

## DRS Honored for Volunteerism in Community

On April 13th, DRS Power & Control Technologies, Inc. was awarded the Business Excellence Award from the Volunteer Center of Milwaukee, a program of the Nonprofit Center of Milwaukee.

Carol Knuth of DRS Power & Control Technologies, Inc. accepted the award on behalf of DRS and its Community Involvement Committee during the Inspire by Example Luncheon at the Italian Conference Center. Over 400 people were in attendance for this exciting event. There were 65 nominations and five were selected to receive Inspire by Example awards this year. Alan Perlstein, Vice President, and Venette Saddler, Human Resource Manager, also attended on behalf of DRS.

The Corridor nominated DRS for its exemplary dedication to volunteerism both in the 30th Street Industrial Corridor and throughout the Milwaukee community. DRS and its employees regularly donate funds, materials and their time to a number of community organizations, churches and other groups in need throughout the area.

Congratulations to DRS and its employees!



Venette Sadler and Carol Knuth of DRS enjoy the Inspire by Example luncheon.

## Corridor Real Estate Open House a Success

Over 60 people attended the Corridor's first Real Estate Open House on March 24th. The event was held at Quorum Architects which has its offices in a former Pabst Mansion.

Businesses, community leaders, brokers, developers and others with an interest in revitalizing the 30th Street Industrial Corridor attended the event. The Corridor, City of Milwaukee, Department of Natural Resources, Milwaukee Economic Development Corporation, brokers and area business improvement districts shared information on real estate projects and opportunities in the area.

The Corridor wishes to express a sincere thank you to Quorum Architects and M&I Bank for sponsoring the event as well as to all those who participated. Also, thank you to Amaranth Bakery & Cafe for catering the event. The Corridor plans to make this an annual event.



## UPCOMING EVENTS

**City of Milwaukee ME3 Informational Meeting:** Wednesday, May 11th, 8am-9:30pm, UWM University Services & Research Building, 115 E. Reindl Way.

**Corridor Public Art Project Opening Reception:** Saturday, June 25th, 4pm-7pm, Vanguard Sculpture Services, 3374 W. Hopkins.

Please see the articles on page 3 for more details on the above events.

## Corridor Spotlight: Neighborhood Improvement Development Corp

### Good Neighbors, Great Neighborhoods

A wise person once said, “Good neighbors lend things; great neighbors lend themselves.” The Neighborhood Improvement Development Corporation (NIDC) works with local residents of Milwaukee to make those inspiring words a reality. “The work of NIDC helps to compliment the redevelopment effort of the City, engage residents, and shore-up the neighborhoods,” according to David Weber, NIDC Community Outreach Liaison.

One of the NIDC programs includes Target Investment Neighborhoods (TIN) that started back in 2004 with Mike Veith. TINs sustain and increase owner-occupancy, provide high quality affordable rental housing, strengthen property values, and improve neighborhood physical appearance and quality of life.

Weber, a former SDC Community Partner who received a Common Council resolution for his work as an organizer, started with NIDC in 2005 and worked with former Corridor Board Member Tony Shields to establish the Harley TIN and do some community beautification in the Martin Drive neighborhood. Some of the projects included landscaping & beautification at N. 37th & Galena and enhancing Foundation Park. Further, Weber worked with Gracelyn Wilson from Northwest Side CDC in the Eaton TIN where they worked together to help residents install solar lights for a “Lights On for Safety” campaign.

Other NIDC programs include the Greater Milwaukee Foundation funded Healthy Neighborhoods Initiative and Community Improvement Project (CIP). Both programs stimulate resident engagement and support sustainable projects within a small geographic area.

Most recently, Weber has been working with The Corridor, public art group IN:SITE, Hadley Terrace Residence Council, and the Century City Tri-Angle Neighborhood Association on a neighborhood beautification campaign. This effort is aimed at reducing the abuse of vacant properties. One of Weber’s messages is “Only a Chump Would Illegal Dump!”

To learn more about NIDC programs visit their website at [www.milwaukee.gov/NIDC](http://www.milwaukee.gov/NIDC) or call 414.286.5608.

## Corridor Spotlight: Integrated Recycling Technologies

“Get Your E-Scrap On!” is one of the slogans used by Minnesota-based Integrated Recycling Technologies (IRT). As recent addition to the Corridor community, this company specializes in the recycling of end-of-life (EOL) scrap materials, especially electronic scrap. According to Plant Manager Brad Lewis, “IRT expanded to Milwaukee a little over a year ago and business has been very solid....the physical space is a little large, but has been working out nicely.”

As advancements in technology are made, there are growing demands to manage the growing number EOL electronics. To the surprise of many, computers and other electronics, contain lead, mercury or other elements that could potentially pollute groundwater if these items were sent to landfills.

