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(FORM UPDATED: 08/11/2010)

WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

2005-06

(session year)

Senate

(Assembly, Senate or Joint)

Committee on Labor and Election Process Reform...

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
 - (**ab** = Assembly Bill) (**ar** = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
 - (**sb** = Senate Bill) (**sr** = Senate Resolution) (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

* Contents organized for archiving by: Stefanie Rose (LRB) (June 2012)

Senate

Record of Committee Proceedings

Committee on Labor and Election Process Reform

Senate Bill 531

Relating to: establishing a levy limit for technical college districts.

By Senators A. Lasee and Reynolds; cosponsored by Representatives Bies, Suder, F. Lasee, Musser, Lothian and Pettis.

January 31, 2006 Referred to Committee on Labor and Election Process Reform.

February 8, 2006 **PUBLIC HEARING HELD**

Present: (4) Senators Reynolds, Lazich, Hansen and Carpenter.
Absent: (1) Senator Kanavas.

Appearances For

- Alan Lasee — Senator
- Peter Thillman, Green Bay — WEDA
- Charles Most, Ellison Bay — Door County; Town of Liberty Grove

Appearances Against

- Paul Gabriel, Madison — WI Tech College District Boards Assn.
- Dan Clancy, Madison — System President, WI Tech College System
- Sandy Duckett, Green Bay — Northeast Wisconsin Technical College
- JoAnne Ehasz, Mauston — Western Technical College
- Lee Rasch, La Crosse — Western WI Technical College/WTCS Presidents Assn
- James Shilling, Sparta — Western Technical College
- Marykay Morelli, Manitowoc — Lakeshore Technical College
- Daniel Andrist, Sheboygan — Lakeshore Technical College
- Paul Hoffman, Whitelaw — WEAC/LEA
- Denise Kornetzke, Cottage Grove — Business Procurement Assistance Center of MATC

Appearances for Information Only

- Randy Wessel, Racine

Registrations For

- None.

Registrations Against

- Andrew Lyons, Madison — WEAC

- Sharon Nevins Holmes, Fond du Lac — Moraine Park Technical College
- Judy Urben, Oshkosh — Moraine Park Technical College
- Steve Tenpas, Windsor
- Tama Meili, Madison — WI Tech College Board Assn
- Hank Hurley, Shell Lake — WI Indianhead Technical College
- Joanne Ricca, Milwaukee — WI State AFL-CIO
- Tim Elverman, Milwaukee — Milwaukee Area Tech College
- Tom Neill, Waukesha — Waukesha County Technical College
- Dan Hymans, Ashland — Memorial Medical Center
- Peggy Moede, Madison — Waukesha County Technical College
- Gabe Kirchner, Madison — AFT-Wisconsin
- Michael Lanser, Cleveland — Lakeshore Technical College
- William Born, Brookfield — Healthreach Rehabilitation Services

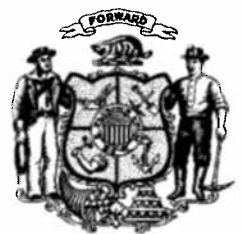
May 4, 2006

Failed to pass pursuant to Senate Joint Resolution 1.

Patrick Henneger
Committee Clerk



WISCONSIN STATE LEGISLATURE



February 7, 2006

Daniel Andrist
F/T Student
Lakeshore Technical College

A Students Perspective

Proposed Senate Bills SB 531 and SB 576

I am a Marketing Program student at Lakeshore Technical College. I'm looking forward to graduating in May and finding a decent, good paying job to support my family and pursue the American Dream of becoming a home owner. This goal may not have been possible if it wasn't for the exceptional education, real world experiences and unmatched opportunities I've received from Lakeshore Technical College.

What Brought Me to Lakeshore Technical College

Over two years ago I was laid-off from a small family owned automotive repair shop where I was employed as the Service Manger. What was I to do? At that point in my life I had been employed in the same industry for over 8 years and had held management positions with large corporations and small "ma & pa" establishments all the while I had never earned my high school diploma, LTC was there for me and helped me earn my GED.

Now that I had my GED where was to go from here, after long consideration and the faith and encouragement of my family and friends, I decide to enroll at Lakeshore Technical College. I chose Lakeshore Technical College because it was close to my house and was affordable, LTC fit my lifestyle.

My Technical College Experience

Not only has Lakeshore Technical College provided me with an exceptional education, my time at LTC has also been packed full of unmatched opportunities that have helped build the skills, confidence and knowledge needed to succeed in today's workplace.

I am the current WTCS LTC State Ambassador, with this honor comes several opportunities to represent the student body at community events in Sheboygan and Manitowoc Counties. I have had the opportunity to assist with strategic planning at LTC, sit in on board meetings, speak to business and industry leaders, and attend service club meetings.

Not only have I had the opportunity to represent LTC, I have also had opportunities to assist with the growth and advancement of both Sheboygan and Manitowoc County's economy. I serve on a marketing advisory committee for a safety consulting firm in Sheboygan. I also had the opportunity to write a business plan for a small manufacturing firm in Manitowoc. Both of these opportunities came the way of network contacts that I had an opportunity to meet through LTC. Both of these businesses have become very successful and are contributing to the economic growth of both respective counties, without LTC this may not have happened.

My time at LTC has also brought me the opportunity to serve the State of Wisconsin as a whole. While at LTC I've had the opportunity to meet several Senators, Representatives and Governor Doyle. Recently Governor Doyle appointed me to the Council on Workforce Investment, which I feel is an opportunity to give back to the programs that assisted me and to help Wisconsin grow a diverse, well educated and strong workforce to fill the changing job needs in Wisconsin.

Rising Tuition Costs, Program Elimination

If the proposed Senate Bill, SB 531 0% permanent freeze on Technical College levies, were to be passed, the above mentioned opportunities may not be available for future Technical College students. A 0% tax freeze on Technical College levies means a loss of operating revenue and in the larger picture means cuts in program offerings, higher tuition cost and limited resources to assist training partners, which are real businesses in the community, and who use Technical College services to build a stronger, better trained workforce.

Some programs may be eliminated entirely and who's going to explain to the students in those programs, that they have wasted valuable time and money, on a degree that they will not be able to graduate from because there is not enough funding to continue offering their program. Or that they can no longer afford to continue attending a Technical College because tuition costs are too high? I certainly will not be the barer of that bad news.

A Political and Personal Agenda

Senate Bill SB 576, elected boards, raise's the question "Do we as citizens trust the integrity of our elected officials?" Technical College boards consist of a diverse group of members that represent each respective districts population; they are appointed by elected officials, and are non-partisan.

If the Technical College Boards become elected officials, who will be willing to campaign with their own money, serve the position without compensation, and keep the best interests of the educational process intake? Will they become subject to individual political agendas or the agenda of those who fund their political campaigns? I feel all these questions need to be answered before this Bill becomes Law.

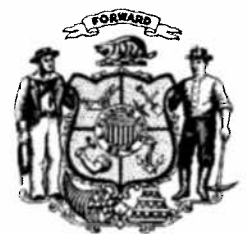
An Invaluable Resource

Wisconsin's Technical College System is an invaluable resource that not only benefits the students that they serve, but the entire community in which they are located. Technical Colleges play a vital role in Wisconsin's economy by developing a well educated and skilled workforce and partnering with business and industry to develop unique business opportunities.

The passage of Senate Bill's SB 531 and SB 576 would have a drastic effect on the Technical College System as we know it. Can we afford to limit the economic growth of Wisconsin as we see plants closing and laying-off hundreds of employees at a time on a regular basis, who will retrain those workers? The Technical Colleges of Wisconsin will.



WISCONSIN STATE LEGISLATURE



February 7, 2006

Dear Senator Reynolds,

I am the owner of a Wisconsin business which employs 175 people. My company, HealthReach Rehabilitation Services, is located in Brookfield, Wisconsin. We provide physical therapy, occupational therapy and speech therapy services in the southeast central and northeast areas of the state. I am a resident of Pewaukee; my address is N36 W22615 Long Valley Road, Pewaukee.

I am opposed to SB 531 because it will undermine my business which relies on the WTCS to educate therapists who become my employees. The health care industry, of which my company is a part, is facing shortages of skilled employees. This problem will only intensify as the aging population continues growing in the upcoming years.

The technical colleges are the institutions that train future healthcare providers our businesses need in order to grow, be competitive and serve Wisconsin residents. I have hired and continue to employ many WTCS graduates. This bill proposes freezing the only source of revenue the colleges currently have and undermines the college's capacity to serve tax paying companies like mine.

You may ask why freezing the tax rate will have these negative effects? It relates to the fact that providing education in highly trained and competitive areas such as healthcare requires the ability to compete for qualified faculty with the "private" marketplace. Hospitals and other health care providers are already competing for the very people who train these future caregivers. If faculty and facilities are not competitive potential instructors will merely work in the private sector and will not enter the WTCS system as instructors and our "pipeline" of future workers will be lost.

I am both a business owner and home owner and I understand how burdensome property taxes can be. But if the state freezes technical college revenues without identifying an alternative source of revenue, you will undermine Wisconsin businesses and the state economy and its potential to grow. The impact on service based businesses such as mine would be negative as we need, more than anything, a reliable supply of highly trained employees. I request you reconsider your support of this bill as it would have a negative effect on businesses such as mine and thus the economy of Wisconsin.

Thank you for considering a business owner's perspective of this bill and the repercussions it would have on my business and the Wisconsin economy.

Sincerely,

William H. Born
President – HealthReach Rehabilitation Services

Cc: Senators Lazich, Kanavas, Hansen, and Carpenter





Daniel Clancy, President
Testimony on SB 531
Senate Committee on Labor and Election Process Reform
February 8, 2006

Senator Reynolds and members of the Committee:

On behalf of the Wisconsin Technical College System, I thank you for this opportunity to comment on SB 531, a proposal to cap technical college district operating levies. Further restricting technical college levy authority will severely hinder the Colleges ability to work with their community and business partners to meet Wisconsin's need for high-skill workers, to retrain incumbent and dislocated workers and to help ensure the state's economic recovery.

