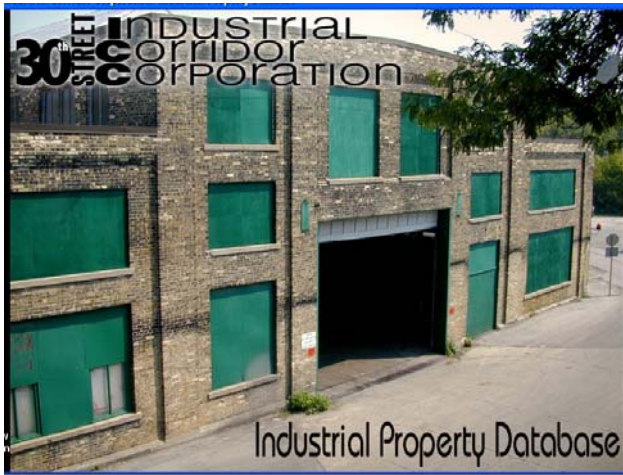


## ICC Launches Property Inventory

The Industrial Property Inventory is finally here! The 30th Street Industrial Corridor Corporation recently launched the comprehensive database that profiles 346 properties in the corridor, including those in full operation, underutilized, blighted, vacant, or for sale or lease. The database also creates statistical reports and maps revealing patterns of use, value, ownership and other features for the 30th Street Industrial Corridor.

The database was built by the Nonprofit Center of Milwaukee through funding from the Helen



Bader Foundation and Bank One. In addition, the Nonprofit Management Fund, part of the Greater Milwaukee Foundation, provided funding assistance to the ICC for the purchase of a new computer, printer, scanner, digital camera and software in order to maintain the Industrial Property Inventory.

The 30th Street Industrial Corridor Corporation is currently seeking funding to develop a website in order to make the Inventory available online for our members.

If you are seeking space in the corridor or have property that is for sale or lease, please contact the ICC at (414) 444-4706.

## Redevelopment of Center St. Building

The 2900 block of West Center Street will soon have a new look as the home of Lena's Food Markets' meat processing and warehouse operations. The former owner of the property, Bostik, Inc. (formerly known as Bostik Findley, Inc.) approached the 30th Street Industrial Corridor Corporation in hopes that the ICC would be able to generate some new interest in the facility.

The ICC marketed the property on their behalf and found several interested parties. After issuing a request for proposals in collaboration with Bostik and the Redevelopment Authority of the City of Milwaukee, the sale of the property was approved to the owners of Lena's Food Markets. The property transfer is expected to occur in early 2005.



Lena's will have 50 employees at this location and they expect to add another 25 jobs within the next two years. On behalf of the ICC, welcome to the Corridor!

### ICC Welcomes New Board Member

Rich Reynolds, Vice President Milwaukee Operations of DRS Power & Control Technologies, 4265 N. 30th Street, joined the ICC Board of Directors in April. Rich was also recently appointed chair of the ICC's Redevelopment Committee.

Before moving to Milwaukee, Rich was employed at Eaton Navy Controls Division. Rich feels that the ICC's focus and programs improving the environment for business growth and community advancement supports DRS objectives.

### ICC BOARD OF DIRECTORS

**Tim Casey**, ICC President  
Wangard Partners

**Sue Mertes**, ICC Vice President  
Eaton Corporation

**Robert Christensen**,  
ICC Treasurer  
Metal Processing Company

**Dawn Davis**, ICC Secretary  
M&I Marshall & Ilsley Bank

**Mark Augustine**  
LandMark Engineering

**Paul Cadorin**  
Capitol Stampings

**Sheree Dallas Branch**  
Master Lock

**Sup. Michael Mayo**  
Milwaukee County Board

**Tom Nelson**  
Clarke Manufacturing

**Richard Reynolds**  
DRS Technologies

**Joe Taylor**  
Cans-To-Go

**Robert Trimmer**  
Dept. of City Development

### STAFF

**Brenna Holly**  
Economic Development Planner

# Made in Milwaukee Tour Rolls through Corridor

From a bronze cast pour to a live vibration testing demonstration, participants of the fourth annual Made in Milwaukee Tour were treated to a spectacular inside tour of several 30th Street Industrial Corridor businesses.

The 2004 Tour had the highest attendance ever with 60 motorcycle riders. Joining the riders were Mayor Tom Barrett, County Executive Scott Walker, Common Council President Willie Hines and County Supervisor Michael Mayo.

The Tour departed from Harley-Davidson's parking lot at 37th and Highland.

The ride made stops at several corridor success stories including Master Lock, a manufacturer of locks used worldwide; Vanguard Sculpture Services, where participants witnessed the pouring of a bronze sculpture; B83 Testing & Engineering, a testing facility specializing in vibration and other types of testing for industries; and DRS Technologies, a manufacturer of propulsion systems for U.S. Navy submarines.

The event concluded with a raffle drawing and tour of Miller Brewing. This year's grand prize was round-trip airfare for two courtesy of Midwest Airlines.

The Tour is also a fundraiser for the ICC and we are pleased to report that this was our most successful Tour ever!

The 30th Street ICC would like to thank this year's participants, sponsors, tour stops, Midwest Airlines, Master Lock, House of Harley-Davidson and Eaton Corporation for donating fantastic raffle prizes for this year's event and to Highland Park Pies & Café for providing refreshments.



