

# UNEXPECTED kenosha

Quarterly Newsletter of the Kenosha Area Business Alliance(KABA) | Winter 2013

## Kenosha County development activity shows continued improvement

As the economy continued to recover, and with the manufacturing sector showing particular strength, many companies made business expansion or location decisions in 2012. Kenosha County was the beneficiary of a number of these investment or location decisions and there continues to be optimism regarding the area's economic development prospects in 2013 and beyond. This article highlights a number of the notable wins from the past year. To read more about a particular story or to stay up to speed on Kenosha County development activity, visit the news section of the KABA website.

### Good Foods Group, LLC

Good Foods Group purchased a 57,000 SF building at 10100 88th Avenue in Pleasant Prairie's LakeView Corporate Park and plans to relocate in the first quarter of 2013. This site will become Good Foods headquarters and major production facility. Good Foods Group makes pre-packaged, all natural food, including preservative-free dips and salads.

"The building should give us all of the tools and the room we need to grow. I'm very excited about going to the state of Wisconsin. I think it's a great place to do business. Everybody has been very supportive, accommodating and helpful." said company founder and chief executive officer Kurt Penn.

### Centrisys Corporation

Centrisys Corporation recently purchased an additional 19,250 SF building in the Business Park of Kenosha. The new building will accommodate the parts and distribution warehouse expansion for Centrisys and a USA joint venture partnership with SH+E Group of Germany. SH+E Group is one of the largest providers of engineering, procurement and construction-related water and wastewater services in Europe; providing equipment and technology systems designed for optimized energy use and resource recovery.

Centrisys Corporation is a manufacturer of decanter centrifuges and provider of dewatering services for municipal and industrial wastewater applications.

According to Michael Kopper CEO of Centrisys, "If all goes according to plan, we estimate the Centrisys expansion along with the SH+E partnership should accommodate an additional 50 or more new jobs for the Kenosha area in the next 3-5 years"

### Meijer, Inc.

Meijer Inc., a Grand Rapids, MI-based retailer, has acquired the Supervalu Midwest Distribution Facility in Pleasant Prairie. The site contains a 550,000 SF distribution center on approximately 120 acres. Meijer plans

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KABA is the lead business organization that drives economic development throughout Kenosha County and supports and provides services to its members and the community, helping to ensure growth, a robust economy, and a positive business climate for the Kenosha Area.



Good Foods Group bought this 57,000 SF building in Kenosha County and plans to relocate its HQs and production operations here.

## Inside...

- > KABA welcomes its new Director of Talent Development
- > YLink has a new look
- > KABA member news
- > Social Media in the Workplace

Unexpected Kenosha (formerly Directions) is published quarterly by the Kenosha Area Business Alliance, Inc. (KABA). Archives can be found on our web site:

[www.kaba.org](http://www.kaba.org)

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## From the Chair

Dear KABA Stakeholders,

I hope this past year has been a good one and that 2013 exceeds your greatest expectations.

In 2012, KABA continued to move forward on the five elements of our Kenosha First Plan.

We expanded our existing business base with the addition of 9 new projects expected to generate 735 jobs for Kenosha.

We continued to position Kenosha County for long-term economic growth and vitality as we worked on EPA issues, bond ratings, and securing funding for future projects.

We made great progress in our efforts to attract, retain and engage talent, as we forged a managing partnership with YLINK, and introduced 'Living As a Leader', an executive development program which has already been expanded significantly in 2013. Our KABA CEO Group, which supports our local manufacturing companies, continues to grow; and we have kicked off the Kenosha Leadership Project in an effort to continue introducing high school students to the workforce opportunities available to them in our businesses, providing them needed technical and life skills for success.

In an effort to connect the County, we have successfully completed a Downtown Development Investment Strategy with a diverse group of City and County leaders. We will work closely with key parties in 2013 on the implementation of the master plan.

Finally, we continue to build a distinct image and brand for Kenosha County through the advanced usage of social media and our new quarterly publication, InSite, designed to provide relevant information to firms and individuals involved in selection/location analysis.

As Chairman of the Board and as a business owner, it is great to see all that we are doing in our community.

There is something more important though that I would like to draw your attention to. It is who we are being as leaders. When LMI Packaging moved here 18 years ago, I was encouraged by the attentive collaboration that we received as a new company in town. Our questions were answered quickly and there were continuous offers of support.