The Wisconsin Technical College System looks to our customers: students, employers and employees, property taxpayers, local community and state policy makers to guide how we meet our mission and establish our priorities. Concerns about the overall level of property taxes in Wisconsin have been strongly articulated by the Legislature for the last several years, and the Wisconsin Technical College System has responded. Fiscal responsibility is as high a priority for the System as its statutory missions of workforce training and economic development. Wisconsin's technical colleges have held annual per student costs down, are serving more students and producing more graduates than ever before and, collectively, have levied well below the statutory mill limit every year for over a decade.

It is true that technical college levies have increased. At the same time, technical college students are contributing more toward their education through tuition and fees, significantly more than the requirements established by the Legislature. These increases have been necessary, in part, because of record-setting demand for services and the increasing cost of operations experienced by all public and private institutions. But that is not the whole story.

Wisconsin has established a funding partnership for its technical colleges that requires support from local communities, students, and the state. This partnership is intended to link technical college offerings to local demand for services and statewide economic development priorities and to enable the technical colleges to respond to increased demand for services during poor economic periods.

Wisconsin has long understood that demand for technical and occupational education, incumbent and dislocated worker training, and customized services offered by the Technical College System are most needed in times when it may be difficult to find the resources to pay for them.

Daniel Clancy, President

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www.wtcsystem.org www.witechcolleges.com

To reduce the vulnerability of System financial support to changing economic conditions, the Legislature chose as the primary public funding source the property tax; the tax revenue most impervious to changing economic cycles. To encourage fiscal responsibility, the Legislature established a maximum operational levy rate limit for the colleges, currently at 1.5 mills.

As Wisconsin's economy has struggled, demand for the programs and services of Wisconsin's technical colleges have reached record-setting levels.

- Annual student full-time equivalent (FTE) enrollments in the Technical College System have increased 20% in the last decade. For the last two years, the System has served a record number of just under 70,000 FTE students annually.
- The Technical College System is serving more and more of Wisconsin's citizens who experience significant barriers to full participation in the workforce: students who are academically and economically disadvantaged, disabled, single parents or who have limited English proficiency. Education and high skill training opportunities for these individuals is a key to meeting the state's skilled workforce needs.

At the same time, the state's fiscal condition has made it difficult to maintain the traditional balance in technical college funding between the state, property tax payers, and students. General state aid to support the technical colleges in the last six years has not increased, failing to meet even inflationary costs. It is not by choice, but as a result of the state's inability to maintain its share of support, that property taxpayers and students are paying a disproportionate share of the cost of the Technical College System.

As the state aid share of the System's budget has declined over time, the System has worked to control the financial burden on its customers: local taxpayers, employers and students. The technical colleges have managed limited resources through budget reductions and reallocations, greater inter-district cooperative efforts, and other means of controlling costs. The results have been significant:

- In the last eight years, the System has held the average annual growth in per student (FTE) operational cost to the rate of inflation. To counter increasing costs driven by rising demand, the Colleges have made difficult budget reallocation decisions, reassessed and discontinued programs and services, and controlled costs through cooperative projects, joint purchasing and shared programming.
- The Colleges have saved millions of dollars annually through joint volume purchasing of software and hardware. Last year, the Colleges established a mutual insurance group for property, casualty and workers compensation insurance that has generated additional cost savings.

- The Colleges have reallocated resources to address the critical health care worker shortage; expanding program offerings, classes, and the number of courses offered via distance education. In the last five years, annual FTE student enrollments in health occupation programs have increased 66% and annual program graduates have nearly doubled.

These are just a few examples of the WTCS initiatives used to maintain quality services and control costs. We are asking for your support to continue to do so.

A freeze on System property tax revenues does not recognize growing needs beyond the control of technical college districts such as rising energy and healthcare costs. More importantly, it completely ignores demographic or economic factors that drive technical college enrollments and demand for services. Enactment of SB 561, combined with no new investment from the state, will cripple the technical colleges' ability to respond to the unique training needs and economic conditions of their communities. When a major employer closes its doors, how will the state provide retraining that gets those displaced workers back on the job? When a community experiences an influx of new immigrants, how will the state provide the English and financial literacy skills that transition individuals into employed, taxpaying citizens? When an industry sector such as health care or manufacturing experiences critical workforce shortages, how will the state train new workers and upgrade the skills of the existing workforce to keep Wisconsin businesses competitive?

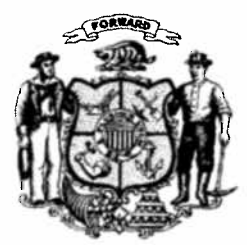
Capping technical college property tax revenues as proposed in SB 531 may provide short-term property tax relief, but its long term effect will hurt everyone. Technical education is a serious investment, but one that is critical to Wisconsin's continued economic health. All of Wisconsin's citizens benefit from a strong, healthy and growing economy.

The Legislature has already created a structure for the Wisconsin Technical Colleges' use of property tax revenues, with appropriate limitations, that is flexible, responsible, and responsive to local communities. The Technical College System is committed to seeking new ways to control costs and to advocating for greater balance among our revenue sources. As always, we would welcome the opportunity to work with Legislature to determine how best the Wisconsin Technical Colleges can help ensure the state's economic success.

Thank you again for this opportunity to address the Committee.



WISCONSIN STATE LEGISLATURE



WISCONSIN EDUCATION ASSOCIATION COUNCIL

Affiliated with the National Education Association

*Every child
deserves a
great school!*

Testimony in opposition to SB 531

Before the Senate Committee on Labor and Election Process Reform
February 8, 2006

Paul Hoffman

Instructor, Lakeshore Technical College

Representing: Wisconsin Education Association Council

Chairman Reynolds and members of the Committee, my name is Paul Hoffman. I am an information technology instructor at Lakeshore Technical College and president of the Lakeshore Education Association.

I'm here today representing the Wisconsin Education Association Council to testify in opposition to Senate Bill 531.

Our state's 16 technical colleges are powerful engines that drive economic growth and workforce development in Wisconsin. Tens of thousands of students graduate from our technical colleges each year and go on to become the backbone of their local workforce.

WTCS graduates represent huge cadre of highly skilled workers that touch just about every sector of Wisconsin's economy. They are our communities' nurses, firefighters, childcare providers, police officers and paramedics. WTCS graduates build; weld; account; machine; manage; think; program; create; repair and perform thousands of other skills critical to the health of Wisconsin's economy.

In addition to traditional instruction, the technical colleges also provide customized training and technical assistance directly to Wisconsin businesses. In 2004/05 alone, the technical colleges provided customized training to over 2,900 businesses, serving a total of nearly 24,000 employees. Technical assistance – essentially consultative services – was provided to 853 businesses.

The technical colleges' direct services to business and industry lead to a more productive and flexible workforce, while simultaneously opening to employees the possibility of advancement along career ladders. These services are key components of regional economic development strategies.

SB 531 is a direct and immediate threat to the vitality and the range of economic and workforce development services the technical colleges provide.

The technical colleges have three main revenue sources:

Stan Johnson, President
Dan Burkhalter, Executive Director

33 Nob Hill Drive PO BOX 8003 Madison, WI 53708-8003 [608]276-7711 [800]362-8034



weac.org

1. **State aid** – State aid to the technical colleges has essentially remained frozen for the past 6 years. General state aid has remained flat – at \$118 million – since 2000-01.
2. **Tuition** – The WTCS State Board has made the choice to maintain affordability by moderating student fee increases. The choice to encourage broad access by keeping financial barriers low has been wise.
3. **Property tax revenue** - Over half of the technical colleges' revenue is generated through the property tax. State aid represented around 1/3 of technical college costs through the 1980's. But the state's declining financial commitment to the WTCS has forced district boards to increasingly rely on the property tax as the means to maintain quality programs.

SB 531 would effectively freeze the technical colleges' tax levy, eliminating the largest revenue option available to technical colleges.

Meanwhile, the costs faced by technical colleges continue to climb aggressively.

The freeze required by SB 531, combined with increasing mandatory costs like healthcare; utilities; unemployment insurance premiums, will force the colleges to ratchet down the programs and services they now offer.

Under SB 531, the technical colleges will quickly lose the thing that makes them great: the ability to quickly develop programs and services to meet local needs.

This year at Lakeshore Technical College we implemented several strategies to better serve our students and area businesses. Among other things, we:

- Expanded capacity in our nursing program
- Implemented the Welding Technical Diploma day program.
- Implemented the Paramedic associate degree program.
- Created a Center for Entrepreneurship.
- Developed and offered renewable energy courses.
- Modified the Nursing Assistant program instructional delivery for students learning English as a second language.

These strategies would not have been possible without the additional resources our district board raised through the tax levy. They likely would not have been possible under SB 531 without major financial reallocations that would have negatively impacted other important programs offered at LTC.

Wisconsin will not be well served by SB 531. The state's citizens and businesses are best served by a strong technical college system. *I strongly urge you to oppose SB 531.*

Thank you for your time.

*Every kid
deserves a
Great School!*



Testimony
February 8, 2006
SENATE BILL 531 – A PROPOSAL TO ESTABLISH A LEVY LIMIT ON WISCONSIN'S
TECHNICAL COLLEGE DISTRICTS

Dear Members of the Senate Labor Committee:

I am writing on behalf of Wisconsin Indianhead Technical College and most importantly, the students, businesses, and constituents that we serve throughout Northwest Wisconsin.

While I will be unable to testify in person at your February 8 hearing since I am currently National Legislative Summit for Community Colleges, I would like this letter to serve as my testimony – in strong opposition to this proposed piece of legislation that would essentially impose a 0% growth limit on technical college operating levies.

With all due respect, I do not think this bill should be under consideration at a time when the State of Wisconsin is working hard to make prudent investments that will transform and stimulate our economy into one that is truly competitive within the global marketplace. Senate Bill 531 is not at all compatible with “Invest Wisconsin” or “Grow Wisconsin” initiatives.

We all know that new technologies and other advances within the new “knowledge-based” economy continue to change the world, and the workplace, at an unprecedented pace. This requires continual training and re-training to ensure that our businesses are able to survive, maintain a competitive edge, and play an important role in stimulating the economic development of the State of Wisconsin.

The Wisconsin Technical College System continues to play a critical role in providing this essential training – training that has benefited numerous businesses, enabling them to expand and “grow” more jobs. Training provided by our technical colleges has enhanced the quality of life and the economy of this state.

To effectively provide training that will meet the continually changing needs of our constituents, we must continually invest in updating curriculum, integrating new technologies, and providing faculty development. These are essential investments in the future economic development of this state!

