

Perfectly Centered

Triannual Newsletter of the
Kenosha Area Business Alliance (KABA)

SUMMER 2020

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Developers continue to invest in Kenosha County

HSA Commercial Real Estate, Zilber Property Group break ground on new projects in Bristol, Kenosha

Chicago-based developer HSA Commercial Real Estate has broken ground on the first phase of the Bristol Highlands Commerce Center in Bristol. The first phase consists of two speculative buildings, an approximately 157,700 SF warehouse and 472,200 SF distribution center. Site work is underway, with construction scheduled for completion in the fourth quarter this year. Nearly 25 acres remain for future development and can accommodate another up to 450,000 SF warehouse.

“While many developers are pushing pause right now as a result of the COVID-19 pandemic, we believe projects like Bristol Highlands Commerce Center are more important than ever to meet rising e-commerce demand.”

— Bob Smietana, HSA vice chairman and chief executive officer

In the Business Park of Kenosha, Milwaukee-based developer Zilber Property Group broke ground in June on a 23,359 SF speculative industrial building, expected to be complete this fall. It is located on one of the few remaining industrial land sites in the park.

Zilber is also developing two buildings in the Salem Business Park: for 25,000 SF manufacturing facility for Advent Manufacturing and a 110,500 SF manufacturing facility for Stabio North America.

“We continue to remain confident in the Kenosha County industrial market.”

— John Kersey, Executive Vice President, Zilber Ltd.



Construction started in June on the first phase of the Bristol Highlands Commerce Center, a 68-acre business park at Wilmot Road and 136th Avenue in the Village of Bristol. Two speculative buildings totaling nearly 629,900 SF are currently under construction.



Construction also began in June on Zilber Industrial 4, a 23,359 SF speculative industrial building in the Business Park of Kenosha. The building is ZPG's fourth speculative building in the 240-acre Business Park of Kenosha in the last five years.

Archives of *Perfectly Centered* can be found on our web site:

www.kaba.org



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.

From the Chair...

This summer the nation is reckoning with its racial history. The Black Lives Matter movement and the killing of George Floyd – and far too many others – have drawn national attention to racial inequities in a fashion not seen in years. It is not only protest and advocacy that has brought us to this reckoning; it is also a growing awareness of data and analysis that shed light on inequities that belie the American ideal of equality of opportunity.

Surely our predecessors during the civil rights movement hoped that the landmark legislation of the 1950s and 1960s would go a great distance toward leveling the playing field. But the earnings gap between white men and black men is no smaller now than it was in the 1950s – having risen until the 1970s and then fallen back – and the average net worth of black families is roughly 1/10th of that of white families. We must ask ourselves why, and what can be done.

A recent program on racism from the Racial Equity Institute, sponsored by the KABA Foundation and held at Carthage College, helped many local leaders including myself take the first steps. A similar initiative was held in Racine at Wingspread. We know that after these first steps we should take more. But how?

Organizations respond most powerfully to a need for change by asking how their core business intersects that need, and then by changing how they accomplish that core business. That's because the most powerful work organizations do is their main business. While other activities may be helpful, organizations will likely be less effective, and almost certainly less efficient, if they attempt other work on short notice. And so each organization must ask how it can accomplish what it does best in a way that addresses racial inequities and injustice.

What Carthage College does best is provide a first-rate education to our students, supporting them all the way to graduation. I have therefore announced a plan of action to address inequities and injustice through education. Educator, journalist, and leader Ida B. Wells said, "The way to right wrongs is to turn the light of truth on them," and that's exactly what we intend to do. Carthage's plan action calls

on our faculty to teach all of our students U.S. racial history, on our faculty and staff to ensure that black and other students of color graduate at the same rate as our white students, and on the entire Carthage community to work toward depolarization, so that we can have the honest discussions that we must stop avoiding. These initiatives will be significant undertakings, and will require significant resources, which I have committed myself to securing. But I know that Carthage can and will respond in the deepest way possible, consistent with our purpose to educate our students fully and successfully.

