TRANSFORMATIONS

Vicki J. Martin retires after 35 years serving MATC

DECADES OF CHANGING LIVES

MATC GROWS A GREENER FUTURE

A CAREER GAMBLE PAYS OFF IN SPADES

TRANSFER STUDENTS EXCELSING BEYOND MATC
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MATC PRESIDENT

Dr. Vicki J. Martin is the 10th president of MATC. She has served in higher education for four decades, at MATC for three decades, and has led the college since 2014. She will retire in June 2024. During her presidency, Dr. Martin launched three life-changing scholarships: the MATC Promise for New High School Graduates, a public-private partnership that provides free tuition for eligible new high school graduates; the MATC Promise for Adults, which provides free tuition for eligible students to finish their degree; and the Ellen & Joe Checota MATC Scholarship Program, the college’s first full-rider scholarship. Dr. Martin has attracted growing private-sector and foundation support to the MATC Foundation, serves as vice chair of the Higher Education Regional Alliance, is the chairperson of the Bradley Tech High School Commission and is a founding leader of the M³ (pronounced M-cubed) initiative, which brings together MATC, Milwaukee Public Schools and the University of Wisconsin-Milwaukee to transform the future of Milwaukee through education. Leading the college with a focus on success for all students, Dr. Martin has guided MATC’s implementation of the nationally recognized Guided Pathways framework and participation in the nation’s first regional launch of the Moon Shot for Equity, which is aimed at eliminating higher education equity gaps by 2030.

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Featured in the Spring ’22 issue, MATC alumnus David J. Perez III stands with his sculpture “Well Paint Chango’s Perseverance.” The artwork was installed at the Downtown Milwaukee Campus in June 2023.
On the Cover
Dr. Vicki J. Martin reflects on her legacy as president of MATC

A JOB FOR EVERYONE
Uniquely Abled Academy graduate finds his niche in the workplace

HEAVY METAL SUPPORT
The rock band Metallica awards scholarships to MATC students

GREAT JOURNEYS START AT MATC
Three alumni share their four-year transfer success stories

HITTING THE CAREER JACKPOT
Adam Gruszcynski keeps the systems running at Potawatomi Casino Hotel

A LITTLE PEACE OF GREEN
MATC’s sustainability efforts create an award-winning green roof and more

ALWAYS IN STYLE
Cosmetology alumna and entrepreneur Sherrie Williams builds a style empire

MILWAUKEE’S STORYTELLER
Clayborn Benson recounts MATC’s impact on his career as a historian

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SIX YEARS AGO, the faculty, staff and administrators of Milwaukee Area Technical College agreed upon four simple yet transformational statements:
- We can do better.
- We can be student-ready.
- We can build systems, processes and a culture that will achieve better results.
- Other colleges have done it, and so can we.

This was the beginning of implementing a nationally recognized framework known as Guided Pathways, an integrated, collegewide approach to student success that delivers a more structured experience for students from the point of entry through graduation, transfer or both. We paired this work with a strategic goal to improve graduation and transfer rates. After six years, we can announce clear, demonstrable results.

Most notably, more of our students are graduating on time. The graduation rate for students coming to college for the first time and seeking a degree has grown by 6 percentage points in the last two years alone. (Specifically, this refers to those who started in Fall 2018 and completed by Fall 2021 compared to those who started in Fall 2020 and finished in Fall 2023).

In addition to more students graduating, the rate of students transferring to a four-year university also grew by 6 percentage points over the past two years. Our four-year transfer programs are among our most popular.

In this issue of Transformations magazine, you can read about the success of our transfer students (page 20). You can also read about how public-private partnerships, including our Uniquely Abled Academy (page 16) and a partnership with the rock band Metallica (page 19), are giving students the support they need to succeed.

The result of all these efforts is that MATC is transforming student lives and providing our community and employers with skilled workers needed for economic growth. By graduating and transferring more students, we are achieving the strategic and mission-critical outcomes needed for student social mobility and the community’s economic development.

We hope these successes — and everything you read about in this issue — reinforce the positive impact the college generates as we build a diverse, talented workforce for the region. Thank you for your continued partnership.

Mark F. Foley, MATC District Board Chairperson

Vicki J. Martin, Ph.D.
MATC President

Mark F. Foley
MATC