



**WISCONSIN**

**Department of Workforce  
Development**

**2014  
MANUFACTURING  
MONTH REPORT**



April 16, 2015

Governor Scott Walker  
115 East Capitol  
Madison, WI 53702

Dear Governor Walker:

With your proclamation of October 2014 as Manufacturing Month, the Department of Workforce Development (DWD) worked in collaboration with many partners to raise awareness among students, parents, educators, and others of the options available for family-sustaining careers in the manufacturing industry. This report is created to showcase our joint efforts to spread this positive message through key facts, such as:

- As of June 2014, **approximately 9,300 Wisconsin manufacturing employers employed more than 466,000 workers**, making Wisconsin's manufacturing sector one of the strongest in the country.
- **The average manufacturing worker earns \$53,100 per year**, which is 25% more than the average wage of \$42,500 for all private-sector workers in Wisconsin.

During Manufacturing Month, DWD joined the Wisconsin Economic Development Corporation, Department of Revenue, Department of Public Instruction, Wisconsin Technical College System, Wisconsin Manufacturers & Commerce, and the Wisconsin Manufacturing Extension Partnership, and UW-Stout's Manufacturing Outreach Center to plan and execute numerous events and programs for students and job seekers to experience and learn about the manufacturing industry first hand.

We remain committed to strengthening our efforts to spread this positive message in 2015 and beyond.

Sincerely,



Reggie Newson  
Secretary

# 2014 Manufacturing Month Report

## Table of Contents

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Manufacturing Month Overview.....	2
Manufacturing At A Glance.....	3
Department of Workforce Development .....	4
Department of Revenue .....	5
Wisconsin Economic Development Corporation .....	6
Department of Public Instruction.....	8
Wisconsin Technical College System.....	9
Wisconsin Manufacturers & Commerce .....	10
Wisconsin Manufacturing Extension Partnership.....	11
UW-Stout Manufacturing Outreach Center (MOC) .....	12
Manufacturing Month Metrics and Next Steps .....	13

## Manufacturing Month Overview

Manufacturing in Wisconsin today is a robust and dynamic industry, driving the creation of family-supporting jobs, inspiring innovation, and advancing the state's economy.

The average pay for a manufacturing worker in Wisconsin is \$53,100 per year, more than \$10,000 per year higher than the average pay for all Wisconsin private-sector workers. In addition, manufacturing contributes more than \$53 billion to Wisconsin's economic output. Over 16 percent of our state's workforce is directly employed in manufacturing, outpacing the national average of 9 percent.

To help highlight the challenging and rewarding careers that manufacturing offers, and to reaffirm the importance of manufacturers to our state's economy, Governor Scott Walker proclaimed October as Manufacturing Month in Wisconsin.

During the month, Wisconsin manufacturing employers were encouraged to host visits, tours and other events for students, parents, teachers, guidance counselors, and other members of the community.

In 2014, The Department of Workforce Development partnered with public and private organizations at the state level including:

- Wisconsin Economic Development Corporation
- Department of Revenue
- Wisconsin Technical College System
- Department of Public Instruction
- Wisconsin Manufacturers & Commerce
- Wisconsin Manufacturing Extension Partnership
- UW-Stout's Manufacturing Outreach Center



DWD Secretary Reggie Newson at Lakeshore Technical College For Manufacturing Month kick-off event.

Numerous local chambers of commerce, school districts, and other organizations participated in and facilitated events throughout the month.



