

# Transformations

**MATC** MILWAUKEE AREA  
*Technical College*

Alum Tops 4,000 Applicants for Coveted Photography Job

Milwaukee PBS Series Inspires Donation

MATC's Economic Impact: \$1.5 Billion

*Jarob Ortiz, MATC Photography associate degree graduate, photographs the National Air and Space Museum. Ortiz works for the National Park Service's Heritage Documentation Programs capturing images of historical significance for the Library of Congress.  
(Photo by Justin Scalera)*

A large group of graduates in black caps and gowns at a commencement ceremony. The graduates are looking in various directions, some towards the camera and others away. The scene is filled with the sound of many voices and the sight of many caps.

# 2,864

GRADUATES IN THE LAST YEAR

MATC is Wisconsin's largest majority-minority college/university.

More than 90 percent of MATC associate degree and technical diploma graduates are employed within six months.

# Transformations

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*Transformations* is published by Milwaukee Area Technical College  
Department of Marketing and Communications  
700 West State Street, Milwaukee, WI 53233-1443  
matc.edu/transformations 414-297-6365

**Email [MATCALumni@matc.edu](mailto:MATCALumni@matc.edu) to update your contact information  
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## MATC Alumni: Are YOU officially part of the MATC Alumni Network? Join us! It's FREE!

How? Email [MATCAlumni@matc.edu](mailto:MATCAlumni@matc.edu) to update your contact information or sign up at [matc.edu/alumni](http://matc.edu/alumni).

- **Special alumni-only discounts**
- **Alumni access to MATC JOBshop** for posting your job opportunities and to find interns
- **Alumni job-seeking services** — résumé review, interview tips and more!
- Social events and **invitation-only alumni opportunities**
- **MATC Centennial Celebration Commemorative Book** (\$20 value) available by pick-up only, while supplies last!
- Monthly MATC alumni news **email newsletter**

### QUESTIONS?

Email [MATCAlumni@matc.edu](mailto:MATCAlumni@matc.edu) or call MATC Alumni Coordinator Bob Holland, 414-297-6825.

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2018-19

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Mary Scheibel, Principal/Owner,  
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### MATC FOUNDATION'S MISSION

Our mission is to support student success and enhance learning by engaging those who are passionate about the college and the community it benefits.

2018-19

## MATC DISTRICT BOARD OF DIRECTORS

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### MISSION

As a public, two-year comprehensive technical college, MATC offers exceptional educational and training opportunities and services to our diverse metropolitan area by engaging with partners to advance the quality of life for our students and community.

### VISION

MATC is the premier comprehensive technical college that provides excellence in education to enrich, empower and transform lives.

### VALUES

Student Success  
Accountability  
Collaboration  
Customer Focus  
Diversity  
Excellence  
Innovation  
Integrity



The average Milwaukee Area Technical College associate degree graduate will earn an incredible \$400,000 in greater career income than someone with a high school diploma alone, according to a report from the nationally recognized labor analytics firm Emsi (read more on page 21).

**The alumni success stories in this edition of *Transformations* – and countless others – put faces and names to these incredible numbers. As the proud president of Milwaukee Area Technical College, I am heartened to hear how our graduates' MATC experience helped them attain success, how it resonates to this day and how it inspires them to support the next generation of students.**

From beautifully documenting national landmarks through photography, to helping lead a Fortune 500 company, and to meeting the financial needs of our community, MATC graduates are achieving their dreams and impacting the lives of others.

Business Management alumna **Jasmin Hernandez** shared that her MATC faculty advisor provided strong support as she balanced working, raising her son and attending college. The advisor, Judy Reinders, knew Hernandez's busy schedule and made sure to call her at night. The caring and concern showed by MATC faculty and staff throughout her experience "really set the bar for me," she said, as she went on to earn a bachelor's degree, become a community bank president and later joined BMO Harris Bank. Today, she serves on an MATC program Advisory Committee and partners with the college through a local business group (see page 20).

MATC alumnus **Terry Hueneke** graduated with a degree in Advertising and Marketing, going on to become an assistant advertising manager for 140 A&P grocery stores and eventually serving as the number two executive at Milwaukee-based staffing giant ManpowerGroup. "MATC formed my approach to problem solving, objective setting and execution, which I used throughout my business career," Hueneke told us. He is now helping others achieve success through supporting MATC Foundation programs including the MATC Promise (see page 10).

**Jarob Ortiz** has earned national praise – including from the Washington Post – for his work as a photographer for the National Park Service. The MATC alumnus bested about 4,000 competitors to land the job. He credits MATC instructors John Glembin, Mark Saxon and the late Duane Manthei, who taught him the complex mathematical calculations to best capture light, evoke emotion and depict stunning details using a unique camera. In an interview, he said, "I give my MATC instructors the most credit. This wouldn't be possible without everything they taught me." (See page 18).

**I invite you to read more about the *Transformations* MATC is generating in the district we serve – and beyond.**

Sincerely,

Vicki J. Martin, Ph.D.  
President, Milwaukee Area Technical College



## **MATC Dual Enrollment Classes Fuel Bike-Building Excellence**

An MATC program in partnership with St. Francis High School started Steve Dietzman on a path to international victory. As a high school junior in 2010, Dietzman could access auto and metal shop courses at MATC's Downtown Milwaukee Campus through a Dual Enrollment program, which allowed him to achieve both high school and college credit. In particular, he enjoyed the fabrication aspect of welding and put it to use on motorcycle frames and parts.



“I just kept learning and it’s just crazy the amount of learning you pick up, from other students and the instructors.”

Steve Dietzman, shown in his shop, Studio Cycles

His first bike, which he purchased while still in high school, was a 1969 Honda 350. Dietzman continued working with motorcycles and even opened a small shop named Studio Cycles in Milwaukee’s Tippecanoe neighborhood. There he modified a 1977 Harley-Davidson Ironhead Sportster, changing almost everything, including the frame. He completed this project when he was only 18 years old. He further strengthened his skills through the BUILD program, a nonprofit educational organization allowing small groups of high school students to get hands-on experience with motorcycles. It began at St. Francis his senior year.

Over the years, Dietzman returned to MATC for classes to fuel his passion, such as Fundamentals of Oxyfuel Welding, and even repeated

Fundamentals of Arc Welding with the same instructor to gain additional knowledge. “I just kept learning and it’s just crazy the amount of learning you pick up, from other students and the instructors,” he said. “It’s fun so it grinds my gears.”

Patrick Hanson, Dietzman’s former MATC instructor and currently an automotive instructor in MATC’s School of Pre-College Education, said, “He’s a real talented kid, once you see him with a tool in his hand, you realize that. He’s got some of the best natural ability I’ve run across, and his parents encouraged him to work with his hands and that helps a lot.”

All that education and experience culminated in a win at the 2017 International Motorcycle Show with his custom 1968 Triumph Bonneville Chopper, which was victorious in the Retro Modified Class category. Dietzman had attended the show for three years as a spectator and found motivation to finish and enter a bike. His former instructor was one of the first people to hear about the win as Dietzman’s classmates enthusiastically “lit up” Hanson’s phone with messages. A few days after the show, Dietzman stopped by Hanson’s class where Dietzman built the motorcycle’s engine.

Other accolades include displaying a bike in a curated exhibit at the 2017 Sturgis Motorcycle Rally in South Dakota. The 26-year-old believes his best work is yet to come.

Though he has clients for custom bike redesigns and inquiries surged after his win at the international motorcycle show, Dietzman takes that on in his spare time. He works as an outside sales representative for Fastenal, having advanced from positions in the warehouse and as an account representative. He currently calls on businesses in the Franklin Business Park, an MATC partner.

