

# Perfectly Centered

Newsletter of the  
Kenosha Area Business Alliance (KABA)

FALL / WINTER 2020

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## R + D Custom Automation relocating, expanding to the Salem Business Park

R+D Custom Automation, a privately-owned U.S. provider of fully customized automation systems, has announced the relocation of their plant operations to the Salem Business Park in the Village of Salem Lakes.

The move, scheduled for the second quarter of 2021, consolidates R+D's operations under one roof, providing increased efficiencies for the company. R+D currently operates out of two buildings. "Getting us all under one roof will significantly increase equipment, tooling and hardware efficiencies," according to CEO, Loren Esch.



The project represents an investment of approximately \$6 million and will bring nearly 60 jobs to Kenosha County. The Kenosha Area Business Alliance (KABA) and Kenosha County are offering support to the project through the Kenosha County High Impact Fund, an incentive tool in place to secure high quality economic development projects.

"We are excited to welcome R + D Custom Automation to the Salem Business Park," said Kenosha County Executive Jim Kreuser. "Kenosha County is well positioned with the talent and community support that a company like R + D needs to be successful. R + D's workforce includes engineers, designers, and other highly skilled technical positions. Our community assets and strategic location in the heart of the Milwaukee-Chicago corridor will help support their continued growth."



R + D Custom Automation broke ground on their new 62,000 SF facility in the Salem Business Park on October 14. The new HQs and production facility represents a \$6 million investment and will bring 60 jobs to Kenosha County.



*"We're bullish on the Salem location and believe that the area's growing economic development will positively impact recruiting and the quality of our hires. We're excited to make the move to the great state of Wisconsin and look forward to providing expanded services to our existing customers and prospective new clients."*

*- Loren Esch, CEO, R + D Custom Automation*

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

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

This latest installment of KABA's Newsletter once again contains fresh content touting recent economic development activity throughout Kenosha County. The development of a new, 62,000 SF facility to house R+D Custom Automation in the Salem Business Park represents the fourth building project in the park (and the third this year). R+D will join Vonco Products, Stabio North America, and Advent Tool as tenants in the park. Once R+D's building is completed, the park will be roughly 50% developed with approximately 32 acres (~ 4 lots) remaining for development.

Additionally, Haribo of America recently selected Gilbane Building Co. as the general contractor for their first North American confectionery plant in Pleasant Prairie. Site work will begin this fall with the complete building project lasting well into 2022. The first phase of this development represents a \$300+ MM investment and will produce 400 jobs.

Other recent highlights include the opening of Herzing University's campus in Downtown Kenosha, Old Dominion-Freight Line's new facility in Kenosha, Snap-on's acquisition of a 120,000 SF industrial facility in LakeView Corporate Park and ground breaking for the Pritzker Archives and Memorial Center Park in Somers.

Reviewing these items above, it would be great to say that 2020 has been "business as usual" for Kenosha County and its economic development. A global pandemic, the Jacob Blake shooting (and resulting civil unrest), and a hotly contested presidential election indicate otherwise. It has been a challenging, tumultuous, and polarizing year for our community.

As we approach year end, our focus and energy shifts toward "re-building" -- both literally and figuratively.

To that end, KABA has secured up to \$4 million in aid from the Wisconsin Economic Development Corporation in the form of a Disaster Recovery Microloan Program to provide loans and grants to businesses damaged during the civil unrest. We have also secured a commitment from the U.S. Department of Commerce - Economic Development Administration for \$3.96 Million in CARES Act funding to capitalize and administer a new revolving loan fund aimed at COVID-19 relief/assistance. While

\$8 Million doesn't do the trick, it is at least a solid start. These financial tools should help with the physical re-build efforts.

A broader effort to bring the community closer together, particularly on the topic of racism, equity and inclusion is more challenging. We know there are gaps. We see it in our schools, job market, and living standards. If you are black or brown in Kenosha, there is a very good chance you are less well off than your white neighbor on any number of measures. There are numerous studies and reports that show Southeast Wisconsin communities are some of the most segregated in the Country with significant disparities in living standards based on skin color.

Consider this: Kenosha's public school system, the third largest in the state with over 19,000 students, has a student body that is majority non-white. More than half of our K-12 students are from minority groups that consistently have educational outcomes well below those of their white counterparts. Closing this achievement gap isn't a lofty goal to strive for - - it is an economic imperative.