Now let us turn to KABA. The main purpose of the Kenosha Area Business Alliance is economic development, and we know that KABA has a truly enviable record of bringing companies and jobs to Kenosha County. We should now ask: how can KABA do economic development in a way that directly improves the lives of our black and brown residents, increasing economic development in every neighborhood? I know that to do so requires different thinking, and avoiding an either/or in favor of a both/and approach. I am confident we can find solutions. We must simply get to work finding them. Economic development that develops all neighborhoods is in the best interests of our city and county. It is therefore the best work of KABA ahead.

A handwritten signature in cursive script that reads "John A. Wallaw".

President, Carthage College; and
Chair of the KABA Board of Directors

THANK YOU TO THE FOLLOWING COMPANIES FOR THEIR INVESTMENT IN KABA:

DREISKE MOVING & STORAGE
dreiskemoving.com

NEXUS PHARMACEUTICALS
nexuspharma.net

RAVINE PARK PARTNERS, LLC
ravinepark.com

JSD PROFESSIONAL SERVICES
jsdinc.com

ECONOMIC DEVELOPMENT

Recipients of the Kenosha COVID-19 Small Business Recovery Fund announced

The Kenosha Area Business Alliance (KABA), in conjunction with the City of Kenosha, is excited to announce the recipients of the Kenosha COVID-19 Small Business Recovery Fund. The fund is an emergency grant program, being administered by KABA, to assist small businesses that have been adversely impacted by the state's Safer-At-Home (SAH) order, aimed at limiting the spread of the COVID-19 virus. The \$600,000 in funds was contributed by the City of Kenosha and Snap-on, Inc.

Approximately 130 applications were received. The applications were reviewed and awarded by a 12-person committee comprised of volunteers from the business and non-profit communities.

List of recipients from the City of Kenosha:

2u4u Beauty Supply	Growing Green Child Development Center	Kenosha Racine Granite Corp.	Selective Hearing Centers LLC
Acupuncture & Wellness of Wisconsin	Guttormsen Recreation Center	Kenosha Urgicare	Stacey Houston Photography
Bodywise Wellness & Spa	Hair Unlimited	Kids World Bilingual LLC	Swimtastic SwimLabs
Chiappetta Shoes Inc.	Herbert's LTD	La Fe Café Inc.,	Sylvan Learning of Kenosha
Crown Trophy	Inspire Child Care Consulting	Minuteman Press Kenosha	The Artistry
DogDom International Dog Training	Junith M. Thompson, M.D.S.C.	Monkey Joe's	The Daily Dose Café
El Sarape Mexican Restaurant	Kenosha Kingfish	RK News Hallmark	Twisted Cuisine

List of recipients from businesses within Tax Incremental Financing District 4, which includes downtown:

58 Below	Donna's Gym-nastics LLC	Mike Bjorn's Clothing	T'Hairapy Studio LLC
A Summers Garden Florist	Flex & Burn Fitness	Out of Focus Photography	The Buzz & Sazzy B
Alpaca Art LLC	Hair Design by Sarah	Public Craft Brewing Company	The Coffee Pot
Anytime Fitness	Janice J Ferraro LLC	Rustic Road Brewing Company	The Port, LLC
Bisou Lingerie LLC	Jax Boutique LLC	Sandy's Popper	To & From Gift Shop
Blue House Books	Lakefront Dugout	Something Different	Wine Knot Bar and Bistro
Culinary Infusion, Inc.	LaMacchia Travel	Swede's Bar	

KABA Portfolio Update

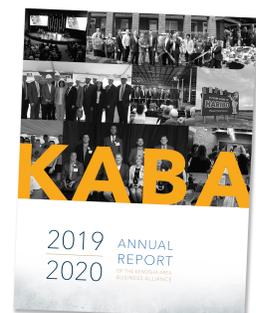
In April 2020, KABA's Finance Committee approved a \$2,500,000 loan to TI Investors of Salem II, LLC d/b/a Zilber Ltd. The funds will assist TI Investors in the development of two brand new manufacturing facilities in the Salem Business Park in Salem Lakes, WI. The low interest loan will issued out of the Kenosha Area Business Alliance (KABA) revolving loan fund.



2019/2020 KABA Annual Report now available

2019 was another great year for economic development in Kenosha County. Read all about it in the KABA 2019/2020 annual report - now available online at <https://kaba.org/locate-expand/data-center>.

This report typically wraps up the prior year, shares updates on major developments, and highlights key initiatives moving forward. This year's report was finished in the midst of the COVID-19 pandemic. The current situation we are facing helps solidify the importance of a well-functioning and successful community economic development effort.