#### VOLUNTEER WORK WITH HIGH SCHOOL STUDENTS

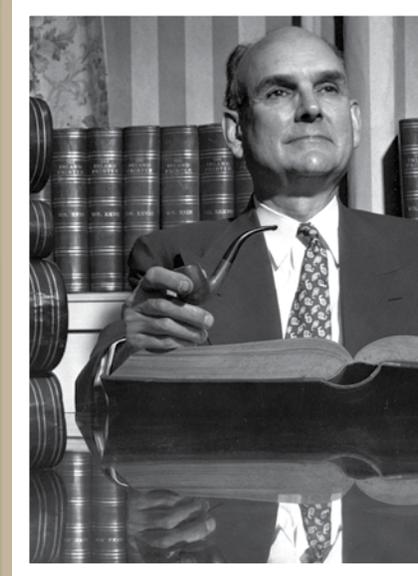
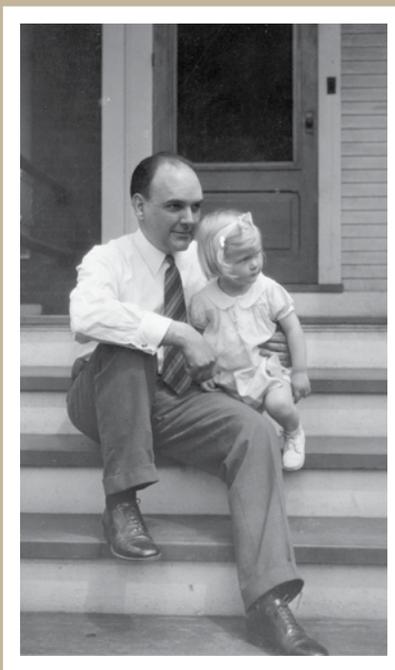
Now Dietzman invests significant time with students at his former high school through the BUILD program each year from January to June. Despite working full time and running the motorcycle shop, Dietzman volunteers from one to five days per week at St. Francis High School and serves as a mentor to a small group of students who share similar interests.

Through this program, students take a dilapidated motorcycle chassis and progress through design, welding, fabricating and painting. Over the summer, Hanson acquires the old bikes. Participants also raise money to refund the purchase of the original bike and parts. The program culminates in a race, held in past years at Road America in Elkhart Lake, Wisconsin, and now moving to a flat track racing course.

The Iron Horse Hotel in Milwaukee founded the BUILD program. In 2018 BUILD was active in several high schools in the area served by MATC: Divine Savior Holy Angels, Lynde and Harry Bradley Technology and Trade High School (Bradley Tech), Oak Creek High School, Shorewood High School, St. Francis High School and South Milwaukee High School. MATC is one of the program sponsors. More information is at [buildmoto.com](http://buildmoto.com).

Dietzman’s high school Dual Enrollment experience at MATC – then called Youth Options – lives on through the Start College Now program. The program allows students to begin their college education by taking college-level career and technical courses while still in high school.

**For more information about enrolling high school students in Start College Now classes at MATC, contact your local school district or call MATC at 414-297-6068.**



## Donation Honors Longtime Employee, Local 212 Co-Founder and President

**Patricia “Pat” Parsons was watching television** when she thought of the perfect tribute for her father. The Milwaukee PBS series “Cook.Plate.Dine.™” broadcast in May 2018 – featuring MATC’s Culinary Arts and Baking and Pastry Arts students – inspired her.

“I had been wanting to do something for several years to honor my father and I thought, “This is it. This is what I want to do,” she explained. Her father, Ira Pilliard, shared his talent with MATC as an employee for 45 years, retiring at age 70. He spent one year away from the college in military service for World War I.

The longtime MATC employee taught printing from 1913 to 1918, led the graphic arts department from 1919 to 1930 (while MATC was known as Milwaukee Vocational School), and supervised trades and industries for nine years.

He supported higher education for women at a time when that viewpoint was not mainstream. “He believed in female education and believed women were the intellectual equivalent of men but didn’t receive the same opportunities and same kind of education. Back then, if they went to high school, they were lucky,” his daughter explained.

In his personal time, Pilliard loved hunting, fishing, gardening and golf. He also supported expanded recreational opportunities for students. He started hobby clubs at the college, including the first classes for boys to learn the cooking skills that girls were learning in home economics classes. These hobby clubs on “camp cooking” and “yacht cooking” grew into classes, which eventually became the highly regarded Culinary Arts associate degree program featured in “Cook.Plate.Dine.™”

While teaching and later serving as principal of a Missouri high school in the early 1900s – before his time at MATC – he started the first girls’ basketball team, having been inspired by seeing girls play the sport at an exposition.

His daughter shares the ideals of expanding access to education and other opportunities, and appreciates MATC’s current status as the largest majority-minority college in Wisconsin.

### AS MATC STUDENT, PARSONS BROKE GENDER BARRIERS

In the 1950s, she attended the college to prepare for a career change. The new direction was nontraditional: She was one of the first women to learn the trade of drafting.

Employers at the time faced a shortage of qualified workers because so many men were serving the military in the Korean War. A graduate of the University of Chicago who was working as a filing clerk, Parsons had significant art training and passed the test to take coursework at MATC (then known as Milwaukee Institute of Technology). Employers paid for a six-week training course and she became a “draftswoman” with AC Spark Plug, the AC Electronics Division of General Motors. She eventually progressed to the role of technical artist and worked on guidance systems for intercontinental ballistic missiles (ICBMs) and contributed to the nation’s defense during the Cold War. She lived in Brooklyn, New York, for 45 years before returning to Milwaukee after the death of her husband.

### PILLIARD SERVED AS INDUSTRY LEADER

Pilliard exemplified the industry leadership still prevalent today among the college’s expertly trained faculty and staff. He was president of the Milwaukee Club of the Printing House Craftsmen from 1929 to 1931 and chairman of the Educational Commission of the International Association of Printing House Craftsmen.

He also authored two publications – “Club Management” and “Educational Chats” – and spoke before trade and educational groups in 18 North American cities. Toward the end of his career, he was an editor-in-chief for college publications such as lesson sheets, advertising and catalogs. He even worked on an official cookbook.



Upon his passing in September 1975, Anthony Karpowitz, the dean of Graphic and Applied Arts, wrote, “He exemplified style – not in the sense of clothing or grooming, though he was meticulous in this, too, but in the concept of style as used by the printer or publisher: the selection of words to give clarity to meaning, the selection of typefaces to visualize the effects of words, the art of styling and spacing that give grammatical consistency and beauty to the layout and design. He was a product of that period of history that reflected the Rococo ornamentation – curved and flowing lines to embellish a page, a letterhead, or the introductory capital letters of a paragraph.”

#### PILLIARD WAS UNION CO-FOUNDER

Pilliard learned printing as a boy and worked after school and during vacations for the local Missouri newspaper. He became a member of the Chicago Typographical Union in 1913, the first of many union memberships. After seeing firsthand the impact of unions, Pilliard and his colleague Dr. Colin Welles led the effort to organize MATC’s faculty union, the American Federation of Teachers Local 212. Pilliard served as its first president and created scrapbooks of newspaper clippings from the controversial founding, which detailed a student walkout and his own dismissal and subsequent reinstatement.

These Depression-era scrapbooks were almost lost to time, but were discovered in floorboards of his prior home when a new owner was renovating. The homeowner, Phil Fendt, located Parsons and returned the timeworn memories to her. The union remains active today and has three bargaining units representing 1,400 full-time faculty and counselors, part-time faculty and professional staff.