What I didn't yet recognize was the powerful community of people that I would become a part of: business owners, social service administrators, education and political leadership, and citizens who cared about something much bigger than their own individual success.

As I came to live in the community I began to meet some of the men and women whose vision I was experiencing each day; the folks who fought hard for a city where all its residents could survive and thrive. Through the years I have developed a great respect for the leaders of Kenosha who came before me; the folks whose shoulders we now stand on.

The work is not done. It is our turn to build on their vision, to take advantage of the energy that runs through the veins of this town and continue to build something special and meaningful here for all its stakeholders.

I am excited to do this with all of you who I have met, and look forward to meeting. There is such powerful leadership and vision in this town. It is our turn now. The rising tide we will create together that will lift all boats is what excites me about 2013 and beyond. We will build on the environment that was created for us, so one day all our stakeholders, can live into their greatest potential here. I thank all of you for what you have already contributed and will continue to contribute to the success of Kenosha. Let's continue to write the book on the community where people can work, play and live together!

Sincerely,

Jean Moran,  
Chair, Kenosha Area Business Alliance

### Welcome new KABA members!

#### AMBROSIA JUICE CO.

Locally-owned café featuring hand-crafted juices and smoothies, soups, paninis and Alterra coffee.

#### BEI ELECTRONICS, LLC

Franksville-based contract manufacturer of outsourced printed circuit boards.

#### INDUSTRIAL TOOLZ

Designs and manufactures ramps for the material-handling industry as well as non-slip surfaces fabricated from aluminum.

#### COLE TAYLOR BANK

A national, full-service bank with an 80-year legacy. Founded in Chicago with several branches in Northern Illinois to serve the Kenosha Area.

#### TITAN LED

A California-based company specializing in Energy Efficiency and Clean Tech lighting solutions.

#### WEGNER CPAS

Full-service accounting firm with offices in Pewaukee, Janesville, Madison & Baraboo.

# The 2012 Business Excellence Awards

## Many successful companies and individuals honored by KABA & the Kenosha Area Chamber of Commerce

More than 350 people came to help KABA and the Kenosha Chamber celebrate excellence in business at the 2012 Business Excellence Awards. The annual event was held at the University of Wisconsin Student Center Ballroom on November 14th. Thank you to all who attended!

### Congratulations to this year's distinguished winners.

Business of the Year: ALLIED PLASTICS, INC.

Small Business of the Year: TENUTA'S DELI, LIQUOR & WINES

Entrepreneur of the Year: JAMES A. KETTINGER, SR., Engendren Corporation (f/k/a IEA, Inc.)

Fast Five - recognizing some of Kenosha's rapidly-growing companies:

- ALBANY-CHICAGO CO, LLC
- BIO FAB TECHNOLOGIES, INC.
- KITCHEN CUBES, LLC
- MIKROTECH, LLC
- SPECIALIZED ACCOUNTING SERVICES, LLC

KABA and the Chamber would also like to thank this year's generous sponsors: Johnson Bank, University of Wisconsin - Parkside, BizTimes Media and CliftonLarsonAllen.



Pictured: Top Row (L-R) Kevin Brennan, President, Mikrotech; Chris Tenuta, President, Tenuta's Deli; Mark Schnuck, Vice President, Bio Fab Technologies; John O'Connell, President, Bio Fab; Jim Kettinger, CEO, Engendren Corporation; Steve Wieder, Owner, Allied Plastics. Bottom Row (L-R) John Wynott, Technical Director, Mikrotech; Mike Altschaeffl, CEO, Albany-Chicago Company; Paul Freude, Owner, Bio Fab; Tim Neal, Owner, Allied Plastics; Jamie Hogan, President, Specialized Accounting Services. Not pictured: Jake Molgaard, Owner, Kitchen Cubes.

**This year's award winners were selected from a host of other nominations companies and individuals. Without great nominations, the Business Excellence Awards would not be possible! Please begin to consider which companies and entrepreneurs you feel deserve recognition and be sure to nominate them when the process for 2013 begins in July.**

# Lessons on Success from the 2012 winners...

In a Harvard Business Review article titled "Leadership That Gets Results," best-selling author and renowned psychologist Daniel Goleman cites research which reveals that up to 30 percent of a company's financial results are determined by the climate of the organization. Below are the business philosophies that help this year's award winners foster a climate of success at their companies.