## Manufacturing At A Glance

- Wisconsin manufacturing workers earn an average of \$53,100 per year, 25% more than the average of \$42,500 per year for all private-sector workers.
- 85% of manufacturing workers in Wisconsin have a job with health insurance benefits, compared to 72% of all workers.
- Wisconsin manufacturing's turnover rate is 4.7%, more than two-fifths below the all-industry average of 8.0%.
- Manufacturing added more than \$53 billion to Wisconsin's economy in 2013.
- Wisconsin ranked 11<sup>th</sup> for the number of manufacturing jobs added between June 2013 and 2014 with more than 5,300 jobs added and 27<sup>th</sup> for percentage growth (QCEW).
  - Wisconsin ranks 4<sup>th</sup> for the number of manufacturing jobs added between December 2013 and 2014 with more than 10,800 jobs added and 16<sup>th</sup> for percentage growth (CES).
- Approximately 9,300 Wisconsin manufacturing employers employ more than 466,000 workers as of June 2014.
- 48% of Wisconsin manufacturing workers have at least some college education, including more than 16% with a bachelor's degree.
- Wisconsin manufacturing apprenticeships have grown by nearly 30% since 2011. Examples of in-demand occupations for apprenticeships include industrial electricians and tool and die makers.
- Wisconsin's youth apprenticeship program has 534 students enrolled in manufacturing-related programs in the 2014 – 2015 school year. Youth Apprenticeship combines classroom instruction with on-the-job training that enables a student to graduate high school with the skills needed for an entry-level job in manufacturing.
- Wisconsin's manufacturing sector includes the following breakdown by industry (includes all industries with more than 15,000 workers):
  - Food Manufacturing: 64,009 workers
  - Wood Product Manufacturing: 17,263 workers
  - Paper Manufacturing: 31,143 workers
  - Printing: 29,106 workers
  - Chemical Manufacturing: 16,681 workers
  - Plastics & Rubber Products Manufacturing: 31,470 workers
  - Metal Fabrication: 74,251 workers
  - Machinery Manufacturing: 68,467 workers
  - Computer & Electronic Product Manufacturing: 18,451 workers
  - Electronic Equipment & Appliance Manufacturing: 23,695 workers
  - Transportation Equipment Manufacturing: 26,961 workers

## Department of Workforce Development

The Department of Workforce Development (DWD) is committed to developing Wisconsin's workforce to meet the unique needs of the Wisconsin economy. Towards this goal, one of our key roles is to promote manufacturing careers across the state and dispel myths that may keep students from considering manufacturing as a career choice. Wisconsin's manufacturing sector is strong and getting stronger and we need to provide manufacturers with the workforce they need to prosper and grow.



During October, DWD Secretary Reggie Newson joined Governor Scott Walker, Lt. Governor Rebecca Kleefisch, cabinet officials and both middle and high school students on visits to technical colleges, manufacturers, and other new facilities to showcase the challenging, high tech and rewarding careers available in the manufacturing sector. Highlights include:

- Governor Walker and Secretary Newson kicked off Manufacturing Month with a dedication ceremony for Lakeshore Technical College's Kohler Center for Manufacturing Excellence.
- Lt. Governor Kleefisch and Secretary Newson visited Madison College to highlight a Wisconsin Fast Forward- *Blueprint for Prosperity* funded welding class. The visit coincided with the national celebration of Manufacturing Day.
- Governor Walker and Secretary Newson participated in the Grand Opening of the Bay Link Manufacturing Lab at Green Bay West High School, where students have access to state-of-the-art equipment that will help them develop life-long skills that are in demand in Northeast Wisconsin.
- Lt. Governor Kleefisch and Secretary Reggie Newson participated in the ribbon-cutting ceremony for Northcentral Technical College's newly renovated welding lab.
- DWD participated in visits to Racine, Waukesha, Superior, Wisconsin Rapids and Jefferson to promote area manufacturers.



Secretary Newson penned a guest column about Manufacturing Month which appeared in numerous publications, such as the Racine Journal Times, the Wausau Daily Herald, and the Stevens Point Journal.

## Department of Revenue

The Department of Revenue (DOR) supports the manufacturing sector through several programs, including the Manufacturing and Agriculture tax credit that Governor Walker signed in 2011. For taxable years beginning after December 31, 2012, a tax credit will be available for income derived from manufacturing or agricultural property located in Wisconsin. It will offset a significant share of Wisconsin income taxes.