In the wake of the Jacob Blake shooting and resulting civil unrest, I've continued to think about how our community would prevent something like this from ever happening again. It starts by acknowledging that we have to do better by our neighbors and fellow community members and then being willing to work toward that end.



Todd Battle  
President, KABA

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

**BUKACEK CONSTRUCTION GROUP**  
bukacek.com

**IRIS USA**  
irisusainc.com

**MIRON CONSTRUCTION**  
miron-construction.com

**NORTHERN MECHANICAL, LLC**  
northernmechanicalusa.com

**PERFECTION PROPERTY RESTORATION**  
callperfection.com

**TRIFINITY PARTNERS, INC.**  
3finity.com

# KABA INVESTOR NEWS

## Kutzler Express

Kutzler Express, headquartered in Kenosha for 91 years, was recently named Uline's 2019 Transfer Carrier of the year.

## Good Foods Group

Pleasant Prairie-based Good Foods Group was named *Food Processing* magazine's 2020 R&D Team of the Year. "Good Foods uses high-pressure processing in every product, and it's opening an array of possibilities," the publication stated.



Pictured above, Good Foods' R&D team (left to right): Joe Schaber, Stephen Babington, Gilberto Villalba, Elisabeth Weir, Katie Schmits, Joyce Longfield.

## Riley Construction

The *Milwaukee Journal-Sentinel* named Riley Construction one of the area's Top Workplaces for an impressive sixth straight year. Employees from Riley's Kenosha HQs and Milwaukee office participated in an anonymous survey that determines winners based on positive scores.

In other news at Riley, Erin Anderson, Vice President of Project Management, was recently named a 'Women in Construction' Honoree by construction industry periodical *The Daily Reporter*.

## Vrakas CPAs + Advisors

The public accounting and business advisory firm of Vrakas CPAs + Advisors was also named a Top Workplace of southeastern Wisconsin by the *Milwaukee Journal Sentinel*.

For 2020, 238 employers participated in the survey and only 150 were ranked and made the final list. Vrakas ranked 19 out of 75 businesses in the small commercial category.

# THE NEXT NORMAL



## Slow down the spread, speed up our recovery

Wisconsin's economy and Wisconsin's health have never been more connected. We need to adjust our behaviors and the way we work in order to slow the spread of COVID-19 and speed up our economic recovery. Things have been hard, but we're no strangers to hard work. Working together, we can keep our businesses moving forward.

Kenosha Area employers can find an abundance of resources at <https://www.weareallinwi.com/for-your-business>. Let everyone know that **We're All In** and working together to defeat this virus.

Businesses are also encouraged to read and adhere to the Kenosha County Kickstart plan, a guide to help businesses through the process of restarting/continuing operations during the COVID-19 pandemic. The plan is available for the public and businesses to review at <https://bit.ly/KCKickstart>.



KABA's partners at Visit Kenosha have crafted a message that can be widely used by any business in our community: We're Ready When You Are! As small businesses work to continue operations, it is important that we support them by making sure local residents and visitors know that Kenosha is open and ready to serve them in the ways that meet their needs. Kenosha is ready when and how customers need us to be – virtual, dine-in, curbside, or in person. And we will continue to evolve as the situation changes.

# ECONOMIC DEVELOPMENT

## Kenosha County continues to see strong development activity

Visit [https://bit.ly/KC\\_underconstruction](https://bit.ly/KC_underconstruction) to see all the exciting developments currently under construction throughout Kenosha County. To read more about the specific stories below, visit [kaba.org/news/list](http://kaba.org/news/list).

### HERZING UNIVERSITY

Herzing University has relocated its Kenosha Campus to a 42,000 SF building in the heart of Downtown Kenosha, bringing almost 700 students to the area on a daily basis. Previously located at Washington Road near Bradford High School, the new \$5 million campus is more than twice the size of its prior facility. The two-story building was most recently the home of the Kenosha News and has plenty of room for expansion.



### REAL CHEM

RealChem Manufacturing is relocating from Mundelein, IL, to Pleasant Prairie and intends to be operational before the end of the year. RealChem will use the 72,324 SF facility

in LakeView Corporate Park to manufacture hand sanitizer, disinfectant, antiseptic, and other custom liquid products. RealChem plans to bring 12 employees to Kenosha and add 75+ employees over the next three months, working two shifts.