LET'S TALK TALENT!

Virtual Hiring Events

Employers with hiring demands still have the option to connect with the job candidates in a virtual setting to meet with potential candidates and conduct interviews. KABA works in partnership with the Southeastern Wisconsin Workforce Development Board and other community partners to implement strategies key to finding and keeping a talented workforce.

Support Career-Based Learning Online

Career guidance, learning experiences and internship/job opportunities are still important parts of a student's journey to picking the right career fit. These opportunities also offer employers great exposure to upcoming talent.

As students in K-12 and higher education prepare for Fall semester, KABA can help employers develop custom opportunities to reach students and provide career-based learning virtually.

If you're interested in hosting a virtual event to promote your jobs, internships, youth apprenticeships, or other career exploration opportunities, please contact binfusino@kaba.org to coordinate.

THE NEXT NORMAL

IRIS USA, United Way, KABA team up to provide discounted masks for the community

IRIS USA is providing 10,000 masks to the United Way of Kenosha County that were sold to Kenosha County organizations and businesses at a significant discount.

All Kenosha County business and organizations were invited to order, but priority was given to non-profits - especially those that work with food and/or beverage.

"We are so grateful to IRIS for making this much-needed equipment available for our local organizations and businesses," said Tara Panasewicz, Chief Executive Officer of United Way of Kenosha County. "These masks will be used by organizations on the front lines helping some of the most vulnerable in our community and the money saved to procure them will allow them to invest even more in their programming and help more people."



IRIS USA, the U.S. division of Japanese-based household products manufacturer IRIS Ohyama Inc., announced in April that it

plans to add face mask production to its 570,000-square-foot, 250-employee manufacturing plant in Pleasant Prairie. The new capability will support federal mask-wearing recommendations issued by the Centers for Disease Control to help combat the COVID-19 pandemic in the U.S.

"We are happy to assist with this project as best we can. We feel a responsibility to get our masks into the hands of as many people as possible."

— IRIS USA President Hiroyuki (Doc) Takahashi

The company is investing \$10 million in new machinery and planning to hire an additional 40 employees to enable manufacture of an estimated 120 million disposable 3-ply face masks per month. IRIS will hire machine operators, quality control specialists and process engineers. Please visit irisusainc.info/careers for more information. IRIS Ohyama has been producing masks in China for more than a decade and is a major mask supplier to the Japanese government.

The donation was a result of discussions between the business and non-profit communities and representatives from the Kenosha County Division of Health, facilitated by the KABA. Several industry-specific virtual listening sessions about the Kenosha County Kickstart Plan were held and the inability to obtain masks was identified as a challenge.

THE NEXT NORMAL

Kenosha County Kickstart Plan

The City and County of Kenosha, in partnership with the Kenosha Area Business Alliance, on May 27, 2020 released the final draft of a plan to help guide businesses through the process of restarting operations during the COVID-19 pandemic.

The plan is available for the public and businesses to review at bit.ly/KCKickstart.

“Our aim is to allow businesses the opportunity to operate successfully, while also continuing to work to flatten the curve of COVID-19 cases in our county. I have faith that our businesses and residents will respect these objectives, and that the strength of our community will allow us to meet this challenge as successfully as possible.” — Kenosha County Executive Jim Kreuser

Getting Back to Business: Employer Survey

KABA recently conducted a third survey of Kenosha Area employers to gauge what companies and organizations are doing to get back to business. It is available on the KABA COVID-19 Resource Center. The nation has rarely faced a public health emergency of this magnitude and as businesses try to figure out the best courses of action, we hope you find it helpful to hear what other local companies are doing at this time.

Show customers and employees you support the Kickstart Plan

KABA, in conjunction with Kenosha County, has developed signage for businesses to promote the fact that they are committed to keeping their customers and employees safe, and that they are making every attempt to adhere to guidelines consistent with the Kenosha County Kickstart Plan.

Businesses may download and print a pdf file in the link below - available in both English and Spanish. Vinyl clings - measuring 5" x 7" - will also be available for companies and businesses starting next Tuesday, June 2 at the Northside and Southwest branches of the Kenosha Public Library. They will be available during their regular curbside pickup hours: Tuesday - Saturday from 9:00-11:00 a.m. and 12:00 - 2:00 p.m.