#### HONORING LEGACY THROUGH MAJOR GIFT

To honor her father’s legacy and in support of the practical, hands-on learning MATC provides and the college’s core value of diversity, Parsons established the Ira D. Pilliard Memorial Endowed Scholarship fund with a \$50,000 gift. The scholarship fund through the MATC Foundation will support students in the culinary arts, which evolved from Pilliard’s work at MATC.

*Shown above, left to right: Ira Pilliard stands in a classroom in 1915 at Milwaukee Continuation School; Pilliard and his daughter Pat (Pilliard) Parsons in 1933; Pilliard commemorates 25 years of service to the Craftsmen’s club in 1952; Pilliard and his daughter in 1946.*

**For more information on how you can donate and support MATC students’ success, please contact us at 414-297-8514 or visit us online at [matc.edu/donate](http://matc.edu/donate).**

**SUPPORTING STUDENTS  
HELPS TRANSFORM  
OUR COMMUNITY**

**Public-private  
partnerships  
through the MATC  
Foundation Inc. are  
breaking down financial  
barriers between  
students and family-  
sustaining wages.**

**Donors to the MATC Promise bridge the gap between what financial aid provides and the cost of tuition and course fees.**

- **Our Promise for New High School Graduates have achieved higher GPAs and higher course completion rates than the average MATC student.**
- **Our first class of Promise for Adults students is on campus this fall, eager to learn and earn a degree connected to one of the 50 most in-demand careers in the state.**

MILWAUKEE AREA **Technical College**  
**Foundation**  
Investing in Student Success

**More than 500 individuals already have generously given to the MATC Promise. Your gift can support these students and help them achieve their dreams.**

To make a gift, call Monika Walloch, director of development, at 414-297-8514, email [wallocms@matc.edu](mailto:wallocms@matc.edu) or visit [matc.edu/donate](http://matc.edu/donate).

**A top ManpowerGroup executive when he retired, MATC alumnus Terry Hueneke demonstrates the value of a technical college education through his career advancement, business excellence, community service and support of technical colleges.**

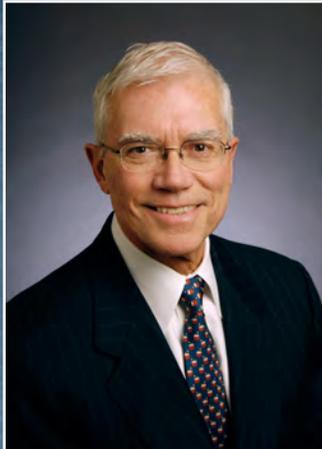
Hueneke excels at getting things done, a trait he developed starting at a young age with a paper route. "I was on a business path since I was 11 years old," said the south-side Milwaukee native. He purchased the paper route and was able to build it into one of the largest in the area, which required waking at 4:30 a.m. seven days per week.

His technical college education honed his raw talent and played a crucial role in the launch of his career. Hueneke attended MATC (then Milwaukee Institute of Technology) for an associate degree in Advertising and Marketing. His education prepared him well for his Assistant Advertising Manager role for the 140 A&P cooperative grocery stores across the area.

He transitioned into the service industry, heading up marketing for a global proprietary education firm; then joined ManpowerGroup, a Wisconsin-based world leader in innovative workforce solutions. Today, the company connects more than 600,000 people to work each day, across a wide range of skills and industries, helping to power the success of clients around the world. ManpowerGroup has grown from one office in Milwaukee in 1948 to a \$22 billion business that works with 400,000 clients across the globe and 3.4 million associates each year.

Putting people to work is a noble cause in his eyes. "To be self-sufficient, to be independent is a much better option for life than depending on someone else. Work is the root of independence – contributing to the growth of a business or product and to the community as a taxpayer," he said. "Education does not have to involve a Ph.D. for everyone. Technical education can add so much to someone's independence."

Hueneke became ManpowerGroup's number two executive and continued to guide the company via its Board of Directors until 2014, when he retired as its longest-serving Board member.



Terry Hueneke

**Retired  
ManpowerGroup  
Executive's Career  
Exemplifies Benefit  
of Technical  
Education**

A proud MATC graduate, he firmly believes "a two-year associate degree from a technical college is what is necessary to close the skills gap for employees and businesses."

He shared how the foundation for success within every level of employment can be learned at technical colleges. "In addition to the academic and technical part of my education, MATC formed my approach to problem solving, objective setting and execution, which I used throughout my business career."

**HELPING OTHERS ACHIEVE SUCCESS**

Hueneke has always believed in giving back to his community and started doing so immediately upon graduation, when instructors invited him to present his career perspectives to MATC Marketing associate degree students on several occasions.

Upon retirement, he further dedicated his commitment to supporting arts and education causes in Wisconsin and New York. Hueneke currently volunteers with The Fortune Society, focusing on reintegrating former felons into society; Solar One, providing training and education for clean environment-related jobs; and a food bank.

Hueneke provided his professional experience at the national level as a member of the Business Advisory Council to the U.S. Bureau of Labor Statistics, garnering a unique perspective on employer needs.

For the MATC Foundation, he has made several generous contributions to support students via the Charlie Dee and Anne Landre First Generation Scholarship Endowment. A longtime friend to Hueneke, Dee is a retired MATC English instructor who served the college for 33 years.

Hueneke was also a lead investor in the campaign to establish the MATC Promise. The first program of its kind in Wisconsin, the MATC Promise for New High School Graduates welcomed its first students in fall 2016, providing free tuition to eligible high school graduates and opening the doors of college to students who never thought it was possible. Hueneke's commitment to the value of technical college education also compelled him to successfully encourage his network of colleagues and friends to make donations in support of student success at MATC.

**For more information on how you can donate and support MATC students' success, please contact us at 414-297-8514 or visit us online at [matc.edu/donate](http://matc.edu/donate).**



“Whenever scholarships can make career-empowering education accessible to those for whom it otherwise wouldn’t be, they are a powerful tool to uplift all of society.”

**Chris Abele**, Promise individual donor and Milwaukee County Executive



## MATC Promise for Adults Unlocks Opportunities

**Milwaukee Area Technical College** welcomed a new group of students this fall, the first-ever attendees to take advantage of the “MATC Promise for Adults.” This program provides eligible students up to 75 credits of free tuition – after other scholarships and grants are applied – to complete an in-demand associate degree. The MATC Promise helps to close the skills gap by boosting the applicant pool for high-demand employment, while removing barriers to gain the education necessary to pursue today’s careers.

Eligible students:

- Are 24 years or older and live in the MATC district
- Have an annual family income of \$56,000 or less (based on federal student aid application)
- Have earned at least six college credits but have not earned an associate or bachelor’s degree – students must have been out of college for at least two years

The response from adults seeking to finish their degree was remarkable: More than 3,300 expressed interest in the program by the July 5 application deadline. Throughout the Milwaukee area and across the state, employers need more candidates with degrees. Wisconsin’s postsecondary attainment rate is 48.4 percent, short of labor economists’ estimates that 60 percent of all jobs in Wisconsin will require postsecondary education.

The MATC Promise for Adults is the second tuition-free program launched by MATC. Three years ago, the college launched the Promise for New High School Graduates. This groundbreaking program was the first of its kind in Wisconsin and is already helping transform lives, industry and our community. In spring 2018, more than 150 students attended classes through the MATC Promise for New High School Graduates program, positioning themselves for a family-supporting wage and helping build a stronger community.

“We launched the first Promise program in Wisconsin to offer more students the opportunity for an affordable education without incurring tuition debt. Successful students will earn a family-sustaining wage in a career area that is in high demand. MATC is not just talking about the skills gap, we are continuing to do something about it,” said Dr. Vicki J. Martin, MATC president.

Technical colleges help workers “skill up” to solve the region’s skills gap. They serve the dual purpose of removing barriers to education and providing talented employees for area organizations.