### OLD DOMINION FREIGHT LINE (ODFL)

ODFL will be the first occupant in the Midwest Transportation Center in the City of Kenosha. The \$3 million, 250,000 SF truck terminal is scheduled for completion by early next year. North Carolina-based ODFL is a freight transport company looking to expand with more sites in the Midwest. The 26-acre plot they're building on is set between the Canadian Pacific and Union Pacific rail lines, at 6824 77th Ave. It is roughly bordered by 60th Street to the north, Highway 50 to the south, and Highway 31 to the east.

### SNAP-ON INCORPORATED

Snap-on Inc. has purchased a 121,000 SF industrial building in Pleasant Prairie's LakeView Corporate Park. The Kenosha-based tool manufacturer said the purchase furthers the company's commitment to the area, and that plans for the building, located at 8778 100th St., will be revealed in coming months.

### GOLDEN OIL COMPANY

Golden Oil Co. has started construction on a 7,500 SF corporate headquarters building at the intersection of Highway E and 22nd Avenue in Somers. The facility will also have a two-story Amoco gas station and convenience store facility with three fast food restaurants: Subway, Hunt Brothers Pizza, and Chester's Chicken. It is scheduled to open March 2021.



### PRITZKER ARCHIVES AND MEMORIAL PARK CENTER

The Pritzker Archives and Memorial Park Center broke ground, virtually, on a new 288-acre campus at I-94 and Highway E in Somers. The state-of-the-art center will be an additional location for the restoration, preservation, and storage of the collection of the Pritzker Military Museum & Library, located in Chicago. The new space will also feature a 9,400 SF Gallery Center for public viewing.



## KABA Portfolio Update

In August 2020, KABA's Finance Committee approved a \$200,000 forgivable loan to Stabio North America. The funds will assist Stabio in relocating to a new 110,000 SF manufacturing facility in the Salem Business Park. The forgivable loan will be administered out of the Kenosha County High Impact fund.



In October 2020, KABA's Finance Committee approved a \$350,000 forgivable loan to R+D Custom Automation. The funds will assist R+D in relocating to a new 62,000 SF manufacturing facility in the Salem Business Park. The forgivable loan will be administered out of the Kenosha County High Impact fund.

# ECONOMIC DEVELOPMENT

## State offering \$4 million in no-interest loans to Kenosha businesses damaged during civil unrest



Business owners in Kenosha County trying to recover from damage that occurred during the civil unrest in August are eligible for aid from the State of Wisconsin through interest-free loans to make repairs and rebuild inventory.

The Wisconsin Economic Development Corporation (WEDC) is making \$4 million available for local business owners who suffered measurable physical damage to their buildings/business.

Businesses in the affected areas will be eligible for loans

of up to \$50,000 at 0% interest, which will provide them with a short-term source of funds for repair work and operating expenses. The loans have a four year minimum repayment period, with the first payment deferred for at least six months. Each loan recipient will have an opportunity to have up to 50% of their loan amount forgiven for meeting certain program criteria.

*"KABA is appreciative of the aid from the WEDC and is glad to be instrumental in helping our small local businesses recover from the tragic events in August."*

*- Brock Portilia, Director of Finance & Administration, KABA*

KABA has been administering the program as the contracted regional designee of the WEDC.

## KABA to administer app. \$3.6 million in CARES Act funding to help COVID 19-affected businesses in Kenosha County

The Economic Development Administration has awarded \$3.6 million as a CARES Act Recovery Assistance grant to the Kenosha Area Business Alliance to capitalize and administer a Revolving Loan Fund (RLF) that will provide critical gap financing to businesses that have been adversely affected by the Coronavirus pandemic.

KABA, a current EDA RLF grantee, is one of the more than 850 existing, high-performing EDA Economic Development District, University Center, Tribal, and RLF grant recipients invited to apply for supplemental funding under the Coronavirus Aid, Relief, and Economic Security (CARES) Act.

More information, including how and when to apply, will be made available soon.

## The Village of Pleasant Prairie & KABA partner to retain community development block grant funds in Kenosha County

The Village of Pleasant Prairie recently applied for a grant on KABA's behalf to retain funds currently connected with a Community Development Block Grant (CDBG) Revolving Loan Fund administered by KABA.

The CDBG Revolving Loan programs are being dissolved statewide and loan administrators throughout the state were asked to either return Revolving Loan dollars or partner with a municipality to redirect those funds to qualifying projects under the CDBG Capital Grant Program. KABA manages this program in Kenosha County, totaling about \$5.2 million.

