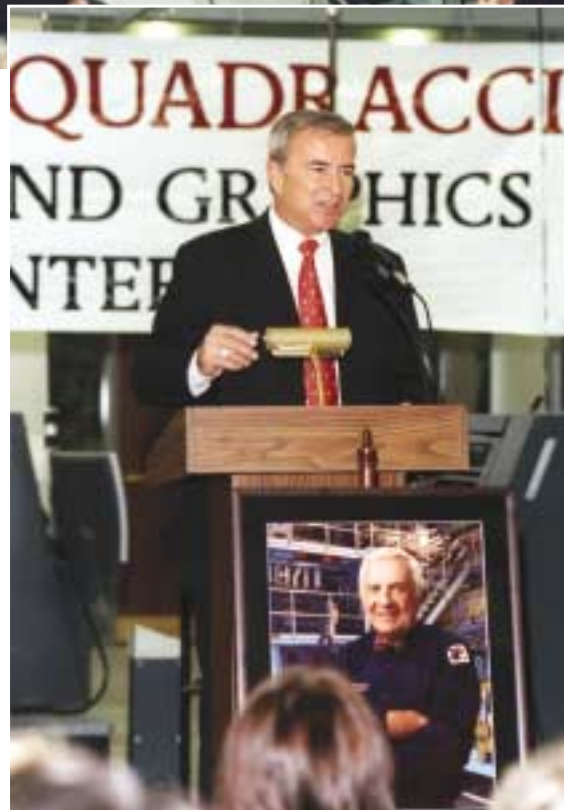


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Quad/Graphics Fuels Future for WCTC



— Carol Brown,
President
Waukesha County
Technical College



“We are thrilled to make this contribution to a cause near and dear to Harry’s heart: higher education” said Harry’s wife, Betty Quadracci, president of **QUAD/CREATIVE** and publisher of *Milwaukee Magazine*. “What’s more, the Center is attracting attention as a hub for research. Throughout his life and career, Harry pushed to improve the process of putting ink on paper through research and technological development.”

Through WCTC, students have access to the most modern equipment in use in the printing industry – so modern, in fact, that some of the technology at the

Above: Over 200 printing industry representatives, students and educators attended the press conference in October announcing Quad/Graphics \$1 million gift to the WCTC Foundation. Bottom: Tom Quadracci.



college outpaces that used by **QUAD/GRAPHICS**, said Thomas Quadracci, Harry's brother and current **QUAD/GRAPHICS** CEO. He added that quality training programs, like those offered through WCTC, are essential to the successful future of the printing industry.

"This facility is unique in the United States because of the level of technology available and the quality of the instructors," Thomas Quadracci said. "It fits Harry's dream of educating and advancing young people. Harry's commitment to education was unparalleled because he firmly believed that with proper training education that anyone could achieve more than he ever hoped to achieve."

Wisconsin has a thriving printing community, with 350 printing companies within 50 miles of WCTC's Pewaukee campus. About 460 part-time and full-time students are currently enrolled in WCTC's printing and graphics programs.

The Quadracci family stressed that the donation shows a commitment to education by the entire printing industry. Half of the money in the memorial fund was donated by friends, vendors, customers and employees, and **QUAD/GRAPHICS'** Windhover Foundation matched those contributions dollar-for-dollar.

The \$1 million gift further expands the long-standing relationship between WCTC and **QUAD/GRAPHICS**. In addition to financial support, **QUAD/GRAPHICS** is also represented on several advisory committees and the company employs numerous cooperative education students and graduates. 🍷

Quad/Graphics

Pewaukee, Wisconsin-based

QUAD/GRAPHICS has a network of print-production facilities on three continents that provide services from front-end design and photography through digital imaging, printing, list management, finishing and dependable distribution for publishers, catalogers, direct mailers and others.

Constant, rapid growth over the past 31 years – mostly through internal expansion – has resulted in a company with the most modern plants, equipment and capabilities in the commercial printing industry.

QUAD/GRAPHICS employs 11,000 people (7000 in Wisconsin) and has annual sales of \$1.8 billion. 🍷

Waukesha County Technical College

Waukesha County Technical College is the leader in workforce development for Waukesha County. The college serves about 33,000 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. 🍷

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

Community Partnerships — A Driving Force Behind Gateway Techn



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



Gateway Automotive Technology students Ben Wilkinson, in red hat, and John Watkins benefit from the college's partnerships with the automotive industry.