## Made in Milwaukee Tour Sponsors

- America's Second Harvest of Wisconsin
- Apparel Design Group
- B83 Testing & Engineering
- Cans-To-Go
- DRS Technologies
- Eaton Corporation
- Highland Park Pies & Cafe
- House of Harley-Davidson
- Master Lock
- Midwest Airlines
- Miller Brewing
- 30th Street Industrial Corridor Corporation
- Vanguard Sculpture Services
- Wangard Partners

## Picking A Winner: Tried and True Methods Chris Litzau, Executive Director of MCSC

Finding the right people to fill hiring needs is a challenge. But what if I could pick with 95% accuracy the 3 individuals out of 100 job applicants who were guaranteed to show up every day, on time, with a positive learning attitude that would ultimately propel your company toward greater efficiencies, expanded contracting opportunities, and reduced operating costs? With some certainty I can, because time is my ally.

Job training programs that prepare young adults for careers can serve as valuable feeder systems for an employer. However, the employer should conduct the necessary due diligence to thoroughly understand the competencies of both the applicant and the organization that

facilitates the training program. Every training program is different. Some have been around for decades; others owe their short-lived existence to recent grant awards.

The most successful training programs—those that produce the most capable individuals—share common operational systems to manage their trainees. Work ethic, for example, may be assessed by a review of the trainee's attendance record. Work ability, and the willingness to lead and/or follow direction, may be analyzed by weekly or periodic competency assessments of the training participant.

The Milwaukee Community Service Corps (MCSC) does just that. MCSC is a full-time, job training

program that engages young adults ages 18-23 in the completion of real projects. Trainees, known as Corps members, spend 20 hours per week in a classroom attaining various licenses and certifications, and spend the remaining 20 hours in the field completing real projects.

Because demand to enroll in MCSC's training program is so great, MCSC employs a weekly 10-category rating form that enables its staff to score the performance of training participants. Every two weeks, MCSC's staff members chart the ratings scores against the training participant's attendance record for the same period.

Early identification of poor performance permits MCSC the means to quickly discharge those who are not working out, and open a training slot for an individual who is committed to developing his or her skills—and who will ultimately be the best hire for an employer.

Time is MCSC's greatest asset. Over time, we are able to weed out those who have no interest in their personal future nor the future of others. The Milwaukee Community Service Corps invites you to visit our program and explore the rigor of the program, and the competence of the individuals who are advancing within. For more information, contact Chris Litzau at (414) 372-9040.

## Volunteers Clean-up Crime along Rail

In response to concerns of increased criminal activity along the rail line, Sherman Park Community Association and the 30<sup>th</sup> Street Industrial Corridor Corporation organized a group of volunteers to cut down the overgrown vegetation along the rail that has provided coverage for criminal activity. The group of volunteers worked on September 13<sup>th</sup> and 15<sup>th</sup> and October 5<sup>th</sup>, 2004.

With the number of volunteers ranging from 15 to 25 each day of the clean-up, the group was able to make a noticeable difference in the area. The volunteers began clearing brush and picking up garbage beginning at 32<sup>nd</sup> and Auer and worked south along the rail past Clarke Street during the three days.

The group of volunteers consisted



of representatives from area businesses and community groups including Clarke Manufacturing, Norlight Telecommunications,



Metal Processing Company, Community Partners, Metcalfe Park Residents Association, Sherman Park Community Association and the ICC. Residents from Felmers O. Chaney Correctional Center also volunteered on all three days.

In addition, generous donations were made by Master Lock and Bostik, Inc. to provide lunch and equipment for the volunteers. The Next Door Foundation also provided a dining room for the volunteers.

The collaboration between the different organizations and business community made the clean-up a success.

In addition to the aesthetic enhancements achieved by removing garbage and overgrown brush from the area, the clean-up also provides better accessibility for law enforcement to patrol the area.

If you are interested in volunteering in future clean-ups, please call **Brenna Holly** at (414) 444-4706.

Please join us for our next **General Membership Meeting** **Wednesday, February 23rd, 8:00 a.m.**

Eaton Corporation  
4201 N. 27th Street.

Guest Speaker: **Scott Walker**, Milwaukee County Executive

Contact Brenna Holly at (414) 444-4706 or [brenna\\_holly@sbcglobal.net](mailto:brenna_holly@sbcglobal.net) if you plan to attend.

### Crime Prevention Tips

Has your business been vandalized with graffiti or had windows broken? Or worse, have you experienced break-ins or theft? The ICC's Safety & Security Committee has been working diligently to reduce crime in the corridor. From brush clearings to organizing events for businesses to reach out to neighborhood residents to meeting with City staff to combat graffiti issues, the ICC is working to improve the quality of life for businesses and their employees.

Here are some tips to reducing criminal activity on your property:

- Clean-up graffiti within 24 hours. If the "artist" cannot show off his

work, he will find a place where he can.

- Surveillance cameras combined with signage can be very effective in deterring crime.
- Report all criminal activity to the police. The non-emergency number is (414) 933-4444.
- Sherman Park and the ICC are compiling information on criminal and nuisance activity. Email [steve@shermanpark.org](mailto:steve@shermanpark.org) or [brenna\\_holly@sbcglobal.net](mailto:brenna_holly@sbcglobal.net) or call (414) 444-4706 to report incidents that have affected your business.



P.O. Box 16498  
3536 W. Fond du Lac Avenue  
Milwaukee, WI 53216

Phone: 414.444.4706  
Fax: 414.444.4715  
E-mail: brenna\_holly@sbcglobal.net

**Mission Statement:**

*The 30th Street Industrial Corridor Corporation is dedicated to supporting the economic vitality of the industrial corridor, by working together to promote the mutual interests of the companies in the corridor, and stimulating economic growth in the community.*

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## ICC Membership Form

Any company, organization, or individual may become a member of the 30th Street Industrial Corridor Corporation if they have an interest in and support the ICC mission of improving the economic vitality of the corridor by attracting and retaining businesses to create jobs.

### 2005 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: 30th Street ICC, PO Box 16498, Milwaukee WI 53216