

WISCONSIN

**Department of Workforce
Development**

**2013
MANUFACTURING
MONTH REPORT**



**Department of Workforce Development
Secretary's Office**

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Scott Walker, Governor
Reginald J. Newson, Secretary

June 16, 2014

Governor Scott Walker
115 East Capitol
Madison, WI 53702

Dear Governor Walker:

As you know, Wisconsin's manufacturing sector is one of the strongest in the country, producing nearly \$50 billion in goods in 2012 and accounting for 1 in 5 Wisconsin workers.

Wisconsin manufacturers employed more than 453,000 workers in 2012 and paid out more than \$23.8 billion in wages. In addition, the average manufacturing worker earns \$52,427 per year, 20% more than the average wage of \$41,783 for all private-sector workers in Wisconsin.

This report documents activities during Manufacturing Month 2013, which you proclaimed for the month of October to celebrate the contributions of Wisconsin manufacturers and to raise awareness among students, parents, educators, and others of the careers that are available to students.

The Department of Workforce Development 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 to highlight manufacturers around Wisconsin and to showcase different programs that exist to help connect students and job seekers to available manufacturing opportunities.

We look forward to building on this effort in 2014 and continuing to demonstrate the strength of Wisconsin's workers and the benefits that exist for manufacturing companies in Wisconsin.

Sincerely,

A handwritten signature in black ink that reads "Reginald J. Newson".

Reggie Newson
Secretary

Manufacturing Month State Partners



2013 Manufacturing Month Report

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Manufacturing Month Overview

Wisconsin has long been known as a center for manufacturing, from its roots in heavy-equipment manufacturing and papermaking in the 19th century to today's advanced manufacturers and biotechnology companies. Today, manufacturing companies contribute nearly \$50 billion per year to Wisconsin's economy and pay an average wage approximately 25% higher than the wage for all Wisconsin workers.

Under Governor Walker's leadership, Wisconsin has added nearly 20,000 manufacturing jobs following the loss of almost 70,000 jobs during the four years before he took office. Wisconsin also has consistently been in the top 10 nationally for the number of manufacturing jobs that have been created around Wisconsin.



As part of the Governor's focus on workforce development, the Department of Workforce Development (DWD) partnered with a number of organizations both inside and outside of state government to highlight the role of manufacturing in Wisconsin and to promote manufacturing as a career choice for students and youth.

In addition to DWD, the organizations that partnered at the state level in 2013 include:

- Wisconsin Economic Development Corporation
- Department of Revenue
- Wisconsin Technical College System
- Department of Public Instruction
- Wisconsin Manufacturers & Commerce
- Wisconsin Manufacturing Extension Partnership

A number of cabinet agencies, including the Department of Agriculture, Trade, and Consumer Protection, Department of Financial Institutions, and Department of Transportation also participated in commemorating Manufacturing Month, as well as a number of local chambers of commerce, school districts, and other organizations.

Manufacturing At A Glance

- Wisconsin's manufacturing sector added nearly \$50 billion to Wisconsin's economy in 2012, or nearly 20% of the state's economic output.
- There are approximately 9,400 manufacturing employers in Wisconsin.
- Wisconsin manufacturers employed more than 453,000 workers in 2012 and paid out more than \$23.8 billion in wages.
- The average manufacturing worker earns \$52,427 per year, 20% than the average wage of \$41,783 for all private-sector workers in Wisconsin.
- 85% of manufacturing workers receive health insurance, compared to 75% for all workers.
- The turnover rate in manufacturing is 5.3%, much lower than the turnover rate of 9.1% for all workers.
- 47.8% of manufacturing workers have at least some college education, including 16.5% who have a bachelor's degree.
- Manufacturing apprenticeships in Wisconsin have grown by 23% since January 2011.



Department of Workforce Development

As the agency charged with developing Wisconsin's workforce, the Department of Workforce Development (DWD) plays a key role in promoting manufacturing careers as a good option not only for current workers, but an important consideration for students as they begin to make career decisions. Georgetown University estimates that there will be 925,000 new and replacement job openings between 2008 and 2018 across all industries in Wisconsin, which will include tens of thousands of replacement jobs in manufacturing as current workers retire¹.