Gateway Technical College provides the bridge that connects education and training with the workforce of the 21st century. The College and the automotive industry have maintained partnerships over many years. Helping Gateway automotive students hit the accelerator pedal is automotive retail dealer **PALMEN MOTORS, INC.**

The automotive industry is constantly shifting gears to meet the needs of a high-tech society. It is an industry that offers a variety of challenging, high-paying jobs for qualified people. The automotive industry is seeking well-trained men and women to meet the demand for skilled technicians.

Gateway is a leader in providing opportunities for students who wish to enter the Automotive Technology field. With a premier school-to-career initiative, high school students can move seamlessly from their secondary-level classes to advanced standing status within the College's two-year Automotive Technology associate degree program. Apprenticeships and job placement programs are available.

Gateway's instructor Dan Wooster maintains relationships with the Wisconsin Automobile and Truck Dealership Association (WATDA), State Youth Apprenticeship Program, and Youth Educational Systems



ical College's Automotive Students



programs, which use national standards, work-based strategies, and mentor programs to drive students through curriculum and down the path of career success. Scholarships through WATDA's Foundation range from \$1,000 to \$5,300 and may include tools with values up to \$2,400 from Snap-on, Inc., another Kenosha-based company.

Andy Palmen, president of **PALMEN MOTORS, INC.** in Kenosha, underwrites an automotive scholarship in his father's memory that is administered through WATDA's Foundation. The \$2,500 Ronald H. Palmen Technical Scholarship allows a student to pursue a technical college degree without financial concerns.

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Automotive Dealer Opens the Doors for Future Technicians

For more than 50 years and three generations, **PALMEN MOTORS, INC.** has been a leader in automotive service in southeastern Wisconsin. Founded in 1937, the company now employs nearly 200 people to serve its customers. **PALMEN MOTORS'** state-of-the-art facility is located at 5431 – 75th Street on the west side of Kenosha, with other divisions located in Racine.

According to Andy Palmen, president, the company offers automotive sales and leases, and has greatly expanded its service and parts departments. Recognized as Wisconsin's #1 Volume Chrysler Dealer, **PALMEN MOTORS, INC.** also sells Cadillac, Oldsmobile, Kia, Dodge, Pontiac, Saab and Jeep vehicles.

Area students who are interested in pursuing a technical education for jobs in the automotive industry are invited to the dealership to investigate this viable career path.

"We have worked to make sure that our customers continue to feel pride in the ownership of a **PALMEN** car, truck or minivan," said Palmen. 🇺🇸

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, men 45 percent. Gateway's enrollment continues to increase, as the College responds to the needs of area employers and the desires of lifelong learners. 🇺🇸



Partners in Training: Miller Brewing



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



Above: Sue Laehn, MATC instructor, providing computer training for Miller employees at the Miller Learning Center. Right top: Miller Brewing and MATC meet to work out partnership issues. (Left to right) Tom Gadowski and Mark Swick, representatives of the Machinist Apprenticeship Committee; Dr. Darnell Cole, MATC President; Larry Anderson, MATC representative. Right bottom: MATC president Dr. Darnell E. Cole shakes hands with apprentice Jennifer Hartfield, while Tom Gadowski, Miller brewing, looks on.

In 1855 Frederick Miller came to Milwaukee and purchased the Plank Road Brewery. Through hard work, determination and an uncompromising desire for quality products, the company grew and evolved and became known as the **MILLER BREWING COMPANY**. From this modest beginning, **MILLER BREWING** has persevered and grown. With hard work and ingenuity, **MILLER BREWING** is now the second largest brewer in the United States.

A visit to the company reveals the realities of the business to be technologically complex, demanding a highly educated and motivated workforce – employees who can work well with complicated machinery and computers while providing good customer service. For years, **MILLER** has turned to Milwaukee Area Technical College for help with training needs and as a source of machinist apprentices.

MILLER works closely with MATC to identify and develop machinist apprentices. **MILLER** machinist apprentices begin work at 60 percent pay with 5 percent pay increment for every 1,040 hours of trade related work. **MILLER** pays for both training hours and classes at MATC. “It is even more important today than years past for companies to partner with the community and technical colleges if they are to insure their future success,” said Gary Lane, Training Specialist at **MILLER**. “This partnership needs to begin at the High School level and continue with the Technical or Community school graduates especially for the trades. They will be the ones to grow and expand our businesses.”