Prudent investments in our technical colleges do generate a significant return on investment in terms of economic growth as well as other socio-economic benefits. In 2001, Wisconsin Indianhead Technical College hired CC Benefits, Inc., an independent consultant, to do a socioeconomic benefit impact study of our college. Results indicated that:

- WITC students enjoy a 20% return on their investments of time and money at the college; and
- Every dollar of state and local taxpayer support invested in WITC creates approximately ten dollars in higher student earnings and other public (social and economic) benefits.

At this critical time in history when technical college enrollments are increasing and businesses are relying upon us to provide state-of-the-art training to keep up with continual changes, a tax freeze is simply unacceptable! It would result in significant cuts to the programs and services that our communities need. And it would have an extremely detrimental impact upon the economic growth of this state.

I will greatly appreciate your consideration in opposing this bill!

Sincerely,



Hank Hurley, President
Wisconsin Indianhead Technical College



Testimony

February 8, 2006

Subject: SENATE BILL 531 – A PROPOSAL TO ESTABLISH A LEVY LIMIT ON
WISCONSIN'S TECHNICAL COLLEGE DISTRICTS

Dear Members of the Senate Labor Committee:

As President of the Wisconsin Indianhead Technical College Board of Trustees, I am writing to express my opposition to this proposal that would essentially freeze technical college operating levies, allowing for 0% growth!

While I am unable to attend the February 8 hearing on this bill, I request that my written comments be entered into the record, reflecting the reasons for my opposition.

Wearing my business hat, as President of Memorial Medical Center in Ashland, Wisconsin, I fully understand the value of the programs and services provided by Wisconsin Indianhead Technical College throughout this 10,500 square mile district.

Memorial Medical Center has partnered with WITC as a member of a regional health care alliance dedicated to job growth and enhanced medical care. We rely upon the college for continually updated state-of-the-art training and retraining for our staff. I can vouch for the fact that the health care field is rapidly changing and advancing, continually integrating new technologies and processes to save and improve lives.

For WITC and other technical colleges to effectively provide the updated training that we urgently need, it is essential that adequate investments are made in the college's health care programming. The returns on these investments include enhanced quality of life – and lives saved.

I understand the need for taxpayer relief, but this must be balanced with prudent investments in education and training that will stimulate the growth and productivity of the medical profession and other businesses throughout the state.

As a member of WITC's Board of Trustees, I am fully aware of the college's careful analysis of expenditures and efforts to balance continually shrinking budgets – despite growing costs to ensure that training is responsive to the needs of our constituents. The proposed tax freeze would seriously jeopardize our ability to meet growing needs throughout the state.

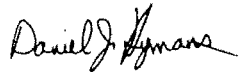
It is also important to note that the proposed "referendum" option is not realistic for several reasons:

1. In districts with more than one county, chances of passing such a referendum are very remote. For example, voters in Ashland are not interested in supporting a technology program to be housed at the New Richmond campus located 3 hours from Ashland!

2. Referendum elections can be costly! Can we justify this additional expense at a time when the state is experiencing financial difficulties that are serious enough to consider a tax freeze?

I strongly encourage you to vote against this punitive and unnecessary piece of legislation. Thank you for your consideration.

Sincerely,



Dan Hymans
President
Memorial Medical Center



BUSINESS PROCUREMENT ASSISTANCE CENTER

Wednesday, February 8, 2006

Dear Committee Members on Labor and Election Process Reform,

I thank you for the opportunity to speak to you today regarding the Senate Bill 531 relating to the levy limit for the technical college districts. I am Denise Kornetzke, the Program Manager for the Business Procurement Assistance Center of Madison Area Technical College. The Business Procurement Assistance Center provides free technical and marketing assistance to Wisconsin businesses in the area of government contracting.

Are you tired of headlines that read, "State among biggest losers in per-capita federal spending?" Well, the technical colleges were and in 1988 applied for a little matching grant from the Department of Defense to help Wisconsin businesses compete in that government marketplace. This was

Business Procurement Assistance Center

<http://matcmadison.edu/bpac> ♦ bpac@matcmadison.edu

Madison Area Technical College ♦ 3591 Anderson Street, Suite 100 ♦ Madison, Wisconsin 53704
608/243-4490 Phone ♦ 608/243-4486 Fax

Moraine Park Technical College ♦ 2151 North Main Street ♦ West Bend, Wisconsin 53090
262/335-5893 Phone ♦ 262/335-5897 Fax

ASSISTING
WISCONSIN
BUSINESSES
WITH
GOVERNMENT
CONTRACTS
SINCE
1988

the start of the Business Procurement Assistance Center and is part of the technical college's mission to foster economic development in Wisconsin.

Where does the Center's funding come from?

Nearly half of the operating budget for the Business Procurement Assistance Center comes from the Department of Defense through a nationally competitive matching grant program. The Department of Defense provides nearly \$350,000 of funding per year. But in order to receive this funding, the match must be secured and fifteen of the sixteen technical college districts have stepped up to the plate and provided either cash and/or in-kind support for the program. The technical colleges are the source of match to bring in \$350,000 per year in federal grant money. In addition, new as of this past October, Moraine Park Technical College created a second office in West Bend to better serve businesses located in southeastern Wisconsin.

What are the results from this commitment?

In 2005, Wisconsin businesses won \$292.3 million in government contracts based on the assistance of this program, which represents a 42 % increase over the previous year's record. This equates to approximately 8,600 jobs that were created or retained in 2005 based on the work of the Center. For every dollar of operating budget for the Center, \$400 is returned to Wisconsin businesses in the

form of contract awards. The good news, based on the recent U.S. Census Bureau's Consolidated Federal Funds Report, in the area of federal procurement: Wisconsin moved from 46th place in 2003 to 42nd place in 2004. In fact, Wisconsin is moving toward gaining its fair share of that federal procurement pie. It is the work of the Business Procurement Assistance Center that empowers Wisconsin businesses to compete in this market.

Here are just a few specific examples:

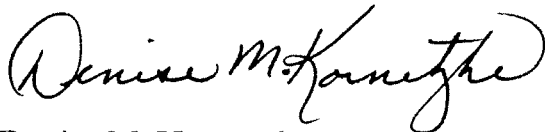
On January 25th, 2006 the Wisconsin State Journal published a story about Innocorp, a company that makes fatal vision goggles for drug and alcohol education. This company started in government contracting a little over a year ago by attending one of our workshops, then worked closely with one of the Center's Government Contract Specialists on a one-on-one basis which resulted in a successful win of a federal contract. There are plenty of successes like this across the state. Yesterday, I ran a report that showed that out of the \$292-million of awards to Wisconsin businesses based on our assistance, 13% of those dollars went to West Allis, New Berlin, Brookfield, Green Bay and Milwaukee. That is \$38 million to your businesses because of the economic development initiatives of the technical colleges. Companies within these 5 cities have been successful in selling to the federal government such items as vehicle parts,

pumps, law enforcement products, and even saw dust to giftware. I am proud to be part of their success.

What are the potential impacts of SB531?

With SB531, each technical college district will have to make difficult decisions on which programs to offer and which to eliminate. These are difficult decisions and programs that support economic development may be the first to go. Can this State afford to let go of \$292 million annually? Do we just accept headlines that Wisconsin is “among the biggest losers in per-capita federal spending?” Is SB531 good for Wisconsin? I don’t believe so.

Thank You,



Denise M. Kornetzke
Program Manager

Business Procurement Assistance Center
Madison Area Technical College
3591 Anderson Street, Suite 100
Madison, Wisconsin 53704
608/243-4484
dkornetzke@matcmadison.edu

BUSINESS PROCUREMENT ASSISTANCE CENTER

Denise Kornetzke
PROGRAM MANAGER



3591 Anderson Street, Suite 100
Madison, WI 53704
Phone (608) 243-4484
Fax (608) 243-4486
Email dkornetzke@matcmadison.edu

BPAC

Business Procurement Assistance Center

New Location!

Moraine Park Technical College

2151 North Main Street

West Bend, WI 53090

Phone 262.335.5893

Fax 262.335.5897

Email bpac@matcmadison.edu

Office Hours

Mondays 8:30am-4:30pm

Thursdays 8:30am-4:30pm

*The Moraine Park BPAC office
offers the same professional services
that the Madison BPAC office offers.*

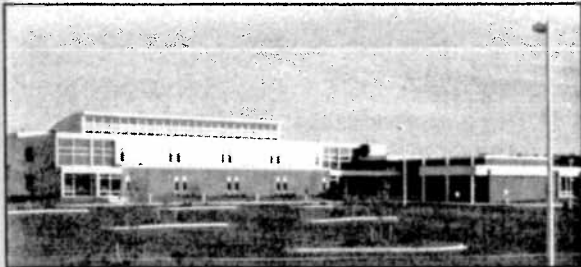
*One-on-one counseling
sessions by appointment only.*

Assisting Wisconsin Businesses
with Government Contracts since 1988

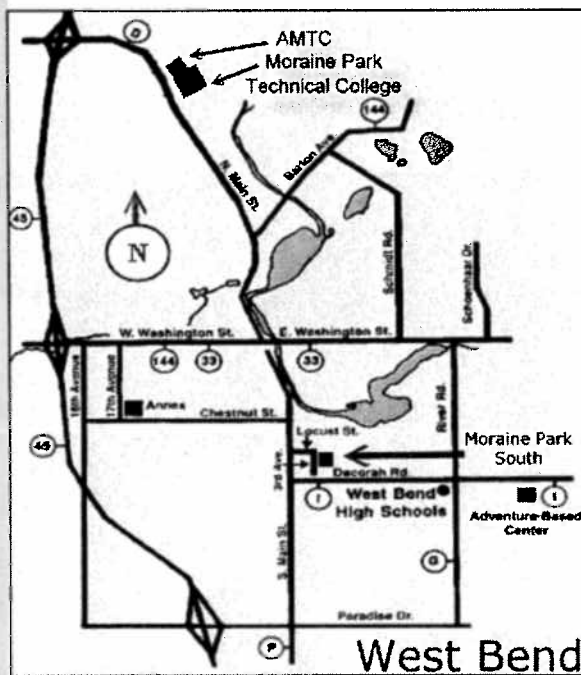
BPAC REGIONAL OFFICE

Moraine Park Technical College

2151 North Main Street
West Bend, WI 53090



AMTC Applied Manufacturing Technology Center



Business Procurement Assistance Center
3591 Anderson Street, Suite 100
Madison, WI 53704

*For more information
about BPAC, complete card
on reverse side and mail.*

Business Procurement Assistance Center
3591 Anderson Street, Suite 100
Madison, WI 53704

*Assisting Wisconsin
Businesses with
Government Contracts
Since 1988.*

GOVERNMENT CONTRACTING

*What is
government contracting?*

*How can I use
government contracting
to increase my sales?*

*Contact us at:
608.243.4490 or
fax us at:
608.243.4486
Visit our web site at:
<http://matcmadison.edu/bpac>
email us at:
bpac@matcmadison.edu*

*New Location!
2151 North Main Street
West Bend, WI 53090
Phone: 262.335.5893*

*BPAC is located at:
3591 Anderson Street, Suite 100
Madison, WI 53704*

Let BPAC help answer your questions.