## Allied Plastics, Inc.

Make it Happen.  
We Build It, They Will Come.

## Tenuta's Deli, Liquor & Wines

Our family's and employees' commitment to quality and our customers have made us a Kenosha tradition since 1950.

## James A. Kettinger, Sr.

Leaders must define the challenge for their team, provide the resources to win and regularly report the score. The team will respond to every reasonable challenge, often exceed every expectation, and not only succeed, but enjoy the game and enthusiastically seek greater challenges for the next.

## Albany-Chicago Co.

Quality Delivered Safely  
Operational Excellence

## Bio Fab Technologies, Inc.

We strive to be the premier supplier of custom stainless steel fabricated equipment by supplying on time deliveries, best quality, and fair pricing. Today's efforts lead to tomorrow's opportunities.

## Kitchen Cubes, LLC

Proud to be family owned and personally committed to giving every customer better service and better prices.

## Mikrotech, LLC

"Every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are a lion or a gazelle... when the sun comes up, you'd better be running."

- Dan Montano 1985

## Specialized Accounting Services, LLC

One of the keys to success is to always surround yourself with people smarter than you.



# Kaba Member News & Notes

## Snap-on CEO Nick Pinchuk honored as SkillsUSA Champion of the Year

This past September, chairman and CEO of Snap-on Incorporated, Nick Pinchuk was honored as the SkillsUSA Champion of the Year. The honor is given annually to recognize the leadership of a corporate executive for exemplary work in supporting and influencing the growth of a highly skilled workforce throughout America.

The award was presented at ceremony in Washington, DC, before an audience of 300 corporate executives, national education leaders and career and technical education students and teachers. The Tremper Golden Strings from Tremper High School in Kenosha were sponsored by Snap-on to perform for the audience. The group of 40 students and their director, Helen Breitenbach, traveled to Washington, DC prior to the dinner and had the opportunity to tour



the U.S. Capitol and other sights and participate in a clinic with the Air Force Strolling Strings at the Joint Base Anacostia Bolling (JBAB).

Snap-on Incorporated has been in partnership with SkillsUSA for over 35 years. SkillsUSA is a national nonprofit organization that strives to provide a quality workforce in trade, technical and skilled service occupations.

## Zilber Property Group announces new tenants in Business Park of Kenosha

Zilber Property Group is pleased to announce the following new tenants in the Business & Commerce Centers of Kenosha:

- National Structural Bearings Corporation: manufacturer and distributor of bearings used in bridges.
- Bone Dry Products: manufacturer and distributor of concrete sealer products for the industrial, retail & commercial markets.
- Thomas Interests: general contractor for retail developers, retail apparel, general merchandise, and food service companies.
- Bradshaw Medical: manufacturer of OEM orthopedic and spinal surgical instruments.
- Paratech Ambulance Service: provider of basic life support, advanced life support, and critical care medical services.
- RAMS Sheet Metal Equipment: manufacturer of commercial and industrial equipment.

## KVNA named to Top 100 of HomeCare Elite for the third year in a row

Kenosha Visiting Nurse Association, Inc. (KVNA) has been named to the Top 100 of the 2012 HomeCare Elite™, a compilation of the top-performing home health agencies in the United States. Now in its seventh year, the HomeCare Elite identifies the top 25 percent of agencies and further highlights the top 100 and top 500 agencies overall. Winners are ranked by an analysis of publicly available performance measures in quality outcomes, process measure implementation, patient experience (Home Health CAHPS), quality improvement, and financial performance.

## LMI Packaging announces new hires

LMI Packaging Solutions, Inc. (LMI) recently announced the hiring of Kevin Meyer as Vice President of Operations and Fred Rose as Director of Engineering & Business Development. These key additions highlight the continued growth of LMI, a manufacturer of lidding products used by the food and beverage industry.

Kevin Meyer will lead LMI's operations, environmental, health & safety, and quality. He has extensive operational experience at leading international organizations including CFC International and Alcan Packaging. Kevin has a B.S. in Operations Management from Chicago's Roosevelt University.



Fred Rose has an extensive background in developing and leading technical teams from



startup to Fortune 100 corporations. His education includes a B.S. in Electrical Engineering from Valparaiso University, an M.S. in Electrical Engineering from Loyola Marymount University, and an MBA from Northwestern's Kellogg School of Management.