During October, DWD Secretary Reggie Newson joined Governor Scott Walker, Lt. Governor Rebecca Kleefisch, cabinet officials, and others in highlighting manufacturing employers around Wisconsin and innovative programs that have been developed to connect students and job seekers with manufacturing job openings. Highlights include:

- Governor Walker and Secretary Newson announced [Skill Explorer](#), an online skill-based job matching application, at Northeast Wisconsin Technical College. The website enables individuals to enter a job title and access information about the overlap in skills between the job and other closely-related occupations. This tool allows students and job seekers to understand the skill and education requirements for specific jobs, including manufacturing jobs.



- Lt. Governor Kleefisch, Secretary Newson, and State Superintendent Tony Evers visited Ultra Tool in Menomonee Falls, joining more than 100 area students from Arrowhead High School, Kettle Moraine Lutheran High School, Germantown High School, and Wisconsin Lutheran High School to tour the Ultra Tool facility. Students learned about the work that takes place and visited with representatives from area technical colleges. The visit coincided with the national celebration of Manufacturing Day.
- Governor Walker and Secretary Newson participated in the Heart of Wisconsin Chamber of Commerce Heavy Metal Bus Tour, which transports students to area manufacturers to learn about careers in manufacturing.
- Secretary Reggie Newson visited a Berlin-area manufacturer, Magnum Power Products, to present the company with an award for its commitment to employing workers with disabilities.
- Additionally, Secretary Newson participated in visits in Fennimore, Beloit, Grafton, and Pewaukee to promote area manufacturers.

¹ <http://cew.georgetown.edu/jobs2018/states>

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. Beginning in tax year 2013, a credit on income derived from manufacturing or agricultural property is available which will gradually phase in over the next several tax years, totaling 7.5% in tax year 2016 and beyond.

Additionally, a number of sales and property tax exemptions are available to manufacturers, along with research and development credits for research 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.



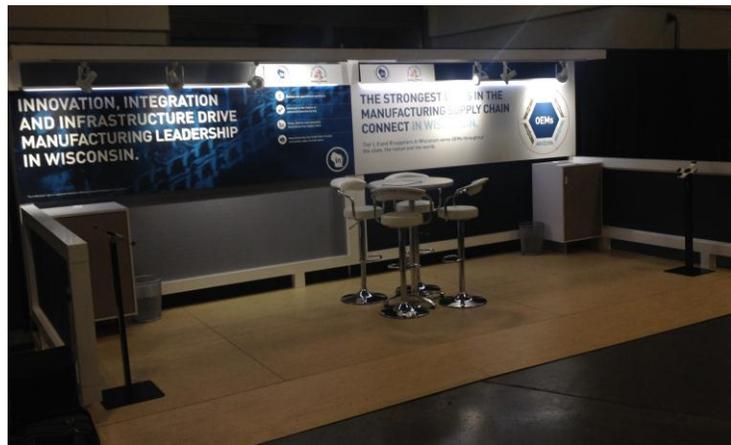
Wisconsin Economic Development Corporation

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 industry partners the opportunity to showcase Wisconsin as a premier location for manufacturing operations and unmatched source of supply chain solutions.

Highlights of WEDC activities in October 2013 include:

