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October 2008

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## Customized training: Building Solutions for a changing workforce

Gateway Technical College serves our business community in many ways.

Customized training services allow for employers to be directly involved in designing training programs that address specific workforce needs. You have a say in what is being taught and applied to your company needs. As the needs of employers change, so must our training services. More than 70 employers use Gateway as a training resource. From small business to international corporations, Gateway has the expertise to meet your needs.

This year alone we provided more than \$1.9 million dollars in customized training to area employers. To support this effort, Gateway provided training grant services to access state and federal resources when appropriate.

Connecting business and education is one way to ensure that your workforce is prepared for the changing economy. Plan now to build a stronger workforce through customized training at Gateway Technical College.

To learn more about Gateway's customized training services, contact Debbie Davidson at [davidson@gtc.edu](mailto:davidson@gtc.edu) or



Bryan Albrecht  
President, Gateway Technical College

go online at [gtc.edu](http://gtc.edu) and connect to the Workforce and Economic Development Division.

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## New signs set up to help Gateway visitors

Gateway is in the process of installing new building-mounted, backlit signage to enhance students' and visitors' Gateway experience. Each building on the Racine, Kenosha, and Elkhorn campuses will be identified, helping our visitors find the building in which their class or meeting is located. The Gateway logo is being added to the buildings as well, to better identify those buildings as part of the Gateway Campus.

"We are pleased to be able to offer students and community members an easier way of finding the Gateway building they are seeking," says Jayne Herring, director of Marketing and Communications. "Several of the Gateway campuses have multiple buildings with entrances and parking on multiple levels or sides of the building. We are hoping to ease confusion. Also, a large number of visitors come to campus for the first time after dark and our existing ground-mounted signs are not lit. The building signage will be readable after dark."

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## Hong Kong college official changes US trip to include Gateway

A Hong Kong technical community college official was so impressed with what he had heard about Gateway and its Engineering Tech Wing that he changed his San Francisco travel plans to include a side trip to the Center for Advanced Technology & Innovation (CATI).

O Hin-Ming, head of Engineering Department, Hong Kong Institute of Vocational Education, visited Gateway's Engineering Tech Wing in late September after hosting Gateway representatives in May.

O Hin-Ming said his college is looking at Gateway's Engineering Tech programs as a model for offering the needed training to students. Hong Kong is making a shift in how it delivers its technical education, reducing the number of years from three to two but still holding to the same standards. One of the many aspects which impressed him was the incorporation of various advanced teaching



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O Hin-Ming, head of Engineering Department, Hong Kong Institute of Vocational Education, visited Gateway's Engineering Tech Wing in late September after hosting Gateway representatives in May. Pictured are Pat Hoppe, O Hin-Ming, Zina Haywood, and Steve Whitmoyer.

methods and resources which extend the educational delivery beyond the physical classroom.

"I was quite amazed by the outside-the-classroom programming," O Hin-Ming said. "In Hong Kong, we are going to have fewer hours for teaching the same program. One of the options is to convert portions of the class as self-study. The Engineering Tech Wing provides resources for students to do self-learning, allowing the students' to become more proactive learners."

"The Engineering Tech Wing provides online materials for students to engage self study on some basic and core principles. These advanced delivery methods and resources are the major reasons for my visit today."

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## German exchange program continues to unite, educate

While Germany is a world away, technology at Gateway's Horizon Center helped bring it much closer for students, parents and staff involved with the exchange program with the German college Kaufmannische Schulen Hanau.

A videoconference held Oct. 1 with the central Germany college allowed the six German students, one instructor, the college's president, the apprenticeship coordinator from Heraeus GmbH and the director of the local chamber of commerce to talk about their current trip, the joint effort with Gateway students and generally talk about the opportunities for learning and strengthening relationships between the two colleges.

Students will undertake a number of activities during the most recent exchange effort which will help them and their Gateway counterparts to obtain a more global look at business and their areas of study.

Kaufmännische Schulen students started this trip by agreeing on a joint project with Gateway students to set up and run a virtual international chocolate and cyber cafe business. Students are also expected to tour several local businesses and job shadow others as part of their international experience.