Q: What is BPAC?

A: BPAC is the Business Procurement Assistance Center, a member of the Procurement Technical Assistance Center Network.

Q: What does BPAC do?

A: BPAC provides Wisconsin businesses with technical and marketing assistance to help them acquire and carry out local, state, federal and international contracts. In addition, BPAC will assist businesses during the various phases of the procurement process. BPAC also provides information to businesses interested in subcontracting with the government's primary contractors.

Q: Who does BPAC serve?

A: BPAC serves Wisconsin businesses interested in selling to the largest buyer of goods and services in the world - the government.



Q: What types of services does BPAC offer?

A: BPAC offers your business a variety of services including:

- Business Consultations
- Market Research & Analysis
- Federal Specs & Standards
- Agency Registration/Guidance
- Automatic Bidmatch Service
- Past Procurement Data
- Electronic Contracting
- Newsletters
- Training Seminars & Conferences

Q: How is BPAC funded?

A: BPAC is funded in part by a cooperative agreement from the Department of Defense. Major supporters include Madison Area Technical College and various other Wisconsin technical colleges. BPAC also receives generous contributions from corporate sponsors.

Q: How can I use BPAC's services?

A: Fill out the attached card and return it to the BPAC office. A government contract specialist will contact you to begin the process.

Q: Where is BPAC located?

A: BPAC is located at the T.E.C. Corridor in Madison, Wisconsin.

Contact us at:

608.243.4490 or

fax us at:

608.243.4486

Visit our web site at:

<http://matcmadison.edu/bpac>

email us at:

bpac@matcmadison.edu

Yes, I want BPAC to help me grow my business through government contracting. I'm interested in learning more about:

- Federal Contracting
- State/Local Contracting
- Subcontracting

Contact Name: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Product/Service: _____

My business is:

- Women Owned
- Minority Owned
- Veteran Owned

**ASSISTING WISCONSIN BUSINESSES WITH
GOVERNMENT CONTRACTS SINCE 1988**

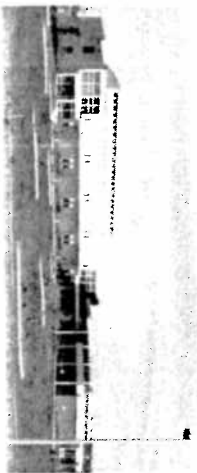
MAIN OFFICE • MADISON



TEC Center

3591 Anderson Street, Suite 100 • Madison, WI 53704
Phone 608.243.4490

REGIONAL OFFICE • WEST BEND



AMTC

2151 North Main Street • West Bend, WI 53090
Phone 262.335.5893

Visit our web site at: <http://matcmadison.edu/bpac>
Email us at: bpac@matcmadison.edu

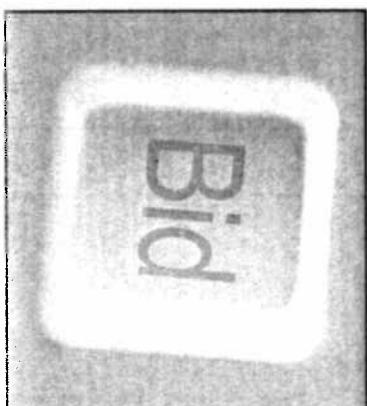
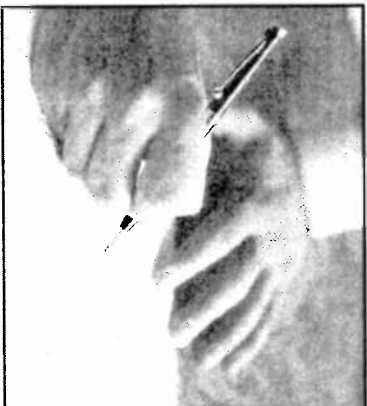


BPAC

Business Procurement Assistance Center

TRAINING SCHEDULE

OCTOBER 2005 - SEPTEMBER 2006



Assisting Wisconsin Businesses

with Government Contracts since 1988

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Register online at <http://matchmadison.edu/bpac/events.htm>

BPAC Seminar Registration Form

Register online at

<http://matchmadison.edu/bpac/events.htm>

If you do not have access to the Internet, please complete the form below.
Please submit one registration form per person per seminar.

Company Name: _____

Street Address: _____

City: _____ in the County of: _____

State: _____ Postal Code: _____

Attendee Name: _____

Email Address: _____

Phone Number: _____ Fax Number: _____

Company size: ___ Large or ___ Small or ___ Unknown

Is your company?

Woman-owned Service-Disabled Veteran owned Small Disadvantaged owned

Certified HUBZone firm Veteran owned Not yet established

What category best describes what your company does?

Manufacturer/Producer Wholesale dealer Service Establishment

Construction Retail Trade Not yet established

Describe your product or service: _____

I would like to register for: Course Title: _____

Location: _____

Date: _____

Payment Method:

Charge \$25.00 fee to my Visa Mastercard

Name on Card: _____

Credit Card Number: _____

Expiration Date: _____

Credit card transactions will appear on your statement as Madison Area Technical College

I will be mailing my check for \$25.00. Make checks payable to "MATC-BPAC".

Fax registration at (608) 243-4486

Mail registration to:
Business Procurement Assistance Center
3591 Anderson Street, Suite 100
Madison, WI 53704

General Services Administration

(GSA) Part 1

Each year more federal buyers use GSA Schedules as their preferred method of purchasing. Learn about the three service organizations of GSA and their potential business opportunities. GSAs Multiple Award Schedules (MAS) cover a number of commodities and services needed by federal agencies. This course will address many of the challenges a business will face when deciding whether to pursue a General Service Administration contract. **This seminar is limited to the first 25 paid registrations.**

TRAINING SCHEDULE		
DATE	TIME	LOCATION
OCTOBER 25, 2005	9:00AM - 11:30AM	PEWAUKEE W/CTC
JANUARY 26, 2006	9:00AM - 11:30AM	MADISON TEC CENTER
APRIL 20, 2006	9:00AM - 11:30AM	WEST BEND MPTC
JULY 27, 2006	9:00AM - 11:30AM	MADISON TEC CENTER
Prerequisite(s):		
ESSENTIAL ELEMENTS OF FEDERAL CONTRACTING OR ONLINE, FEDERAL CONTRACTING 101		
Cost: \$25.00		

COURSE OBJECTIVES:

After successful completion of this course the attendee will be able to understand...

- The organizational structure of the General Services Administration
- Which products and/or services GSA has under long-term contracts
- How federal agencies use GSA contracts
- How to identify their company's MAS Schedule

MAJOR TOPICS:

- Service Organizations of GSA
- Multiple Award Schedules (MAS)
- Researching the right MAS solicitation
- Why federal agencies use or don't use GSA
- Advantages and disadvantages of GSA contracts
- Items to consider before pursuing a GSA contract

Register online at <http://matchmadison.edu/bpac/events.htm>

General Services Administration

(GSA) Part 2

The **GSA Seminar Part 2** continues where the **GSA Seminar Part 1** left off. This course will focus on how to complete the GSA solicitation paperwork. Proposal writing, Federal Acquisition Regulation (FAR) clauses, Commercial Sales Practice Format (CSP-1), contract negotiating and contract compliance issues will be discussed. Marketing your GSA contract will also be covered. **This seminar is limited to the first 25 paid registrations.**

TRAINING SCHEDULE		
DATE	TIME	LOCATION
OCTOBER 25, 2005	1:00PM - 3:30PM	PEWAUKEE W/CTC
JANUARY 26, 2006	1:00PM - 3:30PM	MADISON TEC CENTER
APRIL 20, 2006	1:00PM - 3:30PM	WEST BEND MPTC
JULY 27, 2006	1:00PM - 3:30PM	MADISON TEC CENTER
Prerequisite(s):		
COMPLETION OF GENERAL SERVICES ADMINISTRATION (GSA) PART 1 SEMINAR		
Cost: \$25.00		

COURSE OBJECTIVES:

After successful completion of this course the attendee will be able to understand...

- Which of their company products and/or services belong on which Schedule
- How to locate and download a GSA Schedule solicitation
- How to prepare a response to a GSA solicitation
- The performance, price and technical proposal requirements

MAJOR TOPICS:

- Solicitation required forms including representations and certifications
- Federal Acquisition Regulations (FAR)
- Performance proposal requirements of MAS contracts
- Commercial Sales Practices Format (CSP-1)
- Contract compliance issues
- Tips on marketing to federal agencies

Register online at <http://matchmadison.edu/bpac/events.htm>

Proposal Writing 1

Learn how to submit a compliant and responsive proposal to a government agency. Although the course content is geared toward federal government solicitations, techniques offered through this training will benefit in other government contracting markets such as State and local municipalities. Attendees will see if they can survive our mock audit.

TRAINING SCHEDULE		
DATE	TIME	LOCATION
NOVEMBER 2, 2005	9:00AM - 11:30AM	EAU CLAIRE CVTC
FEBRUARY 21, 2006	9:00AM - 11:30AM	KENOSHA GTC
JULY 27, 2006	9:00AM - 11:30AM	MADISON TEC CENTER
SEPTEMBER 14, 2006	9:00AM - 11:30AM	WEST BEND MPTC

Prerequisite(s):

ESSENTIAL ELEMENTS OF FEDERAL CONTRACTING
OR THE FEDERAL CONTRACTING 101 WEBINAR

Cost: \$25.00

COURSE OBJECTIVES:

After successful completion of this course the attendee will be able to...