- WEDC continued the implementation of its manufacturing industry promotion plan, which included a powerful video demonstrating the state's manufacturing strength and comprehensive marketing materials delivered to key business leaders within the state and nationally through direct marketing programs and industry events.
- Secretary Reed Hall's visit to American Roller Co., a Union Grove company that manufactures rollers, roller coverings and specialty coatings, drew attention to the impressive breadth of the state's production capabilities.
- Secretary Hall's guest column on Manufacturing Month, published in the Milwaukee Journal Sentinel, underscored the importance of the industry to the state's economy.
- Ads featured in statewide business publications highlighted the success of some of Wisconsin's most celebrated manufacturers.
- WEDC coordinated a strong tradeshow presence at the AmCon/Wisconsin Manufacturing Technology Conference in Milwaukee aimed at building connections between original equipment manufacturers (OEMs) and Wisconsin's world-class Tier II and Tier II suppliers. WEDC supported and attended the State of Wisconsin Business Luncheon, hosted by Wisconsin Manufacturers & Commerce (WMC).
- WEDC sponsored the Manufacturing First Conference in Green Bay, providing commentary at the event on resources available to manufacturers.
- WEDC sponsored the NEW Manufacturing Alliance's Excellence in Manufacturing/Education Partnership Awards.
- WEDC sponsored the Manufacturing Advantage Conference in Menominee.
- Manufacturers who wanted to learn more about initiating or expanding their exporting efforts in Asia had the opportunity to do so at a "Boardroom Brief" event featuring WEDC's trade representative from South Korea. The event, co-sponsored by WMC, featured one-on-one meeting with the trade representative and manufacturers.



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 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 at middle and high schools throughout Wisconsin:

- More than 400 students from the Racine Unified School District participated in tours of local manufacturing companies, including Twin Disc, Pioneer Products, Nelson Brothers, Modine, Wisconsin Products, Dentsply, Fischer Precise, Butter Buds, Racine Metal-Fab, Poclair Hydraulics, BRP, CNH, and Insinkerator.
- Eleva-Strum High School hosted an open house for the nationally-recognized Cardinal Manufacturing program, where students are responsible for all aspects of operating a metal fabrication business.
- Beaver Dam High School hosted a career fair for 150 students to highlight local manufacturers, including Kirsch Foundry, Apache Stainless Steel, and Breuer Metal Manufacturing.
- Tesla Engineering Charter School in Appleton partnered with the Northeast Wisconsin Manufacturing Alliance and the Society of Manufacturing Engineers to send 90 students to Bassett Mechanical and KI to tour their facilities.
- 100 students from Kaukauna High School visited area manufacturing employers.



Wisconsin Technical College System

The Wisconsin Technical College System (WTCS) is comprised of 16 technical college districts around Wisconsin that provide post-secondary education in a variety of fields, including a number of manufacturing-related programs.

During October, technical colleges across Wisconsin hosted a number of events to highlight available manufacturing education programs, including:

- Wisconsin Indianhead hosted a Manufacturing Focus event with more than 200 individuals.
- Blackhawk Technical College partnered with Beloit Memorial High School to host a Career and Technical Education fair focused on manufacturing.
- Waukesha County hosted a series of open houses for high school students.
- Northcentral, Nicolet, Mid-State, and Milwaukee technical colleges hosted a bus tour for students to visit local manufacturers and learn about opportunities.
- Northeast Wisconsin Technical College hosted an event that included the Lt. Governor and Secretary Newson, and incorporated a tour of employer partner Robinson Metal's facility.
- Lakeshore Technical College delivered a manufacturing spotlight event in partnership with the Vollrath Company, which hosted Governor Walker.
- Milwaukee Area Technical College featured a tour of its advanced manufacturing facility in Oak Creek.

In addition, the WTCS highlighted a manufacturing program at a technical college every day during the month.



Wisconsin Manufacturers & Commerce

Wisconsin Manufacturers & Commerce (WMC) plays an important role in promoting an agenda to aid Wisconsin businesses, including manufacturers. During Manufacturing Month, WMC worked closely with local chambers of commerce and manufacturers to hold open houses and facility tours, including 32 events on Manufacturing Day alone. Additionally, WMC hosted a website showing events occurring around Wisconsin at <http://www.wimanufacturingmonth.org>. Local chambers of commerce were key to the success of Manufacturing Month, connecting businesses and area school districts.