KABA was able to work with Pleasant Prairie and identify qualifying projects that enables KABA to retain the funds.



## Rehrig Pacific provides ROCs for the City of Kenosha

Shiny, new blue and beige roll out carts (ROCs) for garbage and recycling waste were delivered to neighborhoods across the City of Kenosha in July.

But did you know those ROCs were made right here in Kenosha County? Los Angeles, CA-based Rehrig Pacific Co. has had a facility in Pleasant Prairie since 1995. The family-owned company makes reusable plastic containers and pallets, crates, bins, and other storage and transport products for such industries as agriculture, bakery, beverage, dairy, and environmental and material handling.



To see a video of Rehrig Pacific's ROCs in action here in Kenosha, visit KABA's You Tube channel: [KABAConnectHere](#).

Rehrig's Kenosha County plant has been doing very well, hiring employees and expanding operations. In May, they were named the best of the seven Rehrig manufacturing plants across the country. It's the second year in a row that they've been given this recognition and the third in the last four years. The award is based on the company's main metrics: safety, quality, production efficiency, cost effectiveness, and recycled material usage.



## HARIBO to begin construction on its production facility in Pleasant Prairie

HARIBO of America announced in October that it will begin construction later this year on its gummy production campus in Pleasant Prairie. The 500,000 SF facility, to be built in Prairie Highlands Corporate Park, is HARIBO's first in North America.

The project is one of the largest investments of new operations by an overseas company in Wisconsin history. When complete, it will be one of the largest confectionery production facilities in the nation.

*"HARIBO is the fastest growing confectionery brand in the U.S. I'm proud that its products will be made right here in Wisconsin" – Governor Tony Evers*



## R + D relocating to Salem Business Park, cont.

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R + D Custom Automation is the fourth manufacturer to relocate to the Salem Business Park since its groundbreaking in 2015. The 82-acre park in western Kenosha County is a partnership between KABA, Kenosha County, and the Village of Salem Lakes. Custom packaging manufacturer Vonco Products relocated from Lake Villa, IL to the park in 2016 and has since grown substantially. Automotive parts manufacturer Stabio North America announced earlier this year that they are relocating from Bristol, WI to a larger 110,500 SF manufacturing facility currently under construction. Advent Tool & Manufacturing, a custom manufacturer of thread and form milling products, intends to occupy 25,000 SF of manufacturing space in the park in a building that is currently under construction. They are relocating from Antioch, IL. Both buildings are projected to be completed and operational in 2021.



KABA President Todd Battle welcomes R + D to Wisconsin at their groundbreaking. Also speaking at the ceremony were Scott Beightol (Milwaukee 7), Chief Technical Officer Eric Holmes (R + D); Congressman Bryan Steil, County Executive Jim Kreuser, and Salem Lakes Board Chair Diann Tesar.



*"Our new location provides us with up to 100,000 SF for future expansion, ensuring that both our immediate and long-term needs are being met – including additional room for expanded parking, docking and shipping set-up."*

*– Loren Esch, CEO, R+D*

# LET'S TALK TALENT!

## KABA & KUSD Virtual Job Shadow Program

KABA, Kenosha Unified School District, and several employers are partnering to bring virtual career exploration opportunities to local students. In October, Good Foods Group, Rust-Oleum and MTI were featured employers in the program, discussing careers in food manufacturing, engineering, and production. Additional sessions featuring healthcare careers will be held in November, and construction/IT careers will be held in December. The series will continue in Spring 2021.



*"These types of experiences are invaluable for our students to learn about careers in their community. Thank you to KABA for making connections for our students."*

*-Cheryl Kothe, Coordinator for Career and Technical Education, KUSD*

Career guidance, learning experiences and internship/job opportunities remain important parts of a student's journey to picking the right career fit. These opportunities also offer employers great exposure to upcoming talent. KABA can help employers develop custom opportunities to reach students and faculty virtually in K-12 and higher education.

If you're interested in hosting a virtual event to promote your company's in-demand careers, internships, youth apprenticeships, or other career exploration opportunities, please contact Brooke Infusino at [binfusino@kaba.org](mailto:binfusino@kaba.org).