- Develop a systematic approach to reading a solicitation
- Master tips and techniques to create a compelling proposal
- Respond to a commercial acquisition and comply with FAR Part 12
- Manage fact finding and negotiations

MAJOR TOPICS:

- Types of solicitations
- Techniques to efficiently read a solicitation package
- Cost estimating
- How to be responsive, including Certifications and Representation sections
- Where most companies fumble
- Commercial acquisitions
- Fact finding and negotiation techniques, complying with Truth In Negotiation Act (TINA)

Register online at <http://matchmadison.edu/bpac/events.htm>

Selling to the State of Wisconsin

This comprehensive seminar provides a foundation for contracting with the State of Wisconsin.

TRAINING SCHEDULE		
DATE	TIME	LOCATION
DECEMBER 7, 2005	1:00PM - 3:30PM	LA CROSSE WWTC
JANUARY 12, 2006	9:00AM - 11:30AM	FOND DU LAC MPTC
MARCH 21, 2006	1:00PM - 3:30PM	JANESVILLE BTC
MAY 10, 2006	9:00AM - 11:30AM	RHINELANDER NATC
SEPTEMBER 27, 2006	1:00PM - 3:30PM	CLEVELAND LTC

Prerequisite(s):

NONE

Cost: \$25.00

COURSE OBJECTIVES:

After successful completion of this course the attendee will be able to...

- Determine State demand for their respective products/services
- Identify which State business classifications apply to their business
- Locate which State agencies buy their products/services
- Use the State of Wisconsin's VendorNet program
- Target city or county government contracting opportunities

MAJOR TOPICS:

- How the State procures the products and services it needs
- Which State agencies buy what products/services
- Understanding and using Wisconsin VendorNet
- Locating local government contracting opportunities within the State of Wisconsin
- Reviewing a State solicitation

Register online at <http://matchmadison.edu/bpac/events.htm>

Finding Opportunities

This seminar provides a look at finding government contracting and subcontracting opportunities over the Internet.

TRAINING SCHEDULE		
DATE	TIME	LOCATION
OCTOBER 10, 2005	1:00PM - 3:30PM	APPLETON FVTC
NOVEMBER 9, 2005	1:00PM - 3:30PM	MADISON TEC CENTER
FEBRUARY 9, 2006	1:00PM - 3:30PM	BEAVER DAM MPTC
APRIL 18, 2006	1:00PM - 3:30PM	MILWAUKEE MATC
AUGUST 16, 2006	9:00AM - 11:30AM	WI RAPIDS MSTC

Prerequisite(s):
 ESSENTIAL ELEMENTS OF FEDERAL CONTRACTING
 OR THE FEDERAL CONTRACTING 101 WEBINAR

Cost: \$25.00

COURSE OBJECTIVES:

After successful completion of this course the attendee will be able to...

- Find contracting opportunities over the Internet
- Identify which agencies procure your products and services
- Identify agency websites for marketing opportunities
- Use FedBIZOpps
- Target state or local government contracting opportunities

MAJOR TOPICS:

- How government agencies advertise for the products and services it needs
- Which agencies buy what products and/or services
- Understanding and using the Internet to find contracting opportunities
- Locating prime contractor sub-contracting opportunities
- Locating fee-based opportunities for contracting

Register online at <http://matcmadison.edu/bpac/events.htm>

Proposal Writing 2

This is a hands-on interactive workshop. Apply the techniques taught in Proposal Writing 1 in a real world application. Create a winning proposal to real government solicitations. Choose from product, service, construction or research and development solicitations issued from the government and try to win that contract. Work on a team or as an individual in this hands-on proposal writing workshop.

TRAINING SCHEDULE		
DATE	TIME	LOCATION
NOVEMBER 2, 2005	1:00PM - 3:30PM	EAU CLAIRE CVTC
FEBRUARY 21, 2006	1:00PM - 3:30PM	KENOSHA GTC
JULY 27, 2006	1:00PM - 3:30PM	MADISON TEC CENTER
SEPTEMBER 14, 2006	1:00PM - 3:30PM	WEST BEND MPTC

Prerequisite(s):
 PROPOSAL WRITING 1 OR EQUIVALENT EXPERIENCE

Cost: \$25.00

COURSE OBJECTIVES:

After successful completion of this course the attendee will be able to...

- Become familiar with a typical government solicitation package
- Understand the variety of contract types
- Be confident when responding to a government solicitation
- Know what are key evaluation factors to emphasize
- Submit a responsive and winning proposal

MAJOR TOPICS:

- Determine the contract requirements
- Following the instructions to the offeror
- Evaluation Factors
- How to be competitive

Register online at <http://matcmadison.edu/bpac/events.htm>

Machining / Fabrication 1

This seminar is ideal for the machining and/or fabrication company that is new to government contracting or has just started to actively seek government work. The class will focus on those processes needed to maximize success and identify contracting opportunities. A short presentation will be followed by "on-line" demonstrations. **Your company should be registered in the CCR prior to attendance.** Wholesalers and service companies will not benefit from attending this seminar.

TRAINING SCHEDULE

DATE	TIME	LOCATION
JANUARY 19, 2006	9:00AM - 11:30AM	WEST BEND MPTC
FEBRUARY 21, 2006	9:00AM - 11:30AM	KENOSHA GTC
MARCH 28, 2006	9:00AM - 11:30AM	GREEN BAY NWTC
APRIL 25, 2006	9:00AM - 11:30AM	WAUSAU NTC

Prerequisite(s):

ESSENTIAL ELEMENTS OF FEDERAL CONTRACTING
OR THE FEDERAL CONTRACTING 101 WEBINAR

YOUR COMPANY SHOULD BE REGISTERED IN THE CCR PRIOR TO ATTENDANCE.

Cost: \$25.00

COURSE OBJECTIVES:

After successful completion of this course the attendee will be able to...

- Locate current government bidding opportunities
- Make efficient and effective use of their time when seeking contracts
- Understand what is required to be a successful contractor

MAJOR TOPICS:

- Time management techniques for government contracting
- Registration requirements and document viewing software needed
- How and where machined/fabricated items are purchased

Register online at <http://matcmadison.edu/bpac/events.htm>

Essential Elements of Federal Contracting

This entry-level seminar provides a solid orientation to the federal contracting environment for those new to this market.

TRAINING SCHEDULE

DATE	TIME	LOCATION
NOVEMBER 9, 2005	9:00AM - 11:30AM	MADISON TEC CENTER
DECEMBER 7, 2005	9:00AM - 11:30AM	LA CROSSE WWTC
FEBRUARY 9, 2006	9:00AM - 11:30AM	BEAVER DAM MPTC
MARCH 21, 2006	9:00AM - 11:30AM	JANESVILLE BTC
APRIL 18, 2006	9:00AM - 11:30AM	MILWAUKEE MATC
MAY 17, 2006	9:00AM - 11:30AM	MADISON TEC CENTER
JULY 12, 2006	1:00PM - 3:30PM	FENNINGORE SWTC

Prerequisite(s):

NONE

Cost: \$25.00

COURSE OBJECTIVES:

After successful completion of this course the attendee will be able to...

- Determine if government contracting is a good business decision
- Classify their business and their products/services
- Identify which government agencies buy their products/services
- Focus their research in order to locate contracting opportunities targeted to their business

MAJOR TOPICS:

- What a business needs before getting started in government contracting
- Government demand for products and services
- Factors impacting government procurement
- Government classifications for businesses and products/services
- Mandatory government database: Central Contractor Registry (CCR)

Register online at <http://matcmadison.edu/bpac/events.htm>

BPAC SEMINARS BROUGHT TO YOU BY . . .



Machining / Fabrication 2

This seminar is ideal for the machining and/or fabrication company that is actively seeking government work, or has had government contracts in the past. The class will focus on current/upcoming changes to the contracting process, how to respond electronically to a bid, finding additional bidding opportunities and related factors to the pro-active contractor. A short presentation will be followed by "on-line" demonstrations. **Your company should have attended "Machining/Fabrication 1" or have a good understanding of the contracting process prior to attending this seminar.** Wholesalers and service companies will not benefit from attending this seminar.

TRAINING SCHEDULE		
DATE	TIME	LOCATION
JANUARY 19, 2006	1:00PM - 3:30PM	WEST BEND MPTC
FEBRUARY 21, 2006	1:00PM - 3:30PM	KENOSHA GTC
MARCH 28, 2006	1:00PM - 3:30PM	GREEN BAY NWTC
APRIL 25, 2006	1:00PM - 3:30PM	WAUSAU NTC
Prerequisite(s):		
COMPLETION OF "MACHINING / FABRICATION 1" SEMINAR		
Cost: \$25.00		

COURSE OBJECTIVES:

After successful completion of this course the attendee will be able to...