WMC, in partnership with local chambers of commerce, coordinated the following events on Manufacturing Day (October 5th):

Anchor Danly-Beaver Dam, Beaver Dam – Facility Tour & Presentation
Aries Industries, Inc., Waukesha – Facility Tour & Presentation
Cooper Power Systems, Waukesha – Facility Tour & Presentation
Dickten Masch Plastics, Nashotah – Facility Tour & Presentation
Dueco, Waukesha – Facility Tour & Presentation
GE Energy, Waukesha – Facility Tour & Presentation
Generac, Eagle – Facility Tour & Presentation
GenMet Corp., Mequon – Facility Tour & Presentation
J&R Machine, Inc., Shawano – Facility Tour
JARP Industries, Inc., Schofield – Facility Tour
Johnson Electric Coil Company, Antigo – Facility Tour & Presentation
Kelly Services, Appleton – Facility Tour
Konz Wood Products, Appleton – Facility Tour
Magnetek, Menomonee Falls – Facility Tour & Presentation
Manpower, Chippewa Falls – Facility Tour & Presentation
Manpower, Medford – Facility Tour
MetalTek International, Waukesha – Facility Tour & Presentation
Moraine Park Technical College, Fond du Lac Facility Tour & Presentation
Plastic Components, Inc., Germantown – Facility Tour
Power Test, Sussex – Facility Tour & Presentation
Prolitec, Inc., Milwaukee – Facility Tour
Reed Switch Developments Corp., Racine – Facility Tour & Presentation
Rentapen, Inc., Waukesha – Facility Tour & Presentation
Stanek Tool, New Berlin – Facility Tour & Presentation
Super Steel, Milwaukee – Facility Tour & Presentation
Tailored Label Products, Inc., Menomonee Falls – Facility Tour & Presentation
Waukesha Metal Products, Grafton – Facility Tour & Presentation
Waukesha Metal Products, Sussex – Facility Tour & Presentation
Weldall Manufacturing, Waukesha – Facility Tour & Presentation
Wisconsin Indianhead Technical College, Siren – Facility Tour & Presentation
Xten Industries, Kenosha – Facility Tour & Presentation
WITC, New Richmond – Facility Tour

WMC also helped to coordinate events throughout the month of October in partnership with local chambers of commerce and other state, regional, and local partners:

Oct 6: South Suburban Chamber of Commerce hosted a Heavy Metal Tour at MATC-Oak Creek.

Oct 6 & Nov 6: OEM Fabricating, Woodville and Nexen Group, Inc., Webster hosted two Guidance Counselor workshops on the skills gap.

Oct 9: The South Central Workforce Development Board hosted a Manufacturing Summit at the Alliant Energy Center in Madison.

Oct 10: North Central Wisconsin Workforce Development Board (NCWWDB), along with its partners the Grow North Manufacturer's Consortium and Nicolet Area Technical College in Rhinelander hosted the Heavy Metal Tour at Nicolet Area Technical College.

Oct 10: The Heart of Wisconsin Chamber of Commerce, in partnership with Mid-State Technical College, hosted a Heavy Metal Bus Tour for eighth graders with special guest Lieutenant Governor Rebecca Kleefisch.

Oct 17 & 18: The Fourth Annual Manufacturing Career Expo: Helping Create the Workforce of Tomorrow, a partnership of the Germantown, Menomonee Falls and Sussex Chambers of Commerce, brought together 20 local manufacturers and post-secondary schools.

Oct 19: Formrite Companies in Two Rivers hosted an open house to celebrate their new facility and to experience firsthand metal fabrication and finishing needs.

Oct 23: Milwaukee Public Schools hosted a grand opening and ribbon cutting of the new advanced manufacturing lab at the School of Career and Technical Education.

Oct 24: Muskego Chamber hosted a career tour for high school students at manufacturing businesses in Muskego Business Park.

Oct 30: Top Floor Technologies hosted an open house and ribbon cutting in New Berlin to celebrate their move "to the top floor."

Oct 30: The Business Procurement Assistance Center offered an Introduction to Custom Manufacturing for the Military training for manufacturers interested in selling to the Department of Defense. The event will take place at Northeast Wisconsin Technical College in Green Bay.