*"As a leader in business, I was happy to participate in this virtual job shadow event. I believe that if we are to ensure future economic vitality and growth, it is essential that businesses and educators work together to produce 'business-ready' educated citizens. In the long run, companies will benefit if educators understand the skill-sets for which businesses are looking."*

*-Maureen Sorensen, Plant Manager, Rust-Oleum Corp.*

### DWD announces the opening of the Wisconsin Fast Forward Grant Program

Looking to upskill your current employee base and train new hires? Wisconsin employers who can demonstrate a critical need for skilled workers are invited to apply for Fast Forward Grants through the Department of Workforce Development (DWD) by Nov. 20. Learn more: <https://bit.ly/34woWaV>

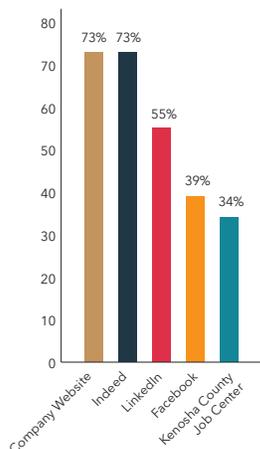
## KABA recently surveyed its members about illness in the workplace and wage & benefits information

KABA regularly conducts surveys to gauge what our members and other Kenosha County businesses think about key issues and topics. We make those results available to companies so they can benchmark this valuable, hyperlocal data.

KABA recently conducted two surveys: Illness in the Workplace and Talent Recruitment & Retention Strategies. Below is a snapshot of some of the findings. If you are interested in gaining access to the full reports, please contact KABA at [info@kaba.org](mailto:info@kaba.org).

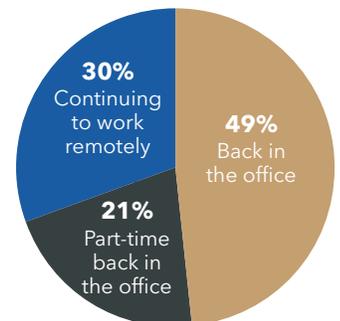
### TALENT RECRUITMENT SURVEY

The top five tools companies use to recruit are:



### ILLNESS IN THE WORKPLACE SURVEY

What is the current status of those employees who were allowed to work remotely during the shutdown?



# Increasing Economic Development in Every Neighborhood

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 action plan 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.

Written by Dr. John Swallow, President, Carthage College.



## YLINK: YPWeek, Kenosha Area employer survey

YP Week pivoted this year from a week-long in-person celebration to a two-day virtual conference. YLink's Executive Director, Brandi Cummings, represented Kenosha County on the welcoming panel and moderated the *When Women Lead* discussion.

YLink is looking to hear from local employers! Please take this brief survey to let us know how we can best support the success of your young professionals: [bit.ly/YLinkEmployerSurvey20](https://bit.ly/YLinkEmployerSurvey20).



# ON LEADERSHIP

## Two Ways to Help Your Employees Be Accountable | by Aleta Norris

Employees want to be productive, meet your expectations and go home at the end of a day feeling positive about their contribution.

As a leader, you play a role in their overall accountability for performance.

### Strategy #1: Be crystal clear about your expectations

Most employees juggle multiple priorities.

Without your involvement in helping to clarify the master priorities, many employees are left guessing.

What 20% of their work input will generate 80% of their work output? Do you know? Do your employees know? Are you aligned around the answer?

Ask each of your employees to brainstorm a list of all of the things he or she does in a day, week or month. Next, ask them to identify the three to five things they see as the most important in their role. Where is the greatest value generated?

Do you agree? If you see something differently, this is an opportunity for discussion and to reach alignment.

### Strategy #2: Minimize disrupters

Think about your own schedule day in and day out. Do you agree that days can be filled with disrupters?

Many employees accomplish about 40 - 50% of what they're capable of on any given day. The reason? The disrupters.

The list of disrupters is long: unclear expectations, idle time wondering what to do next, unproductive or unnecessary meetings, hallway conversations, putting out fires, shifting priorities, family situations (especially with home-based work on the rise), email (and

the incessant checking of it), random requests from senior leadership, request for help from others. This is a sampling.

What can be done to minimize disrupters? Here are a few ideas to get you started:

1. Schedule meetings with yourself to complete project work.
2. Ask for permission to not attend meetings if you are not a key resource and if you can be informed of progress through meeting minutes.
3. Check email three or four times a day, and turn off notifications.
4. Get a handle on the use of cc: in email chains. Asked to be removed if you're being cc'd only as a courtesy. Be mindful of how many people you're disrupting by over cc-ing others.
5. Identify your "must-accomplish" items for the day and for the week. Manage your schedule to ensure completion of those items.