### JOBS THAT MATTER TO OUR ECONOMY

MATC Promise for Adults participants must enroll in a program to prepare for a career that is among the most in-demand in the state. Those include business specialties, information technology, criminal justice, early childhood education, healthcare, hospitality, welding, supply chain management and electronic or automotive technology.

More than 90 percent of MATC grads are employed within six months. They will continue to benefit from their education over their working years. The average associate degree graduate will earn \$418,000 in higher earnings compared with attaining only a high school diploma or equivalent.

### PUBLIC-PRIVATE PARTNERSHIP

The primary source of funding is federal Pell grants and the public-private Promise partnership provides the “last dollar” – the gap between what available financial aid, grants and scholarships will cover and the cost of tuition.

The MATC Promise seeks donors. So far, more than \$1.5 million in private support from 385 donors has been raised and includes a generous private gift from philanthropist and Milwaukee County Executive, Chris Abele. “Whenever scholarships can make career-empowering education accessible to those for whom it otherwise wouldn’t be, they are a powerful tool to uplift all of society,” Abele said in explaining his support for the program. “They’re even more powerful when an institution like MATC has worked hard to identify an under-reached population that wants to return to school to prepare for jobs that employers need to fill.”

**For more information about the MATC Promise for Adults, visit [matc.edu/promise](http://matc.edu/promise).**

*Shown left to right: Speakers at the MATC Promise for Adults launch event included Chris Abele, Milwaukee County executive; Dr. Vicki J. Martin, MATC president; and MATC Promise students Antoinette Howell and Rogelio Balderas.*



## Alumni Volunteers Help Ensure Student Success

At Almon Inc., four MATC alumni lead internal teams and help drive the creative work the company produces for its clients. Almon is a technical publications company headquartered in Waukesha, and its training and animation facility employs several alumni of MATC's School of Media and Creative Arts programs.

Employee Adam Guernsey regularly returns to the Downtown Milwaukee Campus to give back to the program that launched his career. He offers guidance and real-world perspectives to students in the portfolio class for visual communications, helping foster their success.

"I'm always trying to tell the students to pick a few of your favorite pieces of work and clean them up and polish them until you love them, and that's what you want to show the world," he said. "The students do so many things that they want to put them all in their portfolio. If you love it, leave it. If you don't, get rid of it."

Guernsey visits MATC at the invitation of instructor Brian Mennenoh. He and fellow instructors maintain close ties to area employers and invite these workforce partners to share current industry perspectives with their students.

### INDUSTRY LEADERS INFLUENCE CURRICULUM

MATC's instructors are experts in their fields with firsthand, on-the-job knowledge. Many faculty members also draw on industry connections to help students learn about their chosen field.

In addition, MATC's volunteer program Advisory Committee members are respected industry professionals.

Almon employee Keith Kamikawa graduated from the Animation associate degree program in 2011 and returns to MATC for Animation Advisory Committee meetings. Like all Advisory Committee members, his expertise helps assure coursework relevancy, state-of-the-art equipment for the college, and a high degree of professionalism for graduates.

Kamikawa said that being able to talk candidly with instructors and industry peers is very rewarding. He enjoys helping guide the program to meet employer needs. Kamikawa benefited from practical, hands-on learning in realistic situations when he was an MATC student.

"For a couple years the program brought in companies that gave us real-life experience working on real projects. I worked with Active Across America doing videos and animation promoting children's health. The animations we created aired on Channels 10 and 36. I was working 40 hours a week – it was a trial by fire, it was super hard stuff, but it was a real animation gig so it completely prepared me for my work in the real world," he said.

In addition to volunteering on the Advisory Committee, Kamikawa returns to speak directly with students. He reinforces advice they may hear from a parent or instructor and gives an "industry insider" angle.

"One of the number one things I talk with the students about is having their social media set up appropriately. LinkedIn is totally huge. They need to make sure their Facebook and Twitter are appropriate. Before we hire new people, one of the things I do is to check them out on social media and make sure they are going to represent the company well," he said.

“ ... the program [at MATC] brought in companies that gave us real-life experience working on real projects.” Keith Kamikawa



MATC alumni employed by Almon Inc. in Waukesha include, left to right, Louis Troutman, Keith Kamikawa, Adam Guernsey and Niko Miladinovic.

## ADVISORY COMMITTEES

At MATC, every academic program area is served by Advisory Committees with volunteer members who help identify industry trends. This helps ensure that MATC graduates are well-educated and career-ready. More than 900 industry representatives, including alumni, volunteer their time on one of approximately 100 Advisory Committees.

Program curriculums are regularly reviewed to provide graduates with the skills local employers need to stay competitive. MATC is committed to ensuring that its programs are aligned to keep the talent pipeline “flowing.” This is especially true in middle skill jobs, which require more than a high school diploma but less than a bachelor’s degree.

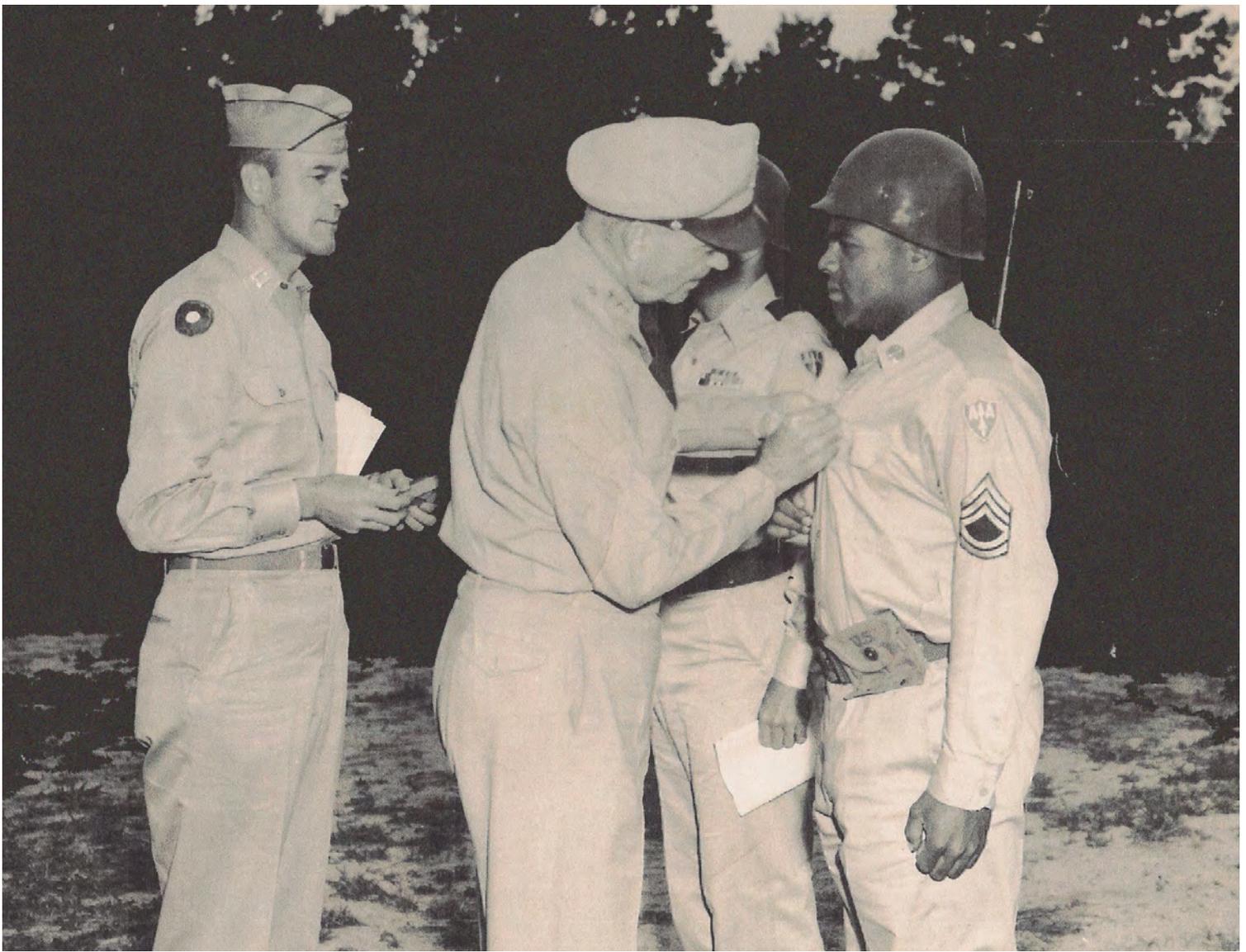
For information about MATC’s Advisory Committees, please contact Pam Holt, director of Curriculum and Instructional Support, Teaching and Learning Technology, at [holtp@matc.edu](mailto:holtp@matc.edu) or 414-297-7613.