Wisconsin Manufacturing Extension Partnership

The Wisconsin Manufacturing Extension Partnership (WMEP) works in collaboration with small and midsize manufacturers to provide expert assistance, including growth and innovation, continuous improvement, export assistance, supply chain management, and sustainability.

Through its efforts, the Wisconsin Manufacturing Extension Partnership has created more than \$2.7 billion in economic impact for manufacturers in Wisconsin.

As a part of the national Manufacturing Extension Partnership network, the WMEP is an advocate for manufacturers in Wisconsin and serves as a liaison to the national Manufacturing Day celebration, which occurs on the first Friday in October.

Manufacturing is a key part of Wisconsin's economic growth and the WMEP brings creative and practical approaches to help manufacturers throughout the state. The WMEP's ability to collaborate across boundaries and pull together resources from private, educational, and governmental sources creates solutions that drive innovation and success throughout Wisconsin's manufacturing sector.



Additional Cabinet Outreach

Department of Agriculture, Trade, and Consumer Protection Secretary Ben Brancel visited VES Environmental Solutions in Chippewa Falls to highlight the role of agriculture manufacturers. The company builds ventilation, lighting, and cow comfort products for dairy, hog, and poultry operations.

Department of Financial Institutions Deputy Secretary Ray Allen visited local manufacturer Green Valley Enterprises in Beaver Dam to highlight its role in supporting local manufacturers like John Deere Horicon Works and Illinois Tool Works.

Department of Transportation (DOT) Secretary Mark Gottlieb presented a total of four local Transportation Economic Assistance (TEA) grants totaling nearly \$3 million to support local manufacturers and will retain or create more than 1,600 jobs:

- DOT provided \$650,000 in funding to help construct a new city street and rail spur to meet the transportation needs of GOEX Corporation, a Janesville-based manufacturer of plastic sheet and roll stock products. This grant will help to retain 130 jobs in Rock County.
- DOT provided \$160,000 to build a city street in Platteville to support the construction of a \$44 million cheese-making facility for Emmi Roth USA. Thirty-two new jobs are associated with this grant. DATCP Secretary Brancel also attended the event.
- DOT provided \$812,000 for the reconstruction of two city streets and rehabilitation of a rail spur in Marinette to accommodate the business expansion of Marinette Marine Corporation. This grant enables Marinette Marine to retain more than 1,000 jobs and add 136 new jobs.
- DOT provided \$1.4 million to assist in street construction and reconstruction, including bicycle and pedestrian accommodations, in the village of Cashton to support Organic Valley, which is investing \$25 million to expand its distribution center and build a new corporate headquarters. This award will help to retain nearly 140 jobs and create 200 new jobs. DATCP Secretary Brancel also attended the event.



Next Steps

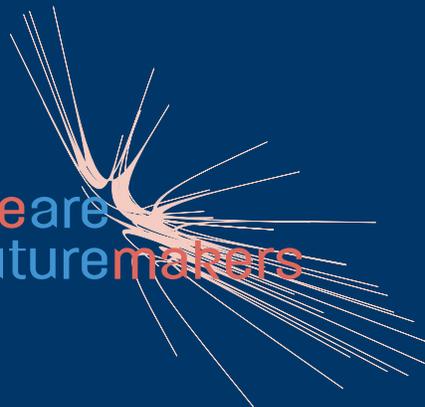
Building on the successes of Manufacturing Month in 2013, DWD looks forward to working with workforce, education, and economic development partners to share the importance of manufacturing to Wisconsin's economy in 2014 and beyond. School districts, technical colleges, chambers of commerce, and other local partners are invaluable in connecting students and job seekers with available manufacturing job openings.

We will continue to focus on improving the celebration of Manufacturing Month and ensuring that students consider manufacturing as a good-paying career option, establishing a sustainable workforce pipeline that prepares students and workers for in-demand occupations.



WISCONSIN'S
TECHNICAL
COLLEGES

we are
future makers



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