- Assess how the changing government contracting market may affect them
- Know where to register and how to quote bids electronically
- Search for hidden bid opportunities they may be missing
- Understand other factors directly related to quoting

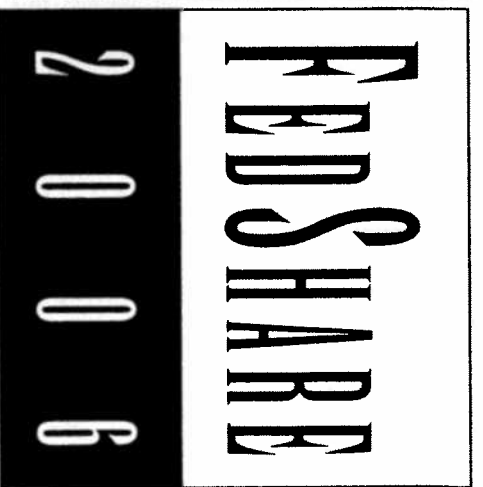
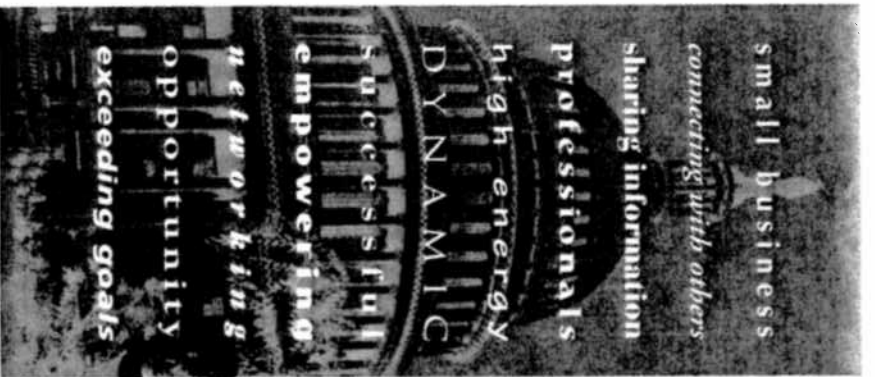
MAJOR TOPICS:

- Current and upcoming changes in the government contracting arena
- How do you register and respond electronically to a bid
- RFID, WAWF and other factors that have direct effect on the successful contractor

Register online at <http://matcmadison.edu/bpac/events.htm>

SCHEDULE OF SEMINARS BY DATE

DATE	LOCATION	TIME	SEMINAR TITLE
Oct. 10, 2005	Appleton - FVTC	1:00pm-3:30pm	Finding Opportunities
Oct. 25, 2005	Pewaukee - WCTC	9:00AM-11:30AM	GSA Part 1
		1:00pm-3:30pm	GSA Part 2
Nov. 2, 2005	Fau Claire - CYTC	9:00AM-11:30AM	Proposal Writing 1
		1:00pm-3:30pm	Proposal Writing 2
Nov. 9, 2005	Madison - TEC Center	9:00AM-11:30AM	Essential Elements of Federal Contracting
		1:00pm-3:30pm	Finding Opportunities
Dec. 7, 2005	Ladocross - WWTC	9:00AM-11:30AM	Essential Elements of Federal Contracting
		1:00pm-3:30pm	Selling to the State of Wisconsin
Jan. 12, 2006	Fond du Lac - MPTC	9:00AM-11:30AM	Selling to the State of Wisconsin
Jan. 19, 2006	West Bend - MPTC	9:00AM-11:30AM	Machining/Fabrication 1
		1:00pm-3:30pm	Machining/Fabrication 2
Jan. 26, 2006	Madison - TEC Center	9:00AM-11:30AM	GSA Part 1
		1:00pm-3:30pm	GSA Part 2
Feb. 9, 2006	Beaver Dam - MPTC	9:00AM-11:30AM	Essential Elements of Federal Contracting
		1:00pm-3:30pm	Finding Opportunities
Feb. 21, 2006	Kenosha - GTC	9:00AM-11:30AM	Machining/Fabrication 1
		9:00AM-11:30AM	Proposal Writing 1
		1:00pm-3:30pm	Machining/Fabrication 2
		1:00pm-3:30pm	Proposal Writing 2
Mar. 21, 2006	Janesville - BTC	9:00AM-11:30AM	Essential Elements of Federal Contracting
		1:00pm-3:30pm	Selling to the State of Wisconsin
Mar. 28, 2006	Green Bay - NWTC	9:00AM-11:30AM	Machining/Fabrication 1
		1:00pm-3:30pm	Machining/Fabrication 2
April 18, 2006	Milwaukee - MATC	9:00AM-11:30AM	Essential Elements of Federal Contracting
		1:00pm-3:30pm	Finding Opportunities
April 20, 2006	West Bend - MPTC	9:00AM-11:30AM	GSA Part 1
		1:00pm-3:30pm	GSA Part 2
April 25, 2006	Wausau - NTC	9:00AM-11:30AM	Machining/Fabrication 1
		1:00pm-3:30pm	Machining/Fabrication 2
May 10, 2006	Rhinclander - NATC	9:00AM-11:30AM	Selling to the State of Wisconsin
May 17, 2005	Madison - TEC Center	9:00AM-11:30AM	Essential Elements of Federal Contracting
July 12, 2006	Fennimore - SWTC	1:00pm-3:30pm	Essential Elements of Federal Contracting
July 27, 2006	Madison - TEC Center	9:00AM-11:30AM	Proposal Writing 1
		9:00AM-11:30AM	GSA Part 1
		1:00pm-3:30pm	Proposal Writing 2
		1:00pm-3:30pm	GSA Part 2
Aug. 16, 2006	Wisconsin Rapids - MSTC	9:00AM-11:30AM	Finding Opportunities
Sept. 14, 2006	West Bend - MPTC	9:00AM-11:30AM	Proposal Writing 1
		1:00pm-3:30pm	Proposal Writing 2
Sept. 27, 2006	Cleveland - LTC	1:00pm-3:30pm	Selling to the State of Wisconsin



ANNOUNCED
29th 2006 • Madison

How do Wisconsin businesses tap into the government market? Businesses need access to education, resources and opportunities.

Let FedShare 2006 be your source for government business connections.

FedShare 2006 offers procurement training, business resources, individual business meetings, networking opportunities and access to nationally known government experts and speakers.

For more information on FedShare 2006 ~ visit our website at:
<http://matchmadison.edu/bpac/fedshare>

SEMINAR LOCATIONS

BPAAC'S REGIONAL OFFICE

BPAAC's new procurement office will be located at
Moraine Park Technical College in West Bend, Wisconsin.



2151 North Main Street
West Bend, WI 53090
Phone 262.335.5893
Fax 262.335.5897
Email bpac@matcmadison.edu

Office Hours
Mondays 8:30am-4:30pm
Thursdays 8:30am-4:30pm

The Moraine Park procurement office offers the same professional services that the Madison office offers. One-on-one counseling sessions by appointment only.

BTC	Blackhawk Technical College—Central Campus 6004 Prairie Road • Janesville, WI 53547 • 608-758-6900
CVTC	Chippewa Valley Technical College—Eau Claire Campus 620 W. Clairmont Avenue • Eau Claire, WI 54701 • 715-833-6200
FVTC	Fox Valley Technical College—Appleton Campus 1825 N. Blumound Drive • Appleton, WI 54912 • 920-735-5600
GTC	Gateway Technical College—Kenosha Campus 3520 30th Avenue • Kenosha, WI 53144 • 262-564-2200
LTC	Lakeshore Technical College—Cleveland Campus 1290 North Avenue • Cleveland, WI 53015 • 920-693-8213
TEC Center	Madison Area Technical College—TEC Center 3591 Anderson Street, #100 • Madison, WI 53704 • 608-243-4490
MATC	Milwaukee Area Technical College—Downtown Milwaukee Campus 700 West State Street • Milwaukee, WI 53223 • 414-297-6370
MSTC	Mid-State Technical College—WI Rapids Campus 500 32nd Street North • WI Rapids, WI 54494 • 715-422-5300
MPTC	Moraine Park Technical College—Beaver Dam Campus 700 Gould Street • Beaver Dam, WI 53916 • 920-887-1101
MPTC	Moraine Park Technical College—Fond du Lac Campus 235 North National Avenue • Fond du Lac, WI 54936 • 920-922-8611
MPTC	Moraine Park Technical College—West Bend Campus 2151 North Main Street • West Bend, WI 53090 • 262-334-3413
NATC	Nicolet Area Technical College—Northern Advantage Job Center 100 West Keenan Street • Rhineland, WI 54501 • 715-365-1500
NTC	Northcentral Technical College—Central Campus 1000 W. Campus Drive • Wausau, WI 54401 • 715-675-3331
NWTC	Northeast Wisconsin Technical College—Green Bay Campus 2740 W. Mason Street • Green Bay, WI 54307 • 920-498-5400
SWTC	Southwest Wisconsin Technical College—Fennimore Campus 1800 Bronson Boulevard • Fennimore, WI 53809 • 608-822-6262
WCTC	Waukesha County Technical College—Pewaukee Campus 800 Main Street • Pewaukee, WI 53072 • 262-695-3468
WWTC	Western Wisconsin Technical College—La Crosse Campus 304 Sixth Street North • La Crosse, WI 54602 • 608-785-9200

Please refer to our website for specific directions for each seminar.

Register online at <http://matcmadison.edu/bpac/events.htm>

SEMINAR REGISTRATION & POLICIES

HOW TO REGISTER:

We highly recommend that you register early to guarantee seminar placement and receipt of handout materials for the seminar of your choice. Pre-registration is recommended as BPAC reserves the right to cancel any seminar.

ONLINE:

Register online at <http://matcmadison.edu/bpac/events.htm>

MAIL:

Complete the registration form on the back cover of this brochure. Mail the completed form along with your payment to: BPAC

3591 Anderson Street, Suite 100

Madison, WI 53704

Please make checks payable to "MATC-BPAC"

REGISTER AT THE DOOR:

Registration at the door is accepted but is not recommended due to capacity issues. No cash will be accepted at the door. Only checks and credit card payments (Visa or MasterCard) will be accepted.

PAYMENT INFORMATION:

Registration fee is \$25.00 per person per seminar.

Registration fee must be made by check or credit card (Visa or MasterCard).

Make your check payable to "MATC-BPAC". **No cash will be accepted.**

Seminar material is only available to paid registrants.

LATE SERVICE CHARGE:

If payment is not received either in advance or at the door, an additional \$25.00 service fee will be charged per person per seminar.

If your "check is in the mail," the postmarked date on the envelope must be at least three business days prior to the seminar to avoid being invoiced the \$25.00 service fee.

CANCELLATION/REFUND POLICY:

BPAC reserves the right to cancel any seminar due to low enrollment. If a course is cancelled by BPAC, you will receive notification via email and you will automatically be issued a full refund.

If you cancel your registration, email notification must be made at least seven (7) business days prior to the seminar. Email our office at: bpac@matcmadison.edu. At that time, we will acknowledge receipt of your cancellation and a full refund will be issued.

No refunds will be made for no shows. Substitutions are allowed.

Business Procurement Assistance Center (BPAC)

BPAC provides technical and marketing assistance to Wisconsin businesses interested in selling their products and services to all branches of government. Our mission is to provide the necessary tools to be competitive.

BPAC offers seminars throughout the state of Wisconsin in the area of government contracting.

This booklet highlights BPAC'S wide variety of training that is available.

Just Getting Started?

Online Training

FEDERAL CONTRACTING 101: THE BASICS

BPAC is proud to offer an educational seminar on the web - or "webinar".

In ten minutes, you will learn what your business needs to begin the federal contracting process.