The COVID-19 Resource Center for Kenosha Area Employers

KABA has assembled a collection of resources to keep Kenosha Area employers up to date during the public health emergency surrounding the COVID-19 pandemic. All of the information above and other important resources can be found at kaba.org/covid-19-resource-center.

WELCOME

This business is committed to keeping our customers and employees safe. Please be patient with each other.

We are asking you to please observe the following safety guidelines:

- Wear a protective face covering such as a mask.
- Maintain a six foot distance from other people.
- Stay home if you have been sick, or have been in contact with a sick person.
- Wash your hands often with soap and water for at least 20 seconds. Use hand sanitizer if soap and water are not available.
- Avoid touching your face—especially your eyes, nose, and mouth.

This business has developed and is making every attempt to adhere to guidelines consistent with the Kenosha County Kickstart Plan. Visit bit.ly/KenoshaCountyKickstart to learn more. Enter at your own risk.

[#kenoshastrong](https://twitter.com/kenoshastrong)

The KABA team is working hard to address Kenosha County's economic needs during this difficult time. We remain committed to attracting investments and generating growth in our region to ensure better days ahead. We are working in the office and remotely - but our doors still remain closed at this time and visits are by appointment only.

Let us know how we can help! Contact KABA at 262.605.1100 or info@kaba.org if you are in need of assistance.

THE NEXT NORMAL

Communications and COVID-19

When it comes to communications - especially in a time of crisis - preparation is key. But how do you prepare for something like what we are experiencing today? Even if you have a crisis communications plan in place (which, if you don't, you should), odds are it doesn't include "global pandemic" as a scenario. While the COVID-19 pandemic is uncharted territory, far-reaching and seemingly ever-changing, the core principles of crisis communications still apply.

As you and your organization explore this uncharted territory, we want to share the best practices we've cultivated over the past 30 years of helping clients prepare for and communicate through crises - and what we've cultivated recently, during the last couple of months of helping organizations communicate about COVID-19.

WHAT TO ANTICIPATE

While every crisis is different, and COVID-19 is certainly no exception, there are a few things you can always anticipate in a time of crisis.

EXPECT UNCERTAINTY: In any crisis, especially one unfolding and evolving as quickly as COVID-19, there will be uncertainty, and information will be in high demand as the situation and the "facts" change rapidly. Identify and rely on trusted sources of information and always avoid speculation. You won't have all the answers, and that's okay. Be transparent and focus on communicating what you do know.



LEADERSHIP MATTERS: The impact of COVID-19 is far-reaching and ever-changing, and it's testing the preparedness - or lack of preparedness - of organizations large and small. While it can be tempting to panic, now more than ever, organizations need to be the voice of calm, providing proactive, timely, reliable information to stakeholders. How you respond in the first hours and days of a crisis sets the tone and will impact your reputation - both internally and externally. It is critical that you:

- > Put people first
- > Stick to the facts
- > Respond quickly & accurately
- > Be as transparent as possible
- > Show empathy and compassion
- > Become the trusted source of information for your key audiences
- > Share important information in simple, declarative sentences
- > When appropriate, follow the authorities' lead

HOW TO COMMUNICATE: ESSENTIAL WORKERS

If yours is an essential business and you have employees continuing to physically come to work, communication and preparedness must be a top priority as you anticipate and prepare for a potential COVID-19 positive employee.

PRIORITIZE EMPLOYEES:

Your employees must be your priority, and you should do everything you can to keep them updated and informed. In uncertain times, transparency builds trust. When needed, you must move swiftly to inform and educate your employees should COVID-19 make it into your workplace.

BREAK DOWN BARRIERS: Communicating about COVID-19 crosses many disciplines and departments including HR, communications and legal / compliance. It is important that all these functions come together - perhaps through the creation of a task force - to ensure that accurate and timely information is shared, reviewed and communicated.

COMMUNICATE ABOUT WHAT YOU ARE DOING - AND OFTEN:

Create a steady stream of communication with employees that provides relevant updates and reminders about policies and best practices. Show employees that you value their well-being by demonstrating the various ways you are addressing and prioritizing their safety. Consider a blog post or landing page on your website dedicated to your response to COVID-19 to evoke transparency and build trust with external audiences, clients and the media.