- The credit is phased in as follows:
  - Tax year 2013 = 1.875%
  - Tax year 2014 = 3.75%
  - Tax year 2015 = 5.526%
  - Tax year 2016 and beyond = 7.50%

Additionally, the following property tax exemptions are available to manufacturers:

- Machinery and equipment used in manufacturing;
- Manufacturer and merchant inventories; and
- Certain waste treatment facilities owned by utilities, manufacturers, and commercial businesses used for the treatment of industrial waste materials. Qualifying facilities must remove, alter or store waste materials.

Many sales tax exemptions are also available, including:

- Machinery and equipment used by a manufacturer in producing tangible personal property;
- Tangible personal property which becomes an ingredient or component of another product in the manufacturing process;
- Tangible personal property that is consumed or loses its identity in the process of manufacturing tangible personal property;
- Machinery, equipment and tangible personal property used in research by companies that are engaged in manufacturing or biotechnology; and
- Fuel and electricity used in manufacturing.

Manufacturers are also eligible for research and development (R&D) tax credits.

- An R&D Credit is available to corporations, sole proprietorships and pass-through entities equal to 5% of the excess of qualified research expenses for the current year over a base period amount.
- An increased R&D Credit is available for qualified expenses related to the design and manufacturing of energy efficient lighting systems, building automation and control systems, designing internal combustion engines for vehicles, or automotive batteries for use in hybrid-electric vehicles. Credits are equal to 10% of qualified research expenses for the current year over a base period amount.

In October, Secretary Chandler wrote a guest editorial titled, *Celebrate Manufacturing in Wisconsin: Participate in Manufacturing Month*. The column described the importance of manufacturing to Wisconsin's economy as well as how the public can get involved and attend manufacturing events and open houses throughout the state during Manufacturing Month.

## Wisconsin Economic Development Corporation

As Wisconsin's lead economic development organization, the Wisconsin Economic Development Corporation (WEDC) works with companies, regional and economic development partners, industry cluster organizations and state agencies to aggressively promote Wisconsin's world-leading manufacturing capabilities. In addition to helping to increase awareness of the opportunities for manufacturing companies to succeed in Wisconsin, WEDC—through its Division of Business and Industry Development—leverages strong working relationships with its partners to drive innovation and maximize productivity and sustainability.

Manufacturing Month provided WEDC and its partners the opportunity to showcase Wisconsin as a premier location for manufacturing operations and an unmatched source of supply chain solutions.

### Highlights of WEDC activities in October 2014 include:

- WEDC continued its support of the manufacturing sector by announcing the expansion of eight different manufacturers throughout the state during October. The companies all received loans and/or tax credits from WEDC in return for their commitment to create more than 500 new jobs in Wisconsin. For four of these announcements, either Governor Scott Walker or Lieutenant Governor Rebecca Kleefisch joined WEDC and company officials to celebrate the companies' success.
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- From Oct. 1 to Oct. 31, WEDC worked with Wisconsin Manufacturers & Commerce (WMC) to create a set of [Wisconsin manufacturing "Success Stories"](#) that featured a different company each day. This series highlighted the depth and breadth of Wisconsin's manufacturing sector by featuring companies that manufacture many different types of products, and included companies of various sizes from all parts of the state.
  - WEDC attended the inaugural Innovation Café in Milwaukee. This is a program of the Manufacturing Diversity Institute, a University of Wisconsin-Extension Division program that solicits the input of underserved communities as to how wealth creation and shared prosperity can be brought about in the region.
  - WEDC sponsored and participated in the Manufacturing Advantage Conference. Hosted by the UW-Stout Manufacturing Outreach Center, the conference focuses on problems facing manufacturers and solutions to help companies develop and grow.
  - WEDC attended Freight Rail Day in Appleton. This event showcased the economic contribution of Wisconsin's freight railroads in moving the raw materials manufacturers need and the finished products they create.