To view the webinar, visit our website at:

<http://matcmadison.edu/bpac/webinar.htm>

*Assisting Wisconsin Businesses with
Government Contracts Since 1988*

3591 Anderson Street, Suite 100 • Madison, WI • 53704

Phone 608.243.4490 • Fax 608.243.4486

Email • bpac@matcmadison.edu

Business Procurement Assistance Center 2004/2005 Performance Data

During FY 2004/2005 year, the Business Procurement Assistance Center:

- Served over 1,200 Wisconsin businesses.

- Sponsored and participated in 57 procurement-training events throughout the State of Wisconsin.

- Provided over 2,600 individual business-counseling sessions.
 - 2,296 to small business concerns
 - 312 to minority owned businesses
 - 489 to woman-owned businesses
 - 258 to Historically Underutilized Businesses (HUBZone)
 - 118 to Service Disabled Veteran Owned Businesses
 - 312 to other than small businesses

- Assisted Wisconsin businesses win a total of \$292.3 million in contract awards, breaking last year's record of \$205.5 million.
 - 13,046 federal procurement contracts, totaling over \$274 million.
 - 30 state and local government awards, totaling \$2.3 million.
 - 74 subcontracting awards, totaling over \$15.8 million.

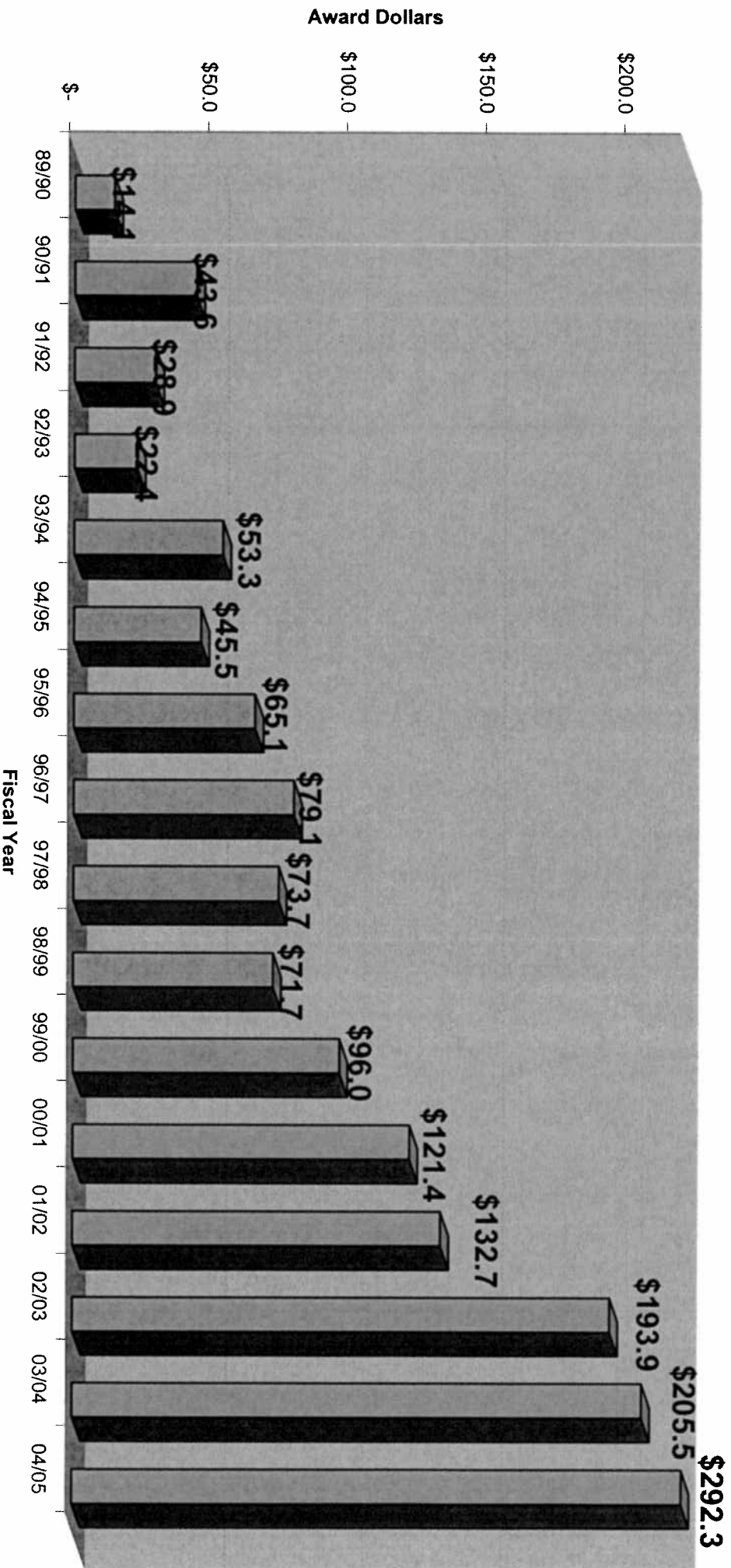
For every \$1.00 of the BPAC operating budget, \$400 is returned to Wisconsin businesses through contract awards.

The Department of Defense estimated a total of 8,588 jobs were created and/or retained based on BPAC assistance during 2004/2005.

For more information, contact BPAC at 608/243-4490.

BPAC Performance Growth

Dollar value of contracts awarded to WI businesses based on BPAC assistance
(in Millions)



BUSINESS

WEDNESDAY

JANUARY 25, 2006

The Market in Review 87

Farm Markets 87

Business editor

Tom Erwright

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B8

MATC aids state businesses

Its center helps companies get government contracts.

By KAREN RIVEDAL
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A business assistance center at Madison Area Technical College helped Wisconsin companies secure \$292.3 million in government contracts in 2005, a 42 percent increase over last year's record.

Innocorp in Verona used the center to help it get a contract with the U.S. General Services Administration for sales of its Fatal Vision goggles, which simulate different blood alcohol levels for alcohol training programs. The GSA contract — getting one essentially certifies a vendor as a good risk — lets companies do business with government agencies for individual sales of up to \$25,000, up from the \$2,000 in sales possi-



Mike Aguilar, president of Innocorp, shown beside a pair of Fatal Vision goggles, says figuring out how to apply for government contracts would have been burdensome without MATC's aid.

ble without such a contract.

Innocorp president Mike Aguilar said MATC's Business Procurement Assistance Center streamlined the process of applying for the contract.

"(Center staffers) were very much a help in getting through the load of paper-

work we had to fill out," Aguilar said. "It would have taken a lot of time on our part just in learning all about the process."

Nearly 8,000 jobs were created or retained in 2005 due in part to the center's free or at-cost assistance to busi-

nesses statewide, MATC officials said. The business work, ongoing since the center opened in 1988, augments the educational mission of the two-year trade college, which offers degrees in more than 140 programs.

Since 1988, the center has helped Wisconsin companies secure \$1.5 billion in government work, program manager Denise Kometzke said.

"Our whole mission is to help Wisconsin businesses," she said. "It's much more efficient for the federal government to buy goods and services if the businesses know the rules."

MATC officials believe the center's work with state businesses has helped Wisconsin improve its struggling performance in the race for federal contracting dollars. According to the U.S. Census Bureau, the state moved from 46th place in 2003 to 42nd in 2004, the state's highest rank-

Please see MATC, Page B7



Photos by LEAH L. JONES - State Journal

Jamie Stebbes, a sales representative for Innocorp in Verona, is seen through the company's Fatal Vision goggles, which simulate the perception of a person under the influence of alcohol. The company received government contracts for the goggles with the help of MATC's Business Procurement Assistance Center.

MATC

Continued from Page B8

ing in more than a decade.

The center helps businesses understand how to apply for federal contracts, including any recent rule changes, Kornetzke said. For example, the Department of Defense now requires vendors to use radio frequency

technology to track shipments, so the center developed training to teach businesses how to comply with the new standards. A hands-on workshop on proposal writing is another new center program.

Mainly, Kornetzke said, the center helps businesses navigate the bureaucracy of doing business with the government — getting through to

distant officials, double-checking paperwork and avoiding other common problems.

"It's a time-consuming process," Kornetzke said. "Making an error can be costly. We're here to help facilitate the process and answer questions."

In 2005, more than 400 people attended 33 center-run training events throughout the state. The center also

provided 2,600 individual counseling sessions for businesses, most of them small and owned by minorities, women and veterans, although those distinctions are not required, Kornetzke said.

The center served more than 1,200 businesses in the federal fiscal year that ended Sept. 30, largely in southeastern Wisconsin, Kornetzke said. It employs six people and gets about half its budget

from a federal grant totaling about \$350,000. Fifteen of the state's 16 technical colleges also support the center with budget money or in-kind donations.

The center's business counseling services are free, with training seminars offered at a fee covering the cost of materials.

More information is available by calling 608-243-4490 or at matcmadison.edu/bpac.



WISCONSIN STATE LEGISLATURE





A member of the Wisconsin Technical College System

February 8, 2006

Members of the Senate Committee on Labor and Election Process

Re: Testimony opposing tax freeze and elected boards

Over the past few years there have been plant closings and layoffs in Manitowoc and Sheboygan Counties resulting in significant economic disruption. Despite these setbacks, the area has turned itself around and, in fact, is now having difficulty finding skilled workers. In a short time, the economic scenario has changed. Whether the economy is contracting or expanding, workers and businesses turn to Lakeshore Technical College (LTC) to retrain workers displaced by a business downturn or to upgrade the skills of those workers needed to help a business grow. LTC and the entire technical college system have responded by providing training and education to people living in the community so they can get good jobs.

Lakeshore Technical College's responsiveness is at the heart of our service to citizens in the Lakeshore community. The legislation, which is the subject of this hearing, jeopardizes our responsiveness. The zero percent tax freeze is extreme and would eliminate our ability to respond quickly. Most often we get little or no notice of layoffs. Many workers who are displaced face time constraints to finish their training. If we are unable to expand our capacity to meet their needs, displaced workers would go untrained and have little chance of regaining their earning power and dignity.