Accountability for results will increase when your employees are clear about their master priorities, when they've identified their disrupters and when they've put strategies in place to minimize the disrupters. As the leader, you can provide this framework, direction and support.

Your employees will thank you.

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



## Leadership During Crisis | by Lisa Just

Recently I shared with my team members that this has been the most challenging year of my leadership career - the COVID-19 pandemic, financial struggles, civil unrest, political divisiveness, a recent merger, role changes, major construction, and the list goes on.

And through it all, I have had the good fortune to support a truly dedicated team of individuals who selflessly put others first and perform amazing work.

During challenging times as these, I believe what is needed is not to go by the book - after all, how many of us have lived through a global pandemic? But rather to focus on each other and doing what's right or at least our best at what we believe is right.

As Amit Ray stated, "In every crisis, doubt or confusion, take the higher path - the path of compassion, courage, understanding and love." So, what does this look like? I'm grateful to work for an organization that focused first and foremost on keeping our people safe - the safety net of an income even while furloughed, the needed equipment to do the job, and new benefits such family care reimbursement.

To meet our patient needs, we recognized that we must tap into the expertise of all our team members who quickly stepped up to be oriented to unfamiliar roles, for example, surgery nurses staffing our emergency triage tent. This flexibility was supported through new orientation programs implemented quickly by our educators for these

specific needs. Rapid identification of team members' needs and addressing these needs in a supportive manner was critical.

It also meant taking care of the whole person - wellbeing and resilience efforts included quiet rooms, healthy snacks, chaplaincy and facilitated "real talk" sessions to discuss what's on their minds. And remembering that as Jawaharlal Nehru said, "Every little thing counts in a crisis", it also meant things such as skin care tips to combat breakdowns caused by prolonged N95 mask wearing.

For me personally, it meant being available - rounding, holding all team member calls three times a week to answer any questions, and consistent communication. It meant listening to it all - their suggestions, their frustrations and their fears. And lots and lots of recognition and appreciation for all, whether frontline patient care team members or those who now found themselves thrown into remote work and feeling isolated.

I know that we'll look back at this time and evaluate what we did and most likely identify missed opportunities. And yet I know that we'll remain proud that we defined leadership to be first and foremost about making the lives of our team members better.

Lisa Just is Patient Service Area President, South Wisconsin, & President, Aurora Medical Center- Kenosha

# # D O W N T O W N

# # U P T O W N



KABA is providing the community with a look behind the headlines at some of the unique businesses and hard working families that own and operate them. These shops have been community gathering places for the Uptown neighborhood. All the businesses below were completely burned down due to the civil unrest in August. Please take a minute to learn about them and consider doing what you can to support them.

### THE UPTOWN RESTAURANT & LA ESTRELLA SUPERMARKET

Yolanda & Nelson Tejada owned and operated The Uptown Restaurant, and the nearby La Estrella Supermarket was run by their business partner Abel Alejo and his family. They have both been in business since 2014, feeding and supplying the surrounding neighborhood with delicious meals, treats, meats, deli, produce, and other essentials. Some of the delicious, authentic specials you could find included chilaquiles with eggs, omelettes, Mexican corn, tortas, burritos, and tacos. Learn more at [bit.ly/UTS\\_estrella\\_UTrestaurant](https://bit.ly/UTS_estrella_UTrestaurant).



### EL BUEN GUSTO PALETERIA (The Good Taste Ice Cream Shoppe)

El Buen Gusto Paleteria—or The Good Taste Ice Cream Shoppe—has been in business for 16 years at its location on 22nd Avenue in Uptown Kenosha. The family-run business was founded by the grandfather of the current owners, Miguel Anguiano, who invested his retirement savings to buy the equipment needed to open his ice cream shop. Javier and Ruth Serrato took over several years ago and kept it a family affair with their children and several other family members working in the shop. El Buen Gusto served as gathering place for the neighborhood for many years, a spot for celebrations, a quick bite, or to get a special treat. Learn more about the Serrato family's business at [bit.ly/UTS\\_thegoodtaste](https://bit.ly/UTS_thegoodtaste).