CREATE TEMPLATES: Think through all the ways COVID-19 could impact your business (i.e. a positive employee, an outbreak leading to a closure, furloughs or layoffs, product delays, etc.), and determine how and to who you would communicate in each of those scenarios. Then, develop the template materials you'll need for each situation. Doing so will help you efficiently and effectively communicate when time is of the essence.

LEARN AND ADAPT: Listen to your employees. Ask for feedback, encourage questions / suggestions, and work to incorporate them into your communications approach.

HOW TO COMMUNICATE: WORK FROM HOME

If your workforce is working remotely, more robust internal communications strategies will be even more important



ON LEADERSHIP

Master Tips for Asking Great Questions | by Aleta Norris

Organizations want results. Employees want fulfillment.

Effective communication is collaborative in nature, yet people tend to communicate in a self-interested sort of way. Shifting your attention to others' thoughts and opinions will increase engagement, willingness, and results.

Your two primary goals for asking questions is to uncover information to better understand a situation and then move to a decision of agreement about the action that will be taken.

Let's explore some tips to become more effective.

Tip #1: Ask Only One Question at a Time

You know what it feels like to have a string of questions fired at you, right? Discipline yourself to ask one question, then stop. Be quiet. Listen to the answer. Silence is only passive for you. The other person is actively thinking.

Tip #2: Start with Wide-Open Questions

Near the front end of a conversation, use wide and broad questions like what's going on? How can I help? What happened?

Tip #3: Listen for What Hits Your Ear

When a word or phrase catches your attention and curiosity, use it to launch your next question. Explore. Go deeper into the conversation. You mentioned Joe. What does he think about this? Who is they? What do you mean by "better?"

Tip #4: Rely on "What Else?"

This is a critical daily question. Keep asking 'What else?' Until the response is 'that's it!'

Tip #5: Use Statements as Questions

A few simple statements will help you uncover information and get the other person thinking. Tell me more about...; Give me some background information on....; Give me an example.

Tip #6: Ask Questions that move to Action

The final phase of most workplace conversations involves deciding on actions or next steps. You can use questions to involve and engage the other person in creating these actions. How would you approach this? What would you do if I weren't here?

The ability to excel at asking questions will set you apart from other. You may be surprised to find that this approach helps you get your needs met more successfully through collaboration and mutual agreement!

Aleta Norris provides an ongoing column about leadership. She is a leadership expert and Principal at Living as a Leader LLC.



Communications and COVID-19, cont.

for your organization. And, if furloughs and / or layoffs are necessary for your business, it will be critical that you carefully and intentionally communicate with employees. But, in general, communications with a remote team may focus more on the need to foster a positive, engaging and productive work environment. A few things to consider:

MAINTAIN AS MUCH ROUTINE AS POSSIBLE: In these uncertain times, it's important to try to maintain as much stability and normalcy as possible. To do so, adhere to your routine as much as possible. If you regularly hold all-staff meetings, brainstorming or one-on-one touch bases, move them to virtual meetings using FaceTime, Zoom or Google Hangouts.

KEEP UP THE CULTURE: What is the atmosphere of your office during a typical work week? While not being in the same physical space can change team dynamics, it's important to do everything you can to maintain and build your company culture.

PROVIDE OPPORTUNITIES FOR TEAM BUILDING: Even if your team has worked together for a while, encourage get-to-know-you activities, reinforcing thoughtful relationship building and unleashing creativity.

PROVIDE RESOURCES FOR MENTAL AND PHYSICAL HEALTH:

Providing co-workers with resources to take care of their physical and mental health is increasingly important. Make sure your employees have easy access to opportunities for mental health improvement like virtual counseling or a meditation app.

BE AN EXAMPLE: It's okay to be anxious or have difficulty focusing. Be transparent about these challenges, and how you are working to overcome them. Encourage your teammates to own what they're feeling and work together to find creative ways to overcome their anxieties.

When we summarize our approach to communications, especially in the midst of a crisis, we tell our clients to just "do the right thing." Organizations that do the right thing see a crisis as an opportunity to show their true colors and bring people together and as a result, they build relationships with internal and external stakeholders alike.

Written by James Madlom, CEO of Mueller Communications, Inc.



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