- WEDC sponsored and attended the Wisconsin Institute for Sustainable Technology's Focal Point 2014 event, which targeted the latest challenges and solutions in packaging and converting across the value chain: sustainable sourcing of feedstocks, advances in production techniques, developments in specialty packaging materials, and end-of-life management challenges and choices.
- WEDC sponsored and attended the Wisconsin Women's Council's "Rosie Revisited: Women and Manufacturing in the 21<sup>st</sup> Century" symposium.
- WEDC sponsored and presented at the NEW (Northeast Wisconsin) Manufacturing Alliance's Excellence in Manufacturing K-12 Partnership Awards Dinner in Green Bay. The awards recognize best practices in manufacturing/education partnerships across the region.
- WEDC sponsored and presented at the Manufacturing First Expo & Conference in Green Bay. More than 120 exhibitors and more than 950 business leaders attended the daylong conference.
- WEDC Secretary and CEO Reed Hall and former Deputy Secretary and COO Ryan Murray worked to raise the profile of manufacturing in Wisconsin through their attendance at several events. These events included the State of Wisconsin Business event; the above-mentioned "Rosie Revisited" symposium; an open house at Precision Plus Inc., a manufacturer of precision machine components in Elkhorn; the 25<sup>th</sup> anniversary celebration of Rockwell Automation's facility in Ladysmith; and a conference that focused on attracting and retaining young professionals, including manufacturing employees.



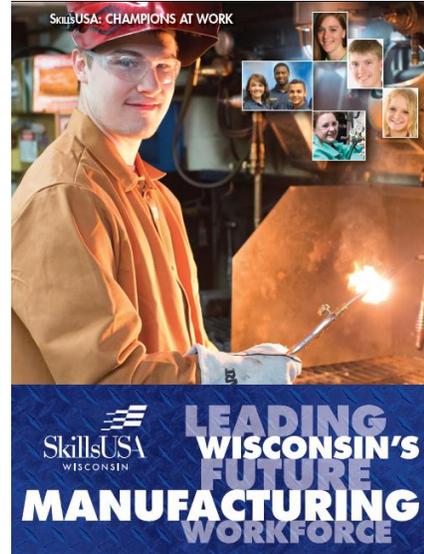
## Department of Public Instruction

The Wisconsin Department of Public Instruction is a key partner in exposing students to the opportunities that exist in manufacturing careers. School counselors and educators play a critical role in enabling students to experience jobs in manufacturing first-hand and promoting manufacturing careers as considerations for students making post-secondary decisions.

State Superintendent Tony Evers and the Wisconsin Department of Public Instruction participated in a number of events around the state to promote manufacturing careers as an option for students.

Additionally, included below is a sampling of activities that took place with middle and high schools throughout Wisconsin:

- State Superintendent Evers visited Bonduel High School and toured their manufacturing program which they built in partnership with Northeast Wisconsin Technical College.
- SkillsUSA Wisconsin held three Welding Challenge events around the state, with over 30 high school students competing. Gold medal winners from these three events advance to the SkillsUSA State Competition.
- Approximately 200 Oshkosh Middle and High School students toured Fox Valley Technical College and Oshkosh Corp. The event was assisted by the Oshkosh Chamber of Commerce.
- Monona Grove High School partnered with Lake Mills, WI manufacturer Aztalan Engineering to host a tour for 40 students.
- Platteville High School partnered with Hy Pro Incorporated, 4X Innovations, and ThreeSight VR LLC to host tours for approximately 90 high school students.
- More than 150 middle school students from Grafton's John Long Middle School participated in tours of local manufacturing companies, including Oetlinger Precision Manufacturing Company, Exacto Spring Corporation, Waukesha Metals of Grafton, RAM Tool Incorporated, and John Crane.
- 40 students from South Milwaukee High School participated in a heavy metal tour sponsored by Milwaukee Area Technical College and the South Suburban Chamber of Commerce.
- Lac du Flambeau Middle School had 34 8<sup>th</sup> grade students participate in Nicolet Technical College's heavy metal tour. Some of the places toured by the middle school students included Nicolet Technical College, Nimsgern Steel, Advanced Barrier Extrusions, and more.