## WORKFORCE SOLUTIONS

The college’s Workforce Solutions team partners with local businesses in a variety of sectors to provide incumbent worker training. MATC’s Workforce Solutions provides comprehensive services to meet workforce needs that include:

- Upskilling Current Employees
- Contract Training
- Customized Instruction
- Professional Development Workshops/Seminars
- Dual-Credit High School Courses
- Small Business/Entrepreneurship Services
- Fabrication Laboratories (Fab Labs)
- Internships

For more information about MATC’s Workforce Solutions, please contact Lisa Reid, Business Development director, at [reidl@matc.edu](mailto:reidl@matc.edu) or 414-297-6083.



*Shown top to bottom: Clarence Garrett, shown in 1952, served in the military and the reserves; a long-time book lover, Garrett learned to use the updated features of the UWM library; Kristin Catalano shot many scenes of Garrett on UWM's campus.*

## FRIENDS REUNITE – A Story of Two MATC Alumni

### Educational goals inspired an award-winning documentary

Kristin Catalano has a passion for storytelling through film. The MATC graduate used that passion and talent to share the inspirational story of her longtime friend Clarence Garrett. The two met while he was a mechanic working on the fleet at her family's grocery business when Catalano was just 8 years old.

A Shorewood High School graduate, she completed the MATC Police Science (now Criminal Justice Studies) associate degree program in 1995. Catalano then transferred to the University of Wisconsin-Milwaukee (UWM), which accepted all her credits via MATC's transfer agreement with the university's Criminal Justice bachelor's degree program. She eventually switched gears and obtained her Master of Fine Arts (MFA) in Screenwriting from the University of California, Los Angeles (UCLA) and decided to make a documentary about her longtime friend.

#### PROPONENT OF EDUCATION

Garrett was born in Baltimore, Maryland, during the Great Depression. He was drafted during World War II and Garrett, who is African American, served in the segregated U.S. Army in Europe. He returned to the U.S. and relocated to Milwaukee, joining the reserves. He attended MATC, then known as the Milwaukee Vocational and Adult School, in the 1950s

in conjunction with his employment in the reserves. Garrett raised a family and encouraged his children to pursue education while putting his own educational aspirations on hold.

Balancing the cost of education and the cost of raising a family affected Garrett just as it does for many students today. Although he paused his own dream, Garrett never stopped promoting the value of education. He encouraged friends, acquaintances and even strangers to keep learning.

“Education was all he preached about and talked about,” Catalano said. “When I was a child, he was always talking about education and had subscriptions to book clubs. He was 100 percent for education for everybody. He would even ask strangers what they were learning and reading.”

Garrett’s dedication to education continued throughout his life when, after 50 years away from academia, 85-year-old Garrett requested his MATC transcript and decided to resume the education he interrupted to support his family. He attended UWM in 2006 to fulfill his dream of earning his bachelor’s degree. Separated by decades, both Garrett and Catalano attended MATC and then UWM, and both were first-generation college students.

Support from education professionals and his own dedication allowed Garrett to absorb the new skills needed for today’s environment. He learned to use email and found he needed to read books three times to commit them to memory.

Catalano spent a lot of time with her friend from 2006 through 2008 for the documentary, titled “Clarence.” She reduced 200 hours of film to a final cut of 75 minutes. “He’s very engaging and funny and enjoyable, so it was hard to filter through everything because I had to get rid of a lot of gems. My background in screenwriting really helped,” she shared. “I wanted to tell this story and motivate people or help people – and sending that message that you can do anything you put your mind to, not just education.”

#### THE INSPIRATION CONTINUES

His pursuit inspired those he mentored and those who continue to learn his story through the film, which was shown at 15 festivals including in Austin, Hollywood and Milwaukee. The film earned several accolades. At every screening, people approach the director to share how it has impacted their own desire to return to school.

“Clarence” was broadcast on Wisconsin Public Television and is available on sources like Amazon, DirecTV, Google Play and iTunes, or via DVD. More information is available at [clarencedocumentary.com](http://clarencedocumentary.com) or [info@clarencedocumentary.com](mailto:info@clarencedocumentary.com).

Unfortunately Garrett died in 2012, three years before the release of the documentary. Before his passing, he saw an unfinished version called a “rough cut.” He is survived by his wife, son and daughter in the Milwaukee area, a son and grandchildren in Oshkosh, and a son and grandchildren in Virginia.

# MESO

## MILWAUKEE AREA *Technical College*

The college’s Military Education Support Office (MESO) is committed to supporting student veterans, National Guard members and reservists by providing educational services and facilitating connections to federal and state resources and services.

MESO’s goal is to ensure that veteran and current military service students make a successful transition from military to academic life and achieve their educational goals. For more information, call 414-297-8363 or email [meso@matc.edu](mailto:meso@matc.edu).



For more information on MESO and the services offered:  
414-297-8363 | Wisconsin Relay System 711 | [meso@matc.edu](mailto:meso@matc.edu)

 MILWAUKEE AREA *Technical College*  
Military Education Support Office



## WISN-TV Retiree Cary Edwards, a Cinematography Alum, Focuses on the Positive and Supports Students

Desire to give back to MATC leads to establishing new fund in his mother's honor

**As a teenager in Milwaukee,** Cary Edwards knew the career he wanted – making major motion pictures in Hollywood.

Fittingly, while a Cinematography student at MATC in the 1970s, he planned ambitious productions. One film assignment he wrote and directed required creating a set in a gritty Milwaukee pool hall, filming a chase scene through Chicago streets, and setting up a shot of an attaché case filled with real \$100 bills at a bank.

"I only needed a tight shot of that attaché, but there were several armed guards there as they brought me the bag full of the \$100 bills – I had never seen so much money!" Edwards said. "It was a great experience to do a film with those complex production needs. My MATC instructors helped me understand the concepts behind good filmmaking and helped me be creative."

His talent for storytelling through film was first recognized at the Milwaukee Inner City

Film Workshop, a program for urban children and teens to learn filmmaking and photography, which he joined as a 14-year-old. Edwards is the youngest of six children raised by a single mother and the program gave him positive male role models. "Tom Harris, who created the film workshop with many of his own resources, gave young people like myself a chance to make something positive of their lives," he added.

Edwards wanted to be successful to "make my mother proud," he said. "She worked so hard as a hotel maid and was a source of strength for me."

When he retired in 2015, Edwards had achieved 40 years of success behind the camera. His life "script" didn't lead to Hollywood movie studios; instead, Edwards was a photojournalist. Working for WISN-TV Channel 12 for most of his career, his camera captured

“My MATC instructors helped me understand the concepts behind good filmmaking and helped me be creative.”