## Equity Creative is growing

Kenosha-based marketing and communication agency Equity Creative has hired seven new employees: Brendan Kennedy—copywriter; Alayne Secor—traffic manager; Julie Hanson—project manager; and designers Sara Behling, Colleen Belmont, Cheri Setzer and Kevin Plagge.

## Riley Construction's Safety and Risk Manager completes MLIS® program

Riley Construction's Safety and Risk Manager, Mark Toepfer, has completed the Management Liability Insurance Specialist (MLIS®) program. The course program duration was 9-months. Mark is one of only 400 in the nation to have achieved this status.

## Companies that have established operations in Kenosha County in 2012:

- > Integrated Merchandising Systems
- > Ligum North America
- > Process Retail Group (Acquisition)
- > Tecomet (Acquisition)



Offsite completed the construction of their second data center in 2012. Their 'Bravo' building is 5,000 square feet of high density raised floor data center space.

## Additional, notable expansions in 2012:

- > 4J International, LLC
- > Allied Plastics, Inc.
- > Brightree, LLC
- > Central Storage & Warehouse
- > Horizon Milling, Inc.
- > Kirsan Engineering, Inc.
- > Process Pipe & Valve, Inc.
- > Rehrig Pacific Company

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a 250,000 SF addition to the facility located on the west side of Highway 31 between Highways 50 and 165. Meijer anticipates that this site will have 486 full time employees once construction is complete and the center is operating at full capacity.

Meijer has about 200 stores in the Midwest which offer general merchandise and grocery items. They are in the process of working to site one of their stores in Kenosha.



### Handi-Ramp

Handi-Ramp, based in Libertyville, IL, has chosen the Business Park of Kenosha for its new manufacturing facility. The company has purchased a 27,000 SF building and plans to produce a new product line—dock slates and ramps related to the material-handling industry—at the facility.

Handi-Ramp provides ramps and lifts solutions to people and organizations who are in need of accessibility for its visitors. They distribute in-stock ramp products and have in-house rampsmiths who can custom design a ramp solution at their manufacturing facility.

### Bradshaw Medical, Inc.

Medical device manufacturer Bradshaw Medical (BMI) relocated, expanded and remodeled its R&D facilities and made a major capital investment for new equipment. BMI's expansion project was funded in part by Kenosha County's new High Impact Fund, a new economic development tool that provides capital to fast-growing enterprises that increase employment significantly.



### Xten Industries, LLC

Xten Industries acquired the assets of Paramount Plastics, LLC in Lockport, IL. Paramount is an \$18 million full service plastic injection molding company with special expertise in large-tonnage molding using engineered grade resins.

The acquisition has resulted in the addition of over 40 employees and more new business for Xten. The company is on track for \$50 million in revenue in 2013, up from \$20 million in 2011. They have added a fourth shift - which means the plant is now running 24/7 - to keep up with demand.

### Offsite, LLC

Offsite expanded to an adjacent 25,000 SF building, adding a second data center with private and semi-private co-location suites; an expanded state-of-the-art, 24/7 Network Operations Center; and private and multi-tenant cloud environments. KABA provided \$1 million in financing for the \$2.5 million project.

Offsite offers datacenter, disaster recovery, and co-location services to a growing list of technology and financial services customers.

### Pacific Sands, Inc.

Pacific Sands relocated its administrative offices and production facilities from Racine to a 32,000 SF facility on Green Bay Road in Kenosha. The rapidly growing company also purchased new equipment that will allow the company to expand production capacity.

Pacific Sands develops, markets and sells unique non-toxic, earth-, health- and child-friendly products for cleaning, personal hygiene and water maintenance applications.



### Rust-oleum

Rust-oleum is adding a new aerosol spray-paint filling line to its facility in Pleasant Prairie. The project represents about a \$1 million in capital investment and is expected to add about 16 jobs as well as a fourth shift to its production schedule. Combined these projects will add about 54 new jobs to the 230 currently employed there.

# KABA: Connect Here

## KABA's new Director of Talent Development now on board!

Brooke Infusino joined the KABA team at the end of October as its new Director of Talent Development.