## Wisconsin Technical College System

The Wisconsin Technical College System (WTCS) is comprised of 16 technical college districts with 62 campuses located around Wisconsin. The WTCS provides post-secondary education in more than 300 career programs, serving over 340,000 Wisconsin residents per year.

During October, every technical college that makes up the WTCS hosted a number of events to highlight available manufacturing education programs and opportunities.

- **Blackhawk Technical College** – Tech Exploration Days at Five Campus Sites
- **Chippewa Valley Technical College** – Welding Competition
- **Fox Valley Technical College** - Tours and Presentations of the Advanced Manufacturing Center
- **Gateway Technical College** - Two-day Manufacturing Expo at iMET Center hosting 400 middle and high school students
- **Lakeshore Technical College** - Dedication Ceremony for Kohler Center for Manufacturing Excellence
- **Madison Area Technical College** - Exhibit of "Made in Wisconsin"; including TREK, Harley, Kohler and others
- **Milwaukee Area Technical College** - Heavy Metal tour at ECAM (Energy Conservation & Advanced Manufacturing) facility which was attended by high school students and their parents throughout the district. A number of local companies took part in the event including: Allis Roller, NUCOR Cold Finish, Kronos USA, Lincoln Electric, Hypertherm and GE Power & Water to help promote tremendous opportunities
- **Moraine Park Technical College** - Dodge County Manufacturing Alliance High School tour of industry and MPTC
- **Mid-State Technical College** – Heavy Metal Bus Tour of Campuses and Manufacturers
- **Nicolet Area Technical College** – Virtual Welding Competition
- **Northcentral Technical College** – Welding Center Ribbon Cutting
- **Northeast Wisconsin Technical College** – Ribbon Cutting for Manufacturing Center of Excellence
- **Southwest Wisconsin Technical College** - Manufacturing Employer Appreciation Lunch
- **Waukesha County Technical College** – Discover Manufacturing Career Opportunity Event
- **Wisconsin Indianhead Technical College** - Manufacturers Reveal; Open House, Networking and Recruiting at all Four Campuses
- **Western Technical College** - Discovering Manufacturing Event for Regional High Schools



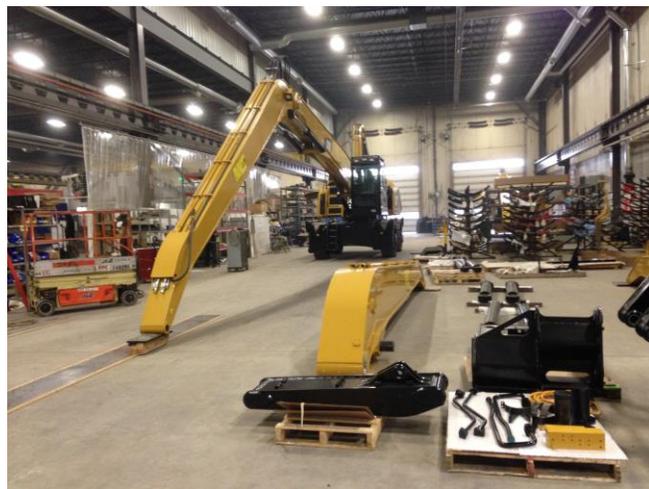
## Wisconsin Manufacturers & Commerce

As the state's Manufacturing Association, Wisconsin Manufacturers & Commerce (WMC) plays a vital role in ensuring the Badger State is a great place to do business. WMC is committed to making Wisconsin the most competitive state in the nation.

Throughout the year, we celebrate manufacturing and educate parents, teachers, students and the community on the crucial role of manufacturers in our state's success. We honor the front runners at the Manufacturer of the Year Awards, inform the industry at Focus on Manufacturing and tirelessly spread the good word of manufacturing.