Cary Edwards



*As a WISN-TV Channel 12 photojournalist, Cary Edwards captured President Barack Obama's arrival on Air Force One at General Mitchell International Airport, just one example of the variety of local and national events he covered. Edwards has been inducted into the Milwaukee Press Club Media Hall of Fame and the Wisconsin Silver Circle honoring broadcasters.*

*Opposite page: Edwards participated in the Milwaukee Inner City Film Workshop as a teenager.*

events that Milwaukee-area residents experienced via their TV screens. He has been inducted into the Milwaukee Press Club Media Hall of Fame and the Wisconsin Silver Circle honoring broadcasters. Edwards also earned a Peabody Award, which is given for outstanding broadcast stories.

“This career let me be there when history happened,” he noted. Memorable assignments include being in the locker room after the Milwaukee Brewers won the American League Championship at County Stadium in 1982, and touring Israel in 1997 with National Football League Hall of Famer Reggie White, when the legendary defensive end played for the Green Bay Packers.

#### **FOCUSED ON LEARNING**

Edwards participated in the film workshop as a teen for nearly four years and learned skills to make 16mm and Super 8 movies. By the time he graduated from high school, Edwards' portfolio included films that had garnered honors in national competitions.

He attended the University of Wisconsin-Madison for a year and then enrolled at MATC in 1974. “At Madison, the curriculum for filmmaking did not include hands-on work until you were three years into the program. I really wanted more hands-on experience and I knew MATC provided that,” he said.

Not long after beginning at MATC he landed a part-time position at WISN-TV. “Jeff Thomas, who believed in me and gave me this first professional opportunity, was a major influence on my career,” Edwards said. When he graduated in 1976, the station offered him a full-time news photographer/editor job, but Edwards had been planning to attend Southern Illinois University to complete a bachelor's degree in filmmaking.

The small screen won, however; Edwards took the job. “That turned out to be the best decision,” he said, “because in my career as a photojournalist I was able to be creative, and produce and create stories that impacted the community.”

#### **RAYS OF HOPE**

In 1979, Edwards moved to Boston to work for WBZ-TV. His job included working as a videographer/editor for “Coming Together,” a prime-time show. The crew traveled throughout the United States interviewing politicians and celebrities, including Muhammad Ali, Ray Charles, Alex Haley and Bob Marley.

Edwards returned to WISN-TV in November 1980. His experience in Boston influenced his desire to produce a weekly segment for the station's news program. He called it “Rays of Hope.”

“I wanted to balance all the negative news in the city with positive news,” he explained. “The segments helped get recognition for people and programs doing good things in Milwaukee.”

In 2001 Edwards was named WISN-TV's chief photojournalist, an administrative position he held for 14 years. He supervised the news department's photojournalists and crew, and often called MATC's Television/Video Production instructors to find candidates for part-time jobs at the station.

#### **GIVING BACK**

Edwards gave back to MATC in another way too. He established the Nealie Mae Edwards Scholarship at the college in honor of his mother. The scholarship through the MATC Foundation will assist a deserving student in the School of Media and Creative Arts.

Another woman Edwards credits with helping him maintain his positive focus is his wife of 24 years, Bonnie. The couple has three adult children; Lisa, Mildred and Danny. On his last day at WISN-TV, Bonnie Edwards arranged for a limousine to pick up her husband from the studio, providing a Hollywood touch to wrap up a prominent career.

**For more information on how you can donate and support MATC students' success, please contact us at 414-297-8514 or visit us online at [matc.edu/donate](http://matc.edu/donate).**



## Alum Tops 4,000 Applicants for Coveted Photography Job With National Park Service

While enrolled in MATC's **Photography** associate degree program, Jarob Ortiz was consumed with photographing the ruins of abandoned steel mills and manufacturing sites using special equipment rarely used these days: a large format view camera. The marriage of skill, passion and ability to use the "Zone System" developed by legendary photographer Ansel Adams led Ortiz to a stunning achievement in the summer of 2016. He was chosen from a field of approximately 4,000 applicants for a prestigious job as a National Park Service photographer.

"I couldn't believe it when they told me I had the job," Ortiz said. "I broke down and wept. I always do my best. I tried my hardest, but I never thought I'd land this job. It's a dream job for me. I will never leave."

Working for the National Park Service's Heritage Documentation Programs, Ortiz travels the country using film and light to capture images of buildings, engineering and sites of historical significance that will be preserved in the Library of Congress.

### CREDITS MATC INSTRUCTORS FOR HIS SUCCESS

Ortiz is quick to credit MATC's Photography program and instructors John Glembin, Mark Saxon and the late Duane Manthei for his success. Manthei taught him the Zone System, which uses mathematical calculations in zones of the photo to best capture light to evoke emotion in the viewer and to capture detail.

"I give my MATC instructors the most credit," Ortiz said. "This wouldn't be possible without everything they taught me. They were a tough group of instructors. When you messed up, they let you know. I appreciated that." Ortiz graduated from MATC in 2013.

Glembin, who keeps in contact with Ortiz, remembers that, as a student, "he was a 'hungry kid.' He always wanted to learn more, to perfect his skills. He was meticulous. Jarob was very careful to record information correctly and be faithful to his subject matter." Ortiz's skills and dedication to documenting history make him perfect for this job, according to Glembin.



JAROB ORTIZ

Ortiz became fascinated with city architecture as a youth. His father took him and Ortiz's brother Nate to see old building sites in Milwaukee. Among the places they visited were Jones Island and the Menomonee Valley. Years later, Ortiz's stepfather introduced him to photography by buying him his first camera, an Olympus OM-2 35mm.

**OBSESSED WITH PHOTOGRAPHY, "DAY AND NIGHT"**

"As soon as I started taking photos in 2009, it was over," Ortiz said. "I lost touch with all my friends. It was all about photography. I was at it every day and night."

Ortiz's passion for photography continued to grow. After a stint in the Air Force and a job in California, Ortiz returned to Wisconsin. He and his brother began documenting the ruins of steel mills and hotels in Gary, Indiana, "just because it needed to be done," Ortiz said. "No one paid us to do that."

The brothers both wanted to study photography, but Jarob Ortiz wanted to use the large format view camera. It is like the ones used in the earliest days of photography, he said. "It has a front board, a back standard and you can move it like an accordion. I use 4" x 5" film. It gives you so much control of perspective and allows you to adjust the focal plane," Ortiz said.

**DRAWN TO MATC'S UNIQUE PHOTOGRAPHY CURRICULUM**

"I came to Milwaukee Area Technical College's program in 2010 because MATC still taught the use of the large format camera, in addition to digital cameras," Ortiz said. "The only other way I could have studied that camera would have been to go to a \$40,000-a-year art school.

"The resolution is so much better with film than with digital cameras," Ortiz further explained. "Resolution is what counts. The native file has more tonal range, a clearer image."

**PRESERVING HISTORY FOR FUTURE GENERATIONS**

Ortiz works more than 60 hours a week, traveling from site to site, documenting scenes before they are lost to history. "I consider this a service to my country," he said. "I'm recording this so future generations can see what we had at this time. Every photograph is a reference for the future. My legacy is in the work and what I leave behind. No amount of money could substitute for the feeling I get doing this work."

See a gallery of Jarob Ortiz's photos at [tinyurl.com/Ortizphotos](http://tinyurl.com/Ortizphotos).