In the newly-created position for the organization, Brooke will have a variety of duties relating to the development and advancement of Kenosha County's workforce. Her role will include serving as a liaison to our primary, secondary and post-secondary education system; administering our mentor, scholarship and other programs supported by the KABA Foundation; and serving as the executive director of Y-Link - Kenosha County's young professional organization.

Brooke previously held a position as editor at Zizzo Group Marketing + PR + New Media, where she focused on developing content, organizing workflow and managing creative campaigns for national media, healthcare and financial organizations.

She also has held positions with a Chicago-based B2B and B2C trade publishing firm, several regional business publications and a non-profit youth academic achievement program in Madison.

Brooke earned a bachelors degree in life sciences communications from the University of Wisconsin-Madison. Along with Y-Link, she is a member of FUEL Milwaukee and serves as an adjunct instructor at Gateway Technical College in Kenosha.



## KABA implements online event registration

KABA hopes to make it easier for its event attendees as well as improve its own efficiency with the addition of an online, on-demand software—Cvent—which will provide powerful web-based event management solutions including online registration and payment for all of our events.

Cvent will allow our members and partners to register themselves and their guests online as well as modify their registrations (substitutions, cancellations, additions) leading up to the event.

For many of its events, KABA will only send emailed invitations through Cvent and will not be mailing printed invitations...so please watch your inbox! As always, your feedback is appreciated.

## Featured Property

For more information on this property or other available business sites, please visit [www.kenoshasites.com](http://www.kenoshasites.com).

8505 100th Street, LakeView Corporate Park,  
Pleasant Prairie

256,240 SF cross docked distribution building  
Loading: 19 exterior docks (expandable); 4 drive-in-doors  
Ceiling height: 28' clear



## New alliance focuses on tri-state economic development

The Tri-State Alliance for Regional Development has recently been created to help develop the regional economy that extends from Gary, Ind., through Chicago to Milwaukee. The Alliance's mission is to bring together the region's leaders from government, academia and the private sector.

The impetus for the alliance was a economic analysis by the Organization for Economic Cooperation and Development (OECD) commissioned by the Chicagoland Chamber of Commerce. The OECD consists of 40 countries that represent 80 percent of world trade and investment, playing a pivotal role in addressing challenges facing the global economy.

The 21-county region includes six Wisconsin counties: Milwaukee, Waukesha, Racine, Kenosha, Washington and Ozaukee.

The Tri State area is home to 9.5 million people, exceeded in the nation only by the Los Angeles and New York markets.

Paul Jones, chairman and CEO of Milwaukee-based A.O. Smith Corp., has been named Wisconsin chair. Michael Mullen, co-founder of Centerpoint Properties, is the Illinois Chair and Jim Stanley, chairman and CEO for Northern Indiana Public Service Company will chair for Indiana.

The Alliance will focus on four targeted sectors: green business growth; human capital; innovation; and transportation and logistics.



# 2012 in pictures...



Business Roundtable with Sen. Ron Johnson



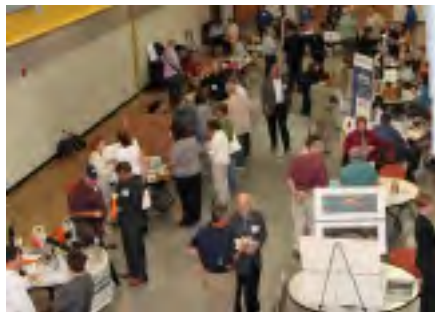
KABA Annual meeting with Keynote Mike Mulligan, City Administrator, Dubuque, Iowa



Downtown Community Workshop #2



Scholarship Golf Classic, presented by TDS



First Annual Fastpitch Competition



YLink Raise the Bar: Kenosha Downtown Development Update



YLink Speednetworking Event



Business Excellence Awards



## KABA Tweets

18 Dec **KABA** @KABACoastHere Snap-on buys farmland adjacent to Kenosha headquarters <http://bit.ly/U6qIK0> @BizJournalMke

17 Dec **KABA** @KABACoastHere Congratulations to @xtenindustries on its Wisconsin Manufacturer of the Year nomination! <http://bit.ly/12kigVX>

12 Dec **KABA** @KABACoastHere The 2013 Governor's Business Plan Contest is now accepting entries online: <http://bit.ly/Z0zDMI>