### CELLULAR KING BOOST MOBILE

Tony Farhan has ran Cellular King since 2016 when he took over ownership from his brother. He was planning to grow, remodel and become a real community partner in the Uptown neighborhood. Tony had set a closing date on the sale of the building for Aug. 31. It burned down Aug. 25. "This has been one of the most challenging points in my life," he said. Read Tony's story at [bit.ly/CellKing\\_Boost](https://bit.ly/CellKing_Boost).



## One Town Small Business Recovery Grant

Downtown Kenosha, Inc. (DKI) administered a round of grants last month to help stabilize local businesses and repair damages following the unrest in August. DKI raised more than \$300,000 through community and corporate donations and was able to provide grants to more than 41 local businesses, ranging from \$1,000 to \$10,000. A finance committee made up of small business owners in both Uptown and Downtown Kenosha, economic professionals, bank grantors, and community partners determined how to allocate funds.



*"This is one step in helping people who have lost their very livelihood. More than repairing buildings, we're helping families who have committed to building their lives in Kenosha's small business community."*

*- Alexandria Binanti, DKI Executive Director*

## Many exciting, new businesses now open or expected to open soon in Downtown Kenosha

### NOW OPEN



#### THE APIS HOTEL & RESTAURANT

Part of the Grease & Honey Restaurant Group (think The Buzz and Sazzy B's), The Apis is a cool boutique hotel/restaurant/event space. Reserve your table or book your room at [attheapis.com](http://attheapis.com).



#### BLUE HOUSE BOOKS

Kenosha has an independent bookstore! Blue House books is operating out of the Kenosha Creative Space in a cozy corner full of the latest titles and unique gifts for book lovers. Discover more at [blue-house-books.com](http://blue-house-books.com).



#### BELLISSIMA'S BOUTIQUE

Featuring innovative fashion accessories, designs, fashion jackets, handbags, and bath products. Operating out the lower level of the O Coworking Space. See all the "bellissima" finds at [linktr.ee/Bellissimas](http://linktr.ee/Bellissimas).



#### CANNA VITA

Canna Vita offers a wide selection of CBD products, including edibles, inhalants, topicals, and tinctures. Check them out at [cannavitacbd.com](http://cannavitacbd.com).



#### KENOSHA BEAUTY SUPPLY

Kenosha Beauty Supply offers a full range of hair and accessories, including medical hair loss solutions. You can find them adjacent to Bellissima's. Learn more at [2u4beautysupply.com](http://2u4beautysupply.com).



#### PUBLIC CRAFT BREWING CO.

A long-time downtown favorite, Public Craft has relocated its casually cool taproom and lounge down the street to a bigger and better space. Now serving food! Check out [publiccraftbrewing.com](http://publiccraftbrewing.com).



#### SHOE SOLDIER HEADQUARTERS

SNEAKERHEADS: this is where you can talk about updated releases and buy/sell/trade 100% authentic shoes. Founded by a group of like-minded fashion devotees. See more at [shoesoldier262.com](http://shoesoldier262.com).



#### UPPER EAST KENOSHA

Upper East, on the second floor of the former Barden's building, is an urban wedding and events space. Owned and operated by the same team that brought us Circa on Seventh. See for yourself at [uppereastkenosha.com](http://uppereastkenosha.com).



#### THE VAULT AT HISTORIC 625

The Vault offers an extraordinary setting to celebrate significant moments. Located in the historic Kenosha National Bank Building, you can still see the original vault for which it's named. See more at [thevault625.wixsite.com](http://thevault625.wixsite.com).

### COMING SOON



#### CITY OF KENOSHA PARKING GARAGE

A new, five-story, 364-slot parking structure is expected to be complete by the end of the year. Just east of the post office, it will include free public parking and leased stalls. It is one of three parking facilities planned for downtown.



#### SQUEEZ JUICE BAR

Squeez, with locations in Lincoln Park and Spring Grove, IL, are bringing their nutrient-dense, cold-pressed juices, and whole-food smoothies, salads, soups and toasts to Downtown Kenosha. Learn more at [squeezejuicebar.com](http://squeezejuicebar.com).



#### TAVERN ON 6TH

The Kavalas Family, the former owners of Spanky's Bar & Grill, have purchased a building in Downtown Kenosha and began construction on Tavern on Sixth. Sign up to be the first to know at [tavernonsixth.com](http://tavernonsixth.com).



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