ROBERT ARZOLA

*Opposite page: The Tidal Basin and the Jefferson Memorial in Washington, D.C., framed by blooming cherry trees.*

*This page, top: The Lighthouse, 1873 Keepers' Dwelling and Summer Kitchen at Cape Lookout on the North Carolina Outer Banks.*

*This page, bottom: Jarob Ortiz uses a large format view camera in his work for the National Park Service's Heritage Documentation Programs.*

# As Bank Leader, Alum Shares Her MATC Success Story Throughout the Community

**Jasmin Hernandez** has accomplished a lot since she graduated from MATC. She earned her bachelor's degree, rose to the role of community president at a local bank and now serves as a relationship management associate at BMO Harris Bank, among other achievements.



*Jasmin Hernandez described how MATC prepared her for success when she addressed college administrators, faculty and staff during Faculty Coordination Day in August 2017.*



**Yet her experience at the college** remains the standard by which she judges her experience at other institutions.

“MATC really set the bar for me,” she said. “Every faculty member that I have come across, everyone who worked in administration – everyone’s just been really helpful.”

The 2013 MATC Business Management alumna talks about the college in the present tense because she remains involved. She collaborates with Dr. Mark Felsheim, vice president of the Oak Creek Campus, through the South

Suburban Chamber of Commerce and serves on the Advisory Committee for the Entrepreneurship technical diploma program with Armen Hadjinian, the program’s coordinator.

“Armen has been a great mentor in my life,” Hernandez said. “He taught me the importance of mentorship and networking – and introduced me to people who have been helpful in my career.”

Her career journey began to accelerate when she first visited the Oak Creek Campus at the recommendation of friends who suggested she start at MATC, where the credits she earned would easily transfer to one of more than 35 four-year college and university partners.

Hernandez vividly remembers walking into the campus and looking at the 200 program options displayed on the walls near the Admissions office, represented by program cards that outline connected careers, courses and the skills students will master.

## **SUCCESS AND SUPPORT THROUGH ACCELERATED LEARNING**

Working in an entry-level banking position at the time, she enjoyed the business aspect of her career and decided to start in the Business

Management associate degree program. As time passed, Hernandez, a single parent, decided she needed an option to graduate more quickly.

She spoke with Judy Reinders, one of her instructors and her faculty advisor, who recommended an accelerated option.

“She said it would be a good program for someone at my stage in life, so I went into my program and I graduated more quickly than I would have otherwise,” Hernandez said.

Her classmates were “almost like a family because we were going from course to course with each other. We were able to share our struggles and our successes, work together and build camaraderie and support each other.”

Hernandez said Reinders helped many classmates land internships and permanent positions. The instructor helped Hernandez beyond that first recommendation as well.

Reinders called Hernandez one evening, making a point to call after normal work hours because she knew that her student had a full-time job.

“She just wanted to check in on me. She went over my academics and where I was – where I wanted to go,” Hernandez said. Reinders recommended some upcoming course options and contacts to help her succeed moving forward. “I thought that was really unique.”

It was a level of personal support that Hernandez greatly valued, along with the smaller class sizes MATC offers. Balancing college, her career and her son, though, was never easy.

“When I came home from school, I helped my son with his schoolwork, got him dinner and put him to bed, and then worked on my homework from 8:30 p.m. probably up until midnight,” she said. “Then I would get up early to go work.”

Hernandez knew she had to spend less time than she might have liked with family and friends. She knew she had to stay focused to succeed. And she did.

“Jasmin displayed a lot of determination and always strived to exceed expectations, which has led to her success in life and in career promotions,” Reinders said. “It is students like Jasmin that make my job so rewarding!”

After completing her associate degree, she ultimately transferred to the University of Wisconsin-Milwaukee (UWM), one of MATC’s four-year partners.

“They worked to match up credit so I didn’t have to take everything again,” Hernandez noted.

At UWM, she earned a bachelor’s degree in communications, building upon the business skills she learned at MATC.

The combination helped advance her career trajectory at two local banks, advancing from her entry-level banking job to a higher level

position, a leadership development program and a branch manager role before beginning her work as a community president for WaterStone Bank in Greenfield in 2016. In August 2018, Hernandez joined BMO Harris Bank as a relationship associate for commercial equipment financing.

As she works throughout the community, she asks younger students about their college and career plans. Many are unsure of their next steps and are tight on funds.

“I always recommend MATC to them – and I share my story with them as well,” Hernandez said.

**For more information on accelerated learning options and four-year transfer programs, visit [matc.edu](http://matc.edu).**

**Milwaukee Area Technical College has long been known as a driver** in the local economy, helping prepare students to enter the workforce with a high-quality, career-focused education.

A report released this spring by respected labor market analytics firm Emsi confirmed the significance of that impact: \$1.5 billion in annual economic activity generated by the organization, students and alumni.

Both graduates and taxpayers earn a significant return on the investment they make in MATC. For every dollar a student invests in the form of out-of-pocket expenses, the report found, he or she receives a cumulative of \$3.80 in higher future earnings. This calculation takes into account money that students would have otherwise earned had they been working instead of attending college.

Those future earnings add up. MATC associate degree graduates will experience an amazing \$418,000 in higher earnings throughout their working years compared to someone with only a high school diploma or equivalent. Society as a whole benefits from an increased economic base, raising prosperity in Wisconsin. One way to think about investment in higher education is to compare it to the U.S. stock market’s average rate of return.

For the last 30 years, this average is 10.1 percent. MATC students beat that figure, achieving an annual rate of return of 15.8 percent.

For taxpayers, every \$1 of public funds invested yields a cumulative value of \$2.70 over the course of the students’ working lives, Emsi concluded. Taxpayers also will see \$25.7 million in present value social savings connected to lower crime, lower unemployment, and increased health and wellness levels, according to the report.

### **NARROWING THE SKILLS GAP**

MATC’s impact is perhaps felt most acutely in the region as the college works to close the middle skill jobs gap. Job seekers and employers know the challenge well: a mismatch between what industries need and what the local labor market is supplying. Currently, 55 percent of Wisconsin’s jobs are middle skill – requiring more than a high school diploma but less than a four-year degree. However, only 48 percent of the state’s workers are trained to that level at a minimum, according to the National Skills Coalition.

David Dull is chairperson of the MATC District Board of Directors and is the president and CEO of

Allis Roller, a manufacturer in the Franklin Business Park. “I know firsthand that our region’s employers need more skilled workers,” Dull said. “I see it at my own company and hear about it from my counterparts at nearby companies. Businesses are struggling to fill some of their middle skill jobs – and MATC can help people quickly get ready to qualify for those roles.” Under Dull’s leadership, the Franklin Business Park Consortium collaborated with MATC to prepare workers for better careers.

MATC programs are designed to narrow the skills gap, building the middle-skill workforce that is vital to our region. MATC students are quickly earning technical diplomas and associate degrees to prepare for our region’s fastest-growing and in-demand jobs. These include accounting, culinary arts, engineering, information technology, protective services and health care, plus skilled trades such as electricians, steamfitters and welders.

MATC offers 200 affordable high-quality programs preparing students for careers in as little as one to two years – and providing a less expensive path to a four-year degree through more than 35 college and university transfer partners.

## **Report Finds MATC Contributes \$1.5 BILLION in Economic Impact Each Year**

**Confirms MATC is a vital economic engine for our region**

### **IMPRESSIVE NUMBERS**

During a recent year, MATC students both past and present generated **\$1.3 billion** in added income for the region and **\$1.5 billion** in overall economic impact.

**One of every 31 jobs in the area MATC serves is supported by the activities of MATC and its students.**

**MATC itself is an important local employer. In fiscal year 2016-17, the college employed 2,111 full-time faculty and staff.**

*Data: Emsi report published 2018.*



## MATC Expands Athletics, Launches First-Ever Athletic Scholarships

MATC announced in May 2018 that the college will advance its men's and women's basketball teams from Division III to Division II play in the National Junior College Athletic Association (NJCAA) this season. The men's and women's tennis teams began their debut season this fall as NJCAA Division I teams.