6 Dec **Big Shoes Network** @BigShoesNetwork University of Wisconsin - Parkside is seeking an Assistant Professor - Graphic/Web Design. Based in Kenosha, WI.  
↳ Retweeted by KABA

4 Dec **Brent Beshore** @BrentBeshore How the Midwest Is Becoming an Entrepreneurial Hotspot <http://zite.to/XJEdUv> ↳ Retweeted by KABA

28 Nov **KABA** @KABACoastHere Congrats to We Energies for its ReliabilityOne Award in the Midwest <http://bit.ly/Vecap2> @we\_energies

27 Nov **KABA** @KABACoastHere Miss America-Kenosha's own Laura Kaeppler-was @ Jockey Factory Store last Friday. Thanks for visiting! <http://on.fb.me/UpW09O> @MissAmerica

21 Nov **KABA** @KABACoastHere Y-Link talks to grads at UW-Parkside's Senior Send-off: <http://bit.ly/XBP2Cu> @uwparkside

12 Nov **KABA** @KABACoastHere Helicopter helps Uline construction crew lift massive vents to roof of warehouse under construction in Hudson, WI <http://bit.ly/QBohef>

6 Nov **KABA** @KABACoastHere Entrepreneurship Week & Shark Tank @ Gateway Technical College! <http://bit.ly/PB9RJB>

31 Oct **KABA** @KABACoastHere "I want to diversify my business environment, so I said, 'While we're expanding, let's look at Wisconsin.'" Welcome! <http://bit.ly/TuRaaV>

Follow KABA:  
[@KABACoastHere](https://twitter.com/KABACoastHere)

**Happy New Year from the Kenosha Area Business Alliance! Wishing everyone a healthy, happy and prosperous 2013.**

# What's up in Downtown Kenosha

## Kenosha to apply for Main Street Designation

The Wisconsin Main Street Program is a comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin. Kenosha plans to apply for Main Street designation this February, which is the next application cycle. Designation would likely occur in spring, if Kenosha is accepted.



### What exactly is the Main Street Program?

The Main Street Program is managed by the Wisconsin Economic Development Corporation, which annually selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

### Main Street Program Benefits

Investment:

- \$125,000 investment from the state of Wisconsin in on-site visits, training and technical assistance

- More than 80-day presence of staff and consultants
- Annual investment of approximately \$5,000 in each Main Street community after start-up phase for quarterly assistance

### Services:

- Onsite volunteer training programs
- Director orientation and training sessions
- Advanced training on specific downtown issues, such as marketing, business recruitment, volunteer development, and historic preservation
- Onsite visits to help each community develop its strengths and plan for success
- Onsite design assistance
- Onsite counseling to business owners and managers

The program is broken into four elements:

**Design** involves creating an environment where people want to shop and spend time. Rehabilitated buildings, attractive storefronts, enticing window displays, clean streets and sidewalks, and properly designed signage together present an appealing image to potential customers, tenants and investors.

**Organization** involves building a downtown framework that is well represented by civic groups, merchants, bankers, citizens, public officials, and chambers of commerce. Everyone must work together to renew downtown neighborhoods. Fundraising, volunteer development, and public relations are examples of organization activities.

**Economic restructuring** involves analyzing current market forces to develop long-term solutions. Sharpening the competitiveness of downtown's traditional merchants, recruiting new businesses, and creatively converting unused space for new uses are some examples.

**Promotion** creates excitement in the downtown area. Street festivals, parades, retail events, and image development campaigns are some of the ways to encourage consumer traffic.

## Welcome!

Many new and exciting downtown businesses opened their doors in 2012.

These establishments offer unique local offerings and help to make the downtown area a true destination. This list is just some of the new businesses—please contact KABA if we have missed any or if you would like to be profiled in a future issue.

- A&N Electronic Cigarettes
- Admirations Model & Talent
- Bad Boyz Auto Repair
- BMO Harris Bank
- C6 Technology
- CJD Aversa Antiques & Curiosities
- Digital Media Imaging
- Donna's Gym-Nastics
- Elsie Mae's Canning & Pies
- Flex & Burn Fitness
- Forget Me Not's Floral Design & Novelties
- Friends Hobby
- Garin Piano Studio Harborside
- Happy Mouth Organics
- Inner Child Collectables
- Innovative Recovery
- Linnea Bakery
- Kenosha Aikikai Aikido
- Kenosha Food Mart
- Kenosha Kneads Massage
- L&M Meats
- Mavra's Greek Oil
- Outpost Gaming
- Public Craft Brewing Company
- Rainbow Tots Academy
- Roto Rooter
- Rustic Road Brewing Company
- Slice of New York Pizzeria
- The Uncanny Soup Co.