During Manufacturing Month, WMC worked closely with local chambers of commerce and manufacturers to hold open houses and facility tours, including 38 events on Manufacturing Day alone. Additionally, WMC hosted a website showcasing daily manufacturing success stories and promoting events occurring around Wisconsin at [www.wimanufacturingmonth.org](http://www.wimanufacturingmonth.org) and featured Manufacturing Month promotion and recap in its quarterly publication, *Wisconsin Business Voice*. Local chambers of commerce were key to the success of Manufacturing Month and connecting businesses with area school districts. WMC, in partnership with local chambers of commerce, coordinated the following events on Manufacturing Day:

[Altus Vinyl](#), Racine  
[Anderson Machining Service](#), Jefferson  
[Andis Company](#), Sturtevant  
[Aztalan Engineerig Inc.](#), Lake Mills  
[Badger Meter Event](#), Racine  
[Bay Link Manufacturing](#), Green Bay  
[Big Systems](#), Menomonee Falls  
[Bradshaw Medical](#), Kenosha  
[BRP](#), Racine  
[Caterpillar](#), South Milwaukee  
[CNH](#), Sturtevant  
[Dentsply OrthoLab](#), Racine  
[Dillman Equipment Inc.](#), Prairie Du Chien  
[Fischer Precise USA](#), Racine  
[Genmet Corp.](#), Mequon  
[Graphics System Corp.](#), Menomonee Falls  
[Heavy Metal Tour](#), Stevens Point  
[InSinkerator](#), Racine  
[Jarp Industries, Inc.](#), Schofield  
[Madison Kipp Corportation](#), Madison  
[Midwest Prototyping](#), Blue Mounds  
[Modine Manufacturing](#), Racine  
[Neenah Foundry](#), Neenah  
[Nelson Brothers & Strom Company](#), Racine  
[Newpage](#), Wisconsin Rapids  
[OEM Fabricators, Inc.](#), Woodville  
[Oshkosh Corporation](#), Oshkosh  
[Pioneer Products](#), Racine  
[Poclair Hydraulics](#), Sturtevant



[Precision Plus Inc.](#) Open House, Elkhorn  
[Racine Metal-Fabrications Ltd.](#), Sturtevant  
[Reed Switch Developments Corp.](#), Racine  
[Rockwell Automation](#), Mequon  
[Stanek Tool Corporation](#), New Berlin  
[Super Steel](#), Milwaukee  
[Superior Die Set Corporation](#), Oak Creek  
[Tailored Label Products](#), Menomonee Falls  
[The Jor-Mac Company](#), Lomira  
[TLX Technologies](#), LLC Event, Pewaukee  
[Waukesha Metal Products](#), Sussex and Grafton  
[Wisconsin Web Offset](#), Brookfield

## Wisconsin Manufacturing Extension Partnership

The Wisconsin Manufacturing Extension Partnership (WMEP) participated with various state agencies and businesses to prepare for and participate in events and activities in support of both the national Manufacturing Day and the Wisconsin based Manufacturing Month:

- WMEP staff writer Rich Rovito accompanied Reggie Newson, secretary of the Wisconsin Department of Workforce Development to WMEP account Badger Meter, which hosted a presentation/tour for Racine middle school students.
- WMEP Client Precision Plus hosted a student open house and tour on Manufacturing Day.
- Rockwell Automation which keynoted our 2015 Manufacturing Matters conference hosted a Manufacturing Day event for local students.
- WMEP Client Jarp sponsored a “heavy metal bus tour” to celebrate Manufacturing Day and bring area students to a tour/presentation at their plant.
- WMEP Client Madison Kipp hosted an open house for Madison-area students to celebrate Manufacturing Day .