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and Milwaukee Area Technical College



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 more than 170 degrees and certificates, including transfer credits allowing students to complete their sophomore work toward baccalaureate degrees at four-year colleges and universities.

More than 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 find jobs. Overwhelmingly, MATC graduates build careers and businesses right here at home, with 85 percent of alumni employed within the MATC district and 98 percent remaining in Wisconsin. 🍷



“ Technical school graduates ... will be the ones to grow and expand our businesses.”

– Gary Lane,
Miller Training Specialist

Miller Brewing Company

When the first **MILLER** lager beer was brewed in 1855, Milwaukee was a brand-new city and Wisconsin was a brand new state. **MILLER**, Milwaukee and Wisconsin literally grew up together, and, as they have grown, Miller has remained committed to its home.



MILLER produces more than 40 million barrels of beer annually. The Milwaukee brewery alone can brew over 8 million barrels a year. It is the last major brewery in the state to carry on the **MILLER BREWING** heritage.

The company takes its responsibility to the community very seriously and has contributed millions of dollars to Wisconsin charitable organizations, with focus areas in hunger, domestic violence and the arts.

MILLER BREWING COMPANY is one of Wisconsin's key employers, with more than 2,080 employees with a strong commitment to the community. Its workforce is a very diverse group who share experiences and range from brewery workers in plant to corporate and sales professionals.

MILLER was recently purchased by South African Brewers (SAB). Its trademark and heritage of providing the best of beers will continue here in Wisconsin. 🍷



“The automotive industry needs qualified, trained technicians. Their need helps build partnerships like those that have been established with Gateway.”

– Dan Wooster
Gateway’s instructor

Continued from page 7...

Community Partnerships —A Driving Force Behind Gateway Technical College’s Automotive Students

Palmen recently held Career Night at his dealership. More than 30 prospective automotive students toured the facility to get a behind-the-scenes look at the challenging job opportunities available in a retail shop.

“It is good to expose students and their parents to career opportunities that may serve them better than a four-year college,” said Palmen, who consistently sees technicians earning more than \$40,000 a year.

“Vehicles and equipment are getting so complicated that we need to train students earlier. Technicians must have extensive knowledge of mechanical, electronic and computer technology. The industry acknowledges its need for qualified, trained technicians. Their concern helps build partnerships like those that have been established with Gateway,” said Wooster. 🍷

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Partners in Training: Miller Brewing and Milwaukee Area Technical College

For the past several years, **MILLER** has sponsored an on-site Learning Center for employees. Managed by MATC instructor Sue Laehn, the Learning Center offers training in multiple areas that include basic skill development, computer usage, advanced software classes and various workshops such as Management Development, Brewing Process, etc. The Learning Center is currently sponsoring a series of accredited classes where the student will earn a “A Certificate in Leadership Development.”

MATC, **MILLER**, IUOE Local 317 and various area businesses have joined forces through “Milwaukee Area Power

Engineering Consortium” to address the anticipated need for powerhouse/stationary engineers. The group is working to develop new state approved curriculum to support either a Powerhouse Diploma Certificate and or Power-House Apprenticeship program.

In addition, **MILLER** recently donated a generous gift of video equipment to the Wisconsin Technical College Foundation, Inc. “**MILLER** along with other industries, must provide more support and further improve our partnerships with the technical colleges to ensure our future growth and that of the communities.” Lane said. 🍷





Theresa Kozel, instructor at MATC-Madison stands next to the injection molding machine donated by Flambeau.

In our last issue, we ran photos of an injection molding machine donated to MATC-Madison. The donor was mislabeled in those pictures. That machine came from Gerber Baby Products in Reedsburg.

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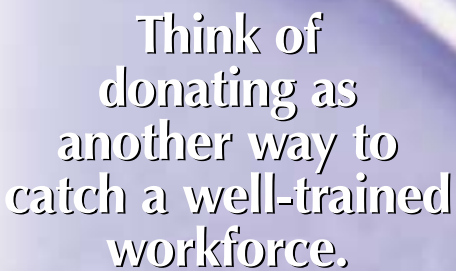
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another way to
catch a well-trained
workforce.

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