# Elsie Mae's CANNING



Elsie Mae's Canning believes in growing and preserving food in a traditional way—buying locally-grown produce and canning it within 48 hours. It's not just food....it's a movement!

When you are a water quality specialist, you develop a real understanding of how land management practices affect your environment. Kelly Deem, co-owner of the new Elsie Mae's Canning & Pies, is keenly aware of the interrelation of the land, our food, our lakes and how it all affects our quality of life. Because of this, she is dedicated to supporting local growers.

Elsie Mae's Canning & Pies opened in late November, just in time for Thanksgiving dessert requests. Kelly and her husband James co-own the small storefront on Sixth Avenue, next to Sandy's Popper. James is also involved in natural resources, working as a fisheries biologist. The two met at Northland College in Ashland, WI, which has an environmental liberal arts curriculum. James is from the Kenosha Area while Kelly hails from Ohio, where she learned how to can and bake from her grandmother, Elsie Mae.

**"Where I come from, everybody cans. It's just what you do; you can what's in season. If there are no cherries—like this year for instance—you can pears or apples. You use what you have and can get locally. Luckily most of my customers understand and appreciate that." – Kelly Deem, Owner**

Kelly has been canning and making jams, salsas and relishes as well as baking pies and other goodies all of her life. It's something she has always enjoyed and until she opened downtown, her kitchen was overrun with supplies and produce. "I needed my life back," said Kelly.

Elsie Mae's started as a booth at both the Harbor Market and Columbus Park Farmer's Market. She purchases almost all of her produce locally—within 100 miles—and developed many relationships with local farmers and growers, most her fellow vendors. Soon, her customers demanded more than she was able to keep up with. That's when she decided she needed a dedicated space.

Today, Kelly cans and bakes at night while still employed as a Water Quality Specialist in the Lakes Management Unit for Lake County, Illinois. They are expecting their first child in February and whole, natural baby food will be available in her store very soon!

Kelly and James built the interior fixtures and decorated the cozy interior of their space themselves, hoping to reflect their values in the look and feel of the store. They also hired an art student from UW-Parkside to paint an sweeping mural on one wall.

But about those pies...customers can expect flavors not typically seen in in this region, such as eggnog pie with a red velvet crust, buttermilk pie, sweet potatoe pie, honey caramel walnut applie pie and a staple from her part of Ohio: chocolate bourban pecan pie.

The Deems have exciting plans for the future of Elsie Mae's, including canning classes and 'meet the farmer' events so customers can make the connection between small farmers and the products they buy.

Stop by soon for a slice of pie, an interesting gift or to stock up your pantry for the winter!

November's Leadership Forum featured leadership consultant Aleta Norris from Living as a Leader (pictured below).

More than 75 young professionals attended the breakfast event, held at the RecPlex.

Aleta defined what it means to be an effective leader: "The desired outcome of effective leadership is RESULTS. Effective leaders achieve results THROUGH OTHERS." She also stressed that leadership is a skill that can be learned and honed through practice.



Young Leaders in Kenosha

YLink has a new look! Kenosha's young professional organization is excited to unveil its brand refresh including a new logo, website and social media strategy. Check it out at: [ylinkkenosha.com](http://ylinkkenosha.com).



While you're there, sign up for the YLink mailing list to receive it's monthly newsletter and invitations to upcoming programming and events!

## Upcoming events...

- > **Wednesday, January 16**  
YLink Leadership Forum  
see details, right >
- > **Tuesday, January 29**  
YLink Professional Book Club  
Kick-off meeting  
6:00 - 7:00 p.m.  
Kenosha Public Library -  
Southwest Branch
- > **Saturday, February 23**  
Y-Volunteer Series: Volunteers  
needed for the Women & Children's  
Horizons Mardi Gras Event



## YLink Leadership Forum featuring Gregory Woodward, President, Carthage College

**I Am Because We Are: The Unifying Power of  
Community**

Wednesday, January 16, 2013  
7:00 a.m. - 8:30 a.m.  
Carthage College, Todd Wehr Center, Room 128  
Cost is \$10

For many of us, our sense of community directly impacts our quality of life. So how can we create a stronger community that helps young professionals develop into the leaders they wish to become? Discover how Greg Woodward's perception of community is helping him lead one of the nation's most prestigious colleges – right here in Kenosha.