This higher level of play gives the college the opportunity to award athletic scholarships and offers MATC a competitive advantage in recruiting student-athletes. The teams are part of the North Central Community College Conference.

The move was part of a larger effort to enhance student life opportunities at MATC.

### HEALING THROUGH GIVING

Kristin and Brian Kellerman, the parents of MATC basketball player Will Kellerman, who was killed in a tragic car accident last November, formed the Opportunity 34 Scholarship Fund as a tribute to their son. They anticipated creating a small scholarship fund to help students from Will's alma mater, Verona Area High School, but were amazed to receive donations from more than 1,000 individuals totaling \$194,000.

The Kellermans decided to donate \$40,000 to the MATC Foundation Inc. for athletic scholarships because MATC meant so much to their son. "Will always wanted his friends and teammates to have a chance, to be part of a team," Kristin Kellerman explained at the announcement event.

"We thought that if Will couldn't be physically present to be that encouragement, Opportunity 34 could. The scholarships recognize

perseverance and passion," she said. "We are so thrilled that our foundation is making its first gift to the last place that Will played basketball. Will was only here a few short months, but he was the happiest we had seen him in a long time. He was given another opportunity."

Kellerman went on to praise MATC Athletic Director and Men's Basketball Coach Randy Casey, Will's teammates, instructors and classmates, and to talk about the sense of family and connection Will felt in the short time he attended MATC.

### "BIG STEP FOR ATHLETIC DEPARTMENT"

"The change was a big step for our Athletic Department that would not be possible without the support of Dr. Martin, (MATC President Dr. Vicki J. Martin), the institution as a whole and our external partners," said Casey. "This is just another way that MATC and its partners continue to invest in the young men and women in our community and beyond to give them a great experience without financial worry."

Casey also recognized support from the Al Hurvis/ADAMM Foundation, which helped MATC develop tennis teams and offers independent scholarships to student-athletes interested in tennis. The foundation also supports the MATC Promise for New High School Graduates and college automotive programs.

"We believe in what MATC does, we believe in Dr. Martin and her team," said Nathaniel Lynn, executive director of the Al Hurvis/ADAMM Foundation. "It is a perfect fit for us. The kids we want to support are at MATC."

A sense of the "family-like" nature of athletic teams was pervasive throughout the announcement event. Former MATC basketball player Kenny Foster spoke about the feelings he and classmate Larry Mitchell had playing for Coach Casey a decade ago. Mitchell had lost both his parents, and Foster came from a broken family.

"We were looking for a place to call home," Foster said. "We came from Chicago to Milwaukee to play basketball for Coach Casey and the other MATC coaches. They welcomed us with open arms. We learned a lot of life lessons. What we learned was bigger than basketball. They taught us about accountability and effort."

### SPARKING THE STUDENT EXPERIENCE

In her remarks at the event, Dr. Martin noted, "This athletics initiative is the latest in a series of important commitments that we have made to our students and their success." Examples cited include the new housing options for students near the Downtown Milwaukee and Mequon campuses; access to basic health care services; and a resource center that links students to community services including a food pantry, mental health care and driver's license recovery.

**For more information on how you can donate and support MATC students' success, please contact us at 414-297-8514 or visit us online at [matc.edu/donate](http://matc.edu/donate).**

*Shown above, left to right: Speakers at the event included Kristin Kellerman, mother of Will Kellerman, and Randy Casey, MATC athletic director and men's basketball coach; Kellerman hugs MATC basketball player Jarreyon Johnson.*

# Alumni Accolades

We want to recognize our talented and inspirational alumni and their accomplishments. These stories are gathered from national news outlets and notes sent by alumni. You can be proud that tens of thousands of MATC alumni are transforming our region, state and world.

**Caprice Batchelor** ('95 Cosmetology) and his upscale Bay-area salon – the Culture of Hair or “COH” – were profiled in the San Francisco Chronicle. Batchelor is the salon’s master stylist and creator. The salon includes a crew of six specialized “hair artists.”

**Karen Bell** ('98 Culinary), owner of Bavette La Boucherie in Milwaukee, was a 2018 finalist for the prestigious James Beard Award, considered one of the top honors in the culinary world. Also, Bell will operate a second location in the new Mequon Public Market slated to open by the end of the year.

**Herb Fischer** (Barber) moved his barbershop from Bayside to Grafton, where he is located within Headquarters Barbershop. Many of Fischer’s clients seek the old-fashioned barber experience with personal relationships. Fischer began taking barber classes in 1959 when the college was referred to as “Milwaukee Institute of Technology.”

**Matt Hastings** (Culinary) has a new role as executive chef for Main Course California in Ventura, California. Hastings has 30 years in the culinary industry, including work for upscale golf and country clubs, a four-star steakhouse, a retirement community and fast-paced restaurants.

**Lisa McKay** ('13 Culinary), executive chef and owner of Lisa Kaye Catering, received a SPARC award from Scale Up Milwaukee. Her Milwaukee-based company opened in 2007 and offers general catering plus company events and weddings.

**Kimberley Motley** ('98 Paralegal), the only American litigating in Afghanistan’s courts, was featured on the cover of Wisconsin Lawyer magazine. After MATC’s paralegal program, she went on to one of our transfer partners, University of Wisconsin-Milwaukee, and then Marquette University Law School.

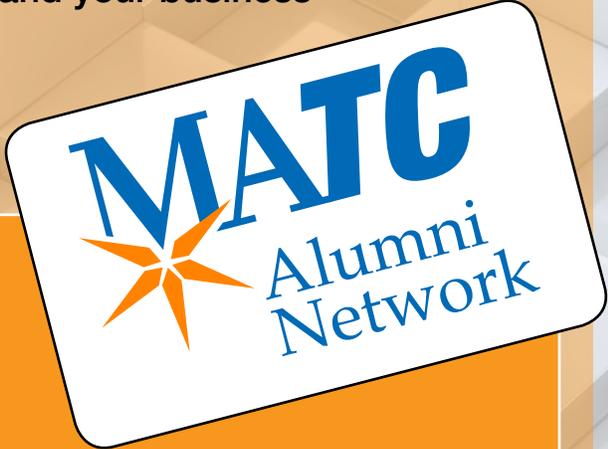
**Jose Sanchez** ('94 Paints and Coatings) has expanded his Wauwatosa startup, Sanchez Painting Contractors, from two employees to 15. His accomplishments recently earned him recognition as one of Wisconsin’s most powerful Latinos by Madison365, a community media outlet based in Madison, Wisconsin. Sanchez attended MATC as an apprentice from 1992 through 1994.

**Katherine (Kata) Young** ('12) participated in a panel of experts at a United Nations Food and Agriculture Organization (FAO) roundtable on policy for integrated agricultural landscape management at the FAO North America Headquarters Office in Washington, D.C. The roundtable discussion explored where agroecology fits within the idea of integrated landscape management, and the measures that need to be taken to ensure success.

**As we build our alumni network, we’d love to hear from you!**

Do you have personal or professional news to share? If so, contact Bob Holland at 414-297-6825 or email [MATCalumni@matc.edu](mailto:MATCalumni@matc.edu) with your alumni updates!

Your Alumni Network card gives you lifetime access to well-deserved perks for you and your business



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Alumni  
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- Lifetime alumni access to job-seeking services — résumé review, interview tips and more

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**InternConnect**  
MILWAUKEE AREA *Technical College*



**JOBshop**  
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Search for a Job!**

[matc.edu/student/resources/  
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# MATC Alumni

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