In September 2010, the Wisconsin legislature passed legislation making it illegal to toss out an old TV, cellphone, or other household electronics with general trash. Wisconsin is among the 24 states that have what some refer to as “E-Cycle” legislation.

According to Lewis, many old electronics such as circuit boards may contain metals like gold, silver, or copper. If recovered, these circuit boards can be stripped of their useful elements, melted down, and recycled.

The company buys scrap products and pays competitive rates on items such as aluminum, copper, catalyst convertors and many computer parts. The general public is allowed to bring old TVs or computer monitors to IRT but will be assessed a fee per pound. Located at 4051 N. 27th Street, Lewis and his 11 staff will soon have Saturday hours. Their current hours are Monday-Friday from 7am-3:30pm.

For more information about Integrated Recycling Technologies checkout their website at [www.irtmn.com](http://www.irtmn.com) or contact Brad Lewis at 414.444.8761.

## Public Art Project to Open in June

The second phase On & Off Capitol, the two year temporary public art project in the Corridor coordinated by IN:SITE, will have its opening on June 25th from 4pm to 7pm at Vanguard Sculpture Services, 3374 W. Hopkins. Tours of the installations will be from 4pm-5:30pm followed by a reception at Vanguard.

This year's project will feature work by eight artists and will focus on environmental issues and initiatives in the 30th Street Corridor. The goal of the project is to continue generating excitement in the area as Century City gets redeveloped. Installations will again be concentrated near Century City and Capitol Drive with some projects located in neighborhoods surrounding the 30th Street Industrial Corridor. A broadside featuring more information on the project, financial and in-kind sponsors and locations of all the installations will be available on our website in June at [www.thecorridor-mke.org](http://www.thecorridor-mke.org). Information on the artists can be found on IN:SITE's

## ON & OFF CAPITOL OPENING

**Saturday, June 25th, 2011**

Vanguard Sculpture  
Services,  
3374 W Hopkins

**4:30pm-5:30pm** Tour of art  
installations

**5:30pm-7pm** Reception with  
the artists

## ME3 Informational Meeting on May 11th

The City of Milwaukee will be holding an informational meeting on the ME3 program, a sustainable manufacturing program for small and medium manufacturers. The goal of the program is to help manufacturers cut costs while simultaneously minimizing environmental impacts. More information on the program is available at [www.milwaukee.gov/ME3](http://www.milwaukee.gov/ME3). The informational session will be on Wednesday, May 11th from 8am-9:30am at the UWM University Services & Research Building (USRB) which is located at 115 E. Reindl Way. To get from I-43, go east on Capitol to 1st, North to Reindl Way. Parking is on the north side of building.

## Workforce Training Grant Applications due June 8th

The Corridor is pleased to announce that it will be accepting applications for its Workforce Training Matching Grant program. Applications are due by 5pm on Wednesday, June 8th, 2011. Support for this program is provided by the City of Milwaukee.

Businesses located in the 30th Street Industrial Corridor may request up to \$50,000 in matching funds to train incumbent workers and create new permanent jobs in the Corridor. A number of eligibility requirements must be met and this is a competitive process. We encourage businesses to thoroughly read through the guidelines prior to beginning their application.

Questions should be directed to Brenna Holly at 414.444.4706 or [bholly@thecorridor-mke.org](mailto:bholly@thecorridor-mke.org). The application and guidelines are available at [www.thecorridor-mke.org](http://www.thecorridor-mke.org) or by calling The Corridor office.

### THE CORRIDOR BOARD OF DIRECTORS

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### STAFF

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**Mission Statement:**

The 30th Street Industrial Corridor Corporation (The Corridor) is driving the economic revitalization of the area by promoting the mutual interests of companies in ways that attract and retain businesses.

**The 30th Street Industrial Corridor extends from Hampton Avenue to Highland Boulevard between 27th and 35th Streets in Milwaukee.**

**The Corridor Membership Form**

Any company, organization, or individual may become a member of the 30th Street Industrial Corridor Corporation (The Corridor) if they have an interest in and support our mission of improving the economic vitality of the Corridor.

2011 Annual Dues

<b>Business Size/ Type</b>	<b>Annual Dues</b>
Employers of up to 25 employees.....	\$150.00
Employers of 26-100 employees.....	\$200.00
Employers of 101-500 employees.....	\$600.00
Employers of 500+ employees.....	\$1500.00
Individual Members.....	\$75.00
Nonprofit Organizations .....	\$30.00
Government Agencies.....	\$250.00

Name: \_\_\_\_\_

Company/ Title: \_\_\_\_\_

Address/ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please return to: The Corridor, PO Box 16498, Milwaukee WI 53216