The WMEP sponsored and/or participated in several events related to or occurring during Manufacturing Month, including:

- October 1-2 - Sponsor - Manufacturing Advantage Meeting, UW-Stout
- October 1-3 - Sponsor - WEDA Fall Regional Conference, Oshkosh
- October 1 – Sponsor - Biztimes Manufacturing Summit, Pewaukee
- October 8 – Sponsor - Bioforward Bioscience Vision Conference, Madison
- October 14 – Sponsor - UWEBC Best Practices & Emerging Technologies, Madison
- October 15 – Attend - WMC State of Business Luncheon, Madison
- October 22 – Sponsor - Inbusiness Expo & Conference, Madison
- October 22 – Sponsor - Manufacturing First Expo & Conference, Green Bay
- October 30 – Host/Sponsor - Resources for Manufacturers, Madison

## UW-Stout Manufacturing Outreach Center (MOC)

The UW-Stout Manufacturing Outreach Center, under the Discovery Center umbrella at the UW-Stout, is a partner in the National Institute of Standards and Technology's Hollings Manufacturing Extension Partnership (NIST MEP).

The MOC and its NIST MEP affiliates work with small and midsize U.S. manufacturers to help them create and retain jobs; increase profits; and save time and money. Last year, through third-party independent surveying, clients reported more than \$28 million in impacts and 229 jobs created or saved as a result of MOC services. The MOC serves manufacturers in 33 counties in northern and western Wisconsin to help them compete in the global economy.

### 2014 Manufacturing Month Activity Highlights

- Hosted 2-day Manufacturing Advantage Conference at UW-Stout in Menomonie, WI featuring:
  - NASA Technology Showcase
  - Industry and Topic Expert Keynote Speakers
  - Industry Tours in Menomonie, WI (Phillips Medisize and Shape Products)
  - Industry-specific breakout sessions, roundtable discussions and panels
  - [www.uwstout.edu/profed/mfg](http://www.uwstout.edu/profed/mfg)
- Collaborated with the Manufacturing Works / Gold Collar Careers organization for their annual event focused on promoting advanced manufacturing as a lucrative career option to help address the needs of northwest Wisconsin manufacturers' skills gap. [www.goldcollarcareers.com](http://www.goldcollarcareers.com)
- Hosted 2-day ISO Internal Auditor training program for manufacturers across the region. [www.uwstout.edu/profed/iso](http://www.uwstout.edu/profed/iso)
- Placed advertisements in the Business News – Northcentral WI featuring the Manufacturing Advantage Conference and encouraging industry and the community to get involved in Manufacturing Month.
- Distributed email blast communications to business and industry contacts encouraging them to host a tour and get involved in Manufacturing Month.
- Guided tours and open house at local manufacturer, OEM Fabricators in Baldwin.



## Manufacturing Month Metrics

### The Numbers

Press Articles/Earned Media.....	55
Events Registered on MFGDAY.com.....	75
Events Registered on Manufacturingmonth.org .....	102

### Select Pilot Survey Results of High School students who attended MFG Month events.

#### Question # 4

After the event, how would you describe your knowledge of the manufacturing industry?

Did not increase.....	0%
Increased very little.....	20%
<b>Increased a fair amount.....</b>	<b>64%</b>
<b>Increased a lot.....</b>	<b>16%</b>

#### Question #5

Please select words that you would use to describe the manufacturing industry.

<b>High Tech.....</b>	<b>85%</b>
<b>Clean.....</b>	<b>80%</b>
<b>Safe.....</b>	<b>80%</b>
High Pay.....	37%
Average Pay.....	44%

#### Question #8

After the event, are you more likely or less likely to explore manufacturing as a career option?

<b>More Likely.....</b>	<b>54%</b>
Less Likely.....	12%
Undecided/No Impact.....	35%

## Next Steps

In 2015, DWD looks forward to continuing the strong partnership of education, industry and workforce to build off the success of the past two years to expose even more students to the options they have in a manufacturing career in Wisconsin.

We will continue to focus on improving the celebration of Manufacturing Month and dispelling myths surrounding manufacturing, and instead get students excited in a career that is high-tech, clean, safe and in high demand.

## Wisconsin Manufacturing Month State Partners



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