We are currently working hard with local businesses to help them meet their need for welders. In the past we worked to fill the shortage of nurses. Our connection with local businesses helps make LTC and the WTCS successful. Every LTC program has an advisory committee whose members are made up of industry employers. This same representation applies to our board. Our current board includes employers and employees, among others. This diverse representation is a strength and assures that our programming meets local needs. The current governance structure has served this state well since 1911. Look at the outcomes. This year alone, LTC has provided service to more than 14,000 people. We had 1,350 graduates in 2005, 73% of whom work in the Lakeshore area.

Our board is also very responsible. Take a look at our tax levy. Over the past three years, the levy increased by 4.58%, 3.21%, and 3.29% while the tax rate decreased each of the last 6 years. This means that local taxpayers are actually paying less in taxes to support the technical college. A person who owns a home valued at \$150,000 would pay \$234 in taxes. Where would we be without the nurses, paramedics, emergency personnel, welders, machine tool operators, and the many other workers it takes to make this community function?

Michael A. Lanser, Ed.D., President

Page 2

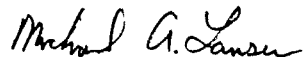
I recently received a letter from a student who is a true LTC success story:

"I recently finished up some credits in your (LTC) high school credit program. So now I am able to receive my high school diploma from North High School 20 years after my graduating class. For this opportunity I am truly grateful that your school would help me achieve this great accomplishment in my education. Your great school with excellent staff made it so easy and very enjoyable to pursue this part of my education, and I am looking forward to continuing my education at LTC."

This individual is now planning on completing an associate degree at LTC.

You should feel proud that our current system provides an opportunity for someone to succeed and make a better life for themselves years after graduation. Our system is about giving people the confidence they need to be successful and about giving businesses the workers they need to be successful. Our graduates stay, pay taxes, and make a difference. You can make a difference by not supporting SB-531 and SB-576.

Sincerely,



Michael A. Lanser, Ed. D.
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Jim Doyle
Governor

Michael L. Morgan
Secretary of Revenue

Senate Labor and Election Process Reform Committee Hearing, February 8, 2006

Senate Bill 531 – Establishing a Levy Limit for Technical College Districts (Senator Lasee)

Description of Current Law and Proposed Change

Under current law, the tax levy for debt service of a technical college district is not limited, but the operating tax levy may not exceed 1.50 mills on equalized value.

Under the bill, beginning in 2007, a technical college district's tax levy may not exceed its levy for the prior year. The limit would be adjusted for services transferred to or from other governmental units. The limit would also be increased by the amount needed for general obligation debt service. A district that wishes to exceed the limit may do so if voters approve the excess levy at a referendum.

Fairness/Tax Equity

- Based on recent experience, technical college tax levies have been one of the fastest growing components of a typical property owner's tax bill. This bill would slow the growth in technical college levies, and slow the growth in property tax bills.
- In order to allow for inflation and changes in service need, municipalities and counties operate under a levy limit which allows levies to increase by the greater of 2% or the change in value due to net new construction. Freezing the operating levy of technical college districts does not permit adjustments for inflation or changes in service need.

Impact on Economic Development

- Technical colleges are a critical element in the state's ability to provide prospective employers with an educated and productive workforce. Freezing technical college district operating levies is likely to lead to reductions in course offerings and increased fees. This could reduce the state's ability to provide workers with the training they need and hinder the ability of Wisconsin's businesses to hire a skilled work force.

Administrative Impact/Fiscal Effect

- The bill freezes technical college district operating levies at the amount levied in 2006 (December 2006 tax bills). Based on data from the Wisconsin Technical College System Board, technical college district levies totaled \$477.4 million in 2004/05 and \$506.2 million in 2005/06. If the bill had been in effect for 2005/06, the total operating levy would have been \$28.8 million lower than under current law. This would have

reduced the statewide average net tax rate by \$0.07 per \$1,000, or 0.38%. For the owner of a median-valued home worth \$153,500, property taxes would be reduced by about \$10.60.

- The reduction in property taxes will reduce both the Homestead Credit and the property tax/rent credit. The amount of these reductions is expected to be minimal.
- Certain utility companies are taxed by the state on an ad valorem basis using either the statewide average net tax rate or the net tax rate in effect where the property is located. If this bill had been in effect for 2005/06, state ad valorem utility taxes would have been reduced by \$408,000 (\$83,000 SEG-Transportation and \$325,000 GPR).
- Technical colleges receive a state payment equal to the property taxes that would have been levied on computer property that was exempted from taxation. If this bill had been in effect for 2005/06, this payment would have been \$217,000 lower than under current law.

Prepared by: Daniel Huegel, (608) 266-5705

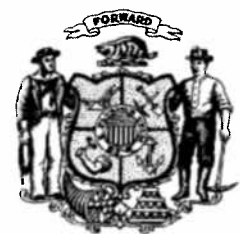
February 7, 2006

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WISCONSIN STATE LEGISLATURE



no date

Senator Alan Lasee
Testimony for Senate Bill 531 and Senate Bill 576

Good morning Chairman Reynolds and members of the committee. Thank you for scheduling both SB 531 and SB 576 for a public hearing today. Both of these bills deal with the Wisconsin Technical College Districts and will allow the taxpayers to have representation and a choice on how their tax dollars are used in regards to technical college districts.

Last year, Wisconsin's 16 technical college district boards increased their levies an average of 5.3%. That's triple the rate for all other taxing districts in Wisconsin combined.

The Waukesha Freeman reported that an LFB analysis found that in a period from 1994-95 budgets to 2000-01 budget tech school property taxes grew 38.5% compared to 11.1% for statewide gross property taxes.

Senate Bill 531 would freeze the tech college taxes at the current level, but would allow for debt service payments. I understand that costs do increase over time and therefore, I am willing to accept a friendly amendment that would allow the levy to increase at cost of living or rate of inflation rates.

Tech Colleges can raise taxes to any level and the decisions are being made by non elected officials that have no accountability to the citizens and taxpayers of the tech districts.

I am also concerned about the unfair taxation that Door County pays to the Northeast Technical College District. Many towns, such as the town of Liberty Grove in my district pays \$1.3 million in tech school taxes and residents have 170 mile round trip to even attend classes at the Green Bay campus. The citizens of

Washington Island pay a half million in tech school taxes, but yet there K-12 school can barely keep its doors open to educate the school age children on the island without having them cross over ice or open water in the winter to attend school on the mainland. These individuals cannot afford \$500,000 in tech school taxes while they are struggling to keep their local school open.

All of these taxes are raised and levied by non-elected officials and without representation by the people. That brings me into SB 576, which requires tech school districts to have elected boards. Sen. Darling and I are here to ask your support for taxation with representation by voting in favor of SB 576.

This bill is not a discussion on all the good things the tech colleges have accomplished or how they are spending their money. This bill is about the ability to levy taxes with accountability to the electorate.

Today, you might hear a litany of reasons why a tech college board should not be elected. You may hear that no one will run for the board if they do not receive pay? You may hear that the elections might be skewed by lobbyist such as WEAC or WMC?

None of these questions are legitimate to the very concept of taxation with representation.

Many individuals run for town boards, planning commissions, parks commissions, school boards, etc. and volunteer all their time.

You might be surprised at all the people who would run for office and interested in the managing of local Tech Schools Districts. If the tech school district thinks it is appropriate to pay these members they may want to make a recommendation that board members get a stipend out of the current tech college budget.

As far as elections and boards being skewed by tech college personnel and big money lobbyist, it is the decision of the voters to determine if they agree with the decisions of the board and can always elect a new member if they are unhappy with the job of the board.

Let the voters and taxpayers decide how they want their tech colleges to be administered and how much of their tax money they are willing to spend. I support the notion of any board that deals with the raising of taxes to be voted upon and represent the taxpayers and citizens of their districts.

I am going to let Senator Darling say a few words and then she and I will be happy to answer any questions. Thank you again for your time and I urge you to support both SB 531 and SB 576.



no date

Testimony in PARTIAL SUPPORT of SB 531

Given all that I spoke to with regard to my support of elected boards and SB 576, I will be brief with my comments regarding the content of proposed SB 531. I have been a staunch supporter of the technical college system in this state for the past 15 years while working on the IT Advisory Committees at Gateway Technical College. I have witnessed much derive from technical education, and know that it contributes to the well being of individuals by providing them with a wide array of tools for employment. I have also seen how the investment in the technical education of individuals has contributed to the well-being of the economy in this region.

I cannot imagine capping the resources of the WTCS with a zero percent tax levy for these very reasons – especially at a time when education is so important and our state has committed to a mission of increasing college graduates in order to grow an enhanced economy, but I must say that **my comments are significantly qualified**. The way in which the WTCS has by default contributed to the confusion surrounding Gateway raises significant concerns in the eyes of taxpayers, for if the WTCS does not properly shepherd Chapter 38 of the Wisconsin State Statute, who will make the schools in the state system accountable for their spending habits?

More specifically, I must state that I would have a difficult time accepting any additional tax levy within the Gateway district until the Attorney General and Legislative Audit Bureau have reported their findings and until full accountability on how the tax dollars are spent at Gateway is fully disclosed. The unbridled spending that has taken place within the Gateway district *on legal fees alone* makes me want to challenge the school's ability to procure tax dollars without transparency and accountability. Terminating programs that yield positive results for the district is not the solution, but seems to be the path the current administration is taking in response to its own spending frenzy.

However, I do not believe it is fair for the entire WTCS system to suffer as a result of the actions of a few in the Gateway District. So my support for a zero percent tax levy increase would be restricted to the Gateway District, and only until the results of the current investigations are reported and until private corporations are no longer allowed to utilize taxpayer dollars without full accountability of how the money is spent. Once those results are made public and if such full accountability were to be enforced, I believe it would be necessary and relevant to revisit this concept of a zero percent tax levy limit and its relevance to the Gateway District.

SB531
Wessel, Page 2

While Mr. Clancy has threatened to take away state aid from Gateway for the actions of the Administration and its appointed Board, I find that to be an inappropriate resolution. Why should the students and faculty have to suffer for the bad choices of those in the administration? Where is the individual accountability in these matters?

In sum, this is clearly a case where the "Tragedy of the Commons" parable written by Garret Hardin back in the 1970s is again relevant. Without going into that entire story, the bottom line reflects that the actions of a few significantly impact the system as a whole – and in this case, the negative actions that have taken place within the Gateway district are sadly impacting the entire WTCS system.

Thank you for allowing me time to share my opinions with your committee today.

Randy Wessel
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