**Young Professionals: We want to hear from you!**

YLink will launch Young Leaders in Kenosha survey this month and would like to hear from young professionals at Kenosha Area companies. This is their opportunity to tell us what they would like from a young professionals organization. To receive the survey, email [info@ylinkkenosha.com](mailto:info@ylinkkenosha.com). Watch for the launch soon and be sure to forward to others...the more input the better!

# Social Media in the Workplace

## Employers Need to be Aware of Unexpected Legal Issues

According to a survey by Jobvite, 92% of employers plan to use social networking to find employees in the next year. In addition, 86% of recruiters are likely to look at social profiles of job candidates in the next year.

Social media has been used to brand companies and products as well as create closer connections with customers, suppliers and other vendors.

Unfortunately, like any means of communication, social media has a dark side. Social media can be used to harass other employees; disparage services and products; or personally attack supervisors and co workers.

Wisconsin Statute § 995.50 protects each individual's right to privacy. This right to privacy is violated under any of the following circumstances:

1. Someone intrudes on the privacy of another; the intrusion is highly offensive to a reasonable person; and the intrusion occurs in a place that a reasonable person would consider private.
2. The use, for advertising purposes or for purposes of trade, of the name, portrait, or picture of any living person without first obtaining the written consent of the person or, if the person is a minor, of his or her parent or guardian.
3. Publicizing a matter concerning the private life of another in a way which would be highly offensive to a reasonable person, when the publisher has acted unreasonably or recklessly with regard to whether there is a legitimate public interest in the matter disclosed, or with actual knowledge that no legitimate public interest exists.

In the employment context, it is the second aspect of Wisconsin's statutory right to privacy which creates the greatest risk. Employers may use pictures of their workforce, company events, or company sponsored volunteer opportunities on corporate or social media websites. Most employees won't object to the use of their image. Others, however, may have legitimate reasons to object to these uses of their image.

Consider having all employees sign a written consent for the use of their image and/or non private information for promotional purposes, including websites, brochures, and other similar material. Employee handbooks should advise employees the company may use their image or non private information for these purposes as well. In both the handbook, and the consent given to applicants or new employees, individuals should be given the option of refusing to allow their image to be used. They also should be allowed to change their decision about whether their image can be used by the organization.

Written by John E. Murray and Oyvind Wistrom of Lindner & Marsack, S.C. and presented by John E. Murray at the KABA HR Roundtable on December 6, 2012. Lindner & Marsack, S.C. specializes in labor and employment law.



## Social Media Policies

Social networking sites have become a new platform for employees to air complaints about their employers or their working conditions. They also have become a forum for union organizers to identify workforces they may try to organize. For both of these reasons, the National Labor Relations Board has become much more active in reviewing social media policies.

Additionally, The Office of General Counsel has issued three memos summarizing its social media decisions. These memos provide guidance to employers trying to draft valid social media policies.

1. The Board has invalidated policies which prohibit employees from "disparaging" the employer in any media.
2. Even when an employee's post is unprotected venting, a vague policy can be an unfair labor practice.
3. Employers cannot prohibit access to social media on company property or using company equipment.
4. The Board has encouraged employers to specifically identify those communications which are prohibited.
5. The more detailed a social media policy is, the more likely the Board is to approve it.
6. Regardless of whether an employer has a social media policy, the discharge of an employee for discussing the terms and conditions of her job online can be an unfair labor practice.
7. Work related conversations between employees are likely to be protected.
8. Complaints about co-workers generally are not protected.
9. Employers cannot prohibit employees from talking about the terms and conditions of their employment at work, on social media, or with others.
10. Policies which require employees to get the approval of legal or management generally will be unlawful.
11. The Board has invalidated policies which do not specify the communications they prohibit.
12. Employers can prohibit using social media to harass, bully, discriminate, or retaliate.
13. Employers can prohibit employees from speaking on their behalf.
14. Employers cannot prohibit all employee contact with government agencies or the media.





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