Kaufmännische Schulen student Christina Binder said the trip will help her to improve her English and to open her eyes to new ways, to new business methods, and working with people of a different culture.



A videoconference held Oct. 1 at the Horizon Center with the German college Kaufmannische Schulen. Six German students and college and local representatives were visiting Gateway as part of an ongoing exchange program.

“Because I work in information technology, there is always a need for English,” said Binder. “I am looking forward to seeing how accounting is done in America, and I think learning about the business atmosphere will be interesting. Doing this will open our eyes to different ways of doing things.”

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## Horizon Center design firm recognized for excellence

Gateway President Bryan Albrecht at the September Gateway Technical College Board of Trustees meeting recognized the Partners in Design architectural firm for the award they received for designing the remodeled Horizon Center for Transportation Technology.

Partners In Design was awarded a Silver Citation from American School University in August. The award commends the firm for its renovation of a drastically underutilized older building to the state-of-the-art transportation center. The Horizon Center’s layout and technology affords instructors the environment to train and deliver highly proficient and much-needed automotive technicians and pilots to local and national employers.

Jury members, in commenting on their decision, said: “This renovation tells the story of the college. A unique building that identifies the end user. A mission-driven solution.”

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Gateway President Bryan Albrecht recognized the Partners in Design architectural firm for the award they received for designing the remodeled Horizon Center for Transportation Technology. Pictured are Bryan Albrecht, Mark Molinaro from Partners in Design, Board Chairperson Pamela Zenner-Richards, and Jeff Bridleman, also with Partners in Design.



## Morava lauded for work with WGTD

Former Gateway board member Alice Morava was recognized at the Sept. 25 board meeting for her work to expand WGTD's signal into Walworth County.

Morava represented Walworth County on the Gateway board for 15 years before recently stepping down.

"Thanks in large part to Alice's persistence over the years, WGTD is now heard in Walworth County on low-power translators in Lake Geneva at 103.3 and Elkhorn at 101.7," said David Cole, WGTD general manager.

WGTD, part of Gateway Technical College, can be heard in Kenosha/Racine at 91.1.

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Former Gateway board member Alice Morava was recognized at the Sept. 25 board meeting for her work to expand WGTD's signal into Walworth County. Pictured are Morava and WGTD general manager David Cole.

## ABC filming on campus

Gateway's boot camp programs were in the national spotlight earlier this month as part of an ABC Nightly News special.

ABC filmed Gateway programs and facilities as part of its program with Charles Gibson. The focus of the filming is on the welding and computer numeric control boot camp programs – which are a partnership between Gateway and the Racine County Workforce Development Center – and the success they have had to address the area's skilled worker shortage.

Racine was selected as a location for Gibson to broadcast a report on education and training in swing states for the upcoming presidential election. Wisconsin is considered by many to be one of the key seven battleground states for



ABC filmed a computer numerical control boot camp program and aired it as part of its **Nightly News program with Charles Gibson.**

the election. The report was aired Oct. 9 during ABC's "World News Tonight."

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## Shenkman tells voters to become informed

New York Times best-selling author Rick Shenkman held a community presentation outlining recent trends in voting and the need for the electorate to become more informed on national issues and presidential politics.

Shenkman's presentation, "Election 2008, How Will You Decide?" was held 6 p.m. to 8 p.m. Sept. 23 in the Madrigano Auditorium of Gateway's Conference Center.

Shenkman outlined habits of highly effective voters and offered his insight on how voters can know what to believe when it comes to politics and presidential elections as well as figure out when they've been manipulated, lied to or misled by the media or candidates.

The event was sponsored by Gateway Technical College's District Activities Advisory Board. Shenkman is the New York Times bestselling author of "Presidential Ambition: How the Presidents Gained Power, Kept Power & Got Things Done."

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## Fall Brown Bag series to focus on marketing

Gateway held the first of a three-part Fall 2008 Entrepreneurial Brown Bag lecture series which will benefit business leaders seeking to build and strengthen their customer base through marketing. The series will focus on a variety of market approaches and mediums.

The Brown Bag lecture series will be held noon to 1 p.m. Oct. 15 and Nov. 19. The Oct. 15 lecture will be "Power of Video to Capture Your Audience." Scott Terry of Fuel Media Group in Racine will offer advice on how to write and deliver a message using the medium of video. Nov. 19 will feature "Entrepreneurial Marketing Strategies." Professor Jimmy Peltier from the University of Wisconsin-Whitewater will explore how marketing and entrepreneurship affect each other and to help identify entrepreneurial opportunities.

Gateway's Workforce and Economic Development Division



New York Times best-selling author Rick Shenkman talks about presidential elections at a community presentation.

A poster for the "Fall 2008 Entrepreneurial Lecture Series" featuring a brown paper bag graphic with the text "Fall 2008 BROWN BAG" and the Gateway logo. The poster lists three lectures: "Skills for Social Networking" on September 17, "Power of Video to Capture Your Audience" on October 15, and "Entrepreneurial Marketing Strategies" on November 19. Each lecture includes the date, time, presenter, and a brief description of the topic. The Gateway logo and the Weddle logo are also present at the bottom of the poster.

**Fall 2008 BROWN BAG**

**Entrepreneurial Lecture Series**

**ENTREPRENEURIAL BROWN BAGS FALL SERIES 2008**

Gateway Technical College continues to support regional business development by providing opportunities to connect with community resources through its Entrepreneurial Brown Bag series. The Fall 2008 sessions focus on a variety of marketing approaches and mediums to assist businesses in building and strengthening their customer base.

Presentations will be held on Wednesdays once a month from 12-1pm. Cost is free. Location is at Gateway Technical College's Center for Advanced Technology and Innovation located at Renaissance Business Park, 2020 Renaissance Blvd., Sturgeonville, WI 53177.

Complimentary box lunches are available to the first 25 individuals who reserve their seating. Reservations can be made by calling Joyce Peterson at 262.896.7514 or via email at [petersonj@gtc.edu](mailto:petersonj@gtc.edu)

**Brown Bag Series Contact:**  
Theresa Fellner, Director of Business Development  
262.896.7524 • [tfellner@gtc.edu](mailto:tfellner@gtc.edu)

**Wednesday • September 17 • noon-1pm**  
**"Skills for Social Networking"**  
Relationships are key to building good business contacts and finding resources to start, grow, and sustain your business. You'll be able to put these skills to work by the end of your next business day - even if you're shy. Bring your business cards for this interactive program.  
Presenter: Karen Cornaboud  
Lake House Health and Learning Center  
932 Lake Avenue, Racine, WI

**Wednesday • October 15 • noon-1pm**  
**"Power of Video to Capture Your Audience"**  
The 21st century has brought a sweeping shift in how video is produced, distributed and purposed for increasingly transient audiences. The new technology and innovations however, don't negate the need to get back to the basics of what makes a good video. This workshop will show you just that - how to write and deliver a message using the medium of video.  
Presenter: Scott Terry  
Fuel Media Group  
1309 Rapids Drive, Racine, WI

**Wednesday • November 19 • noon-1pm**  
**"Entrepreneurial Marketing Strategies"**  
There is growing evidence that businesses more innovative in their marketing practices, particularly in the area of technology and customer-centricity, have an increased likelihood for success. Explore how marketing and entrepreneurship affect and are affected by one another and identify entrepreneurial opportunities from emerging trends occurring in marketing practice.  
Presenter: Professor Jimmy Peltier  
University of Wisconsin-Whitewater

**GATEWAY**  
Technical College

**Weddle**

initiated the series as a way to support small business owners and entrepreneurs within the Gateway Technical College District. However, anyone interested is welcome to attend. The Brown Bag lectures are free and complimentary box lunches are available to the first 25 who reserve seating. Reservations can be made by calling Joyce Peterson at (262) 898-7514 or e-mail at [petersonj@gtc.edu](mailto:petersonj@gtc.edu).

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You may email questions or comments about Community Connection to Jayne Herring at [herringj@gtc.edu](mailto:herringj@gtc.edu) or Lee Colony at [colonyl@gtc.edu](mailto:colonyl@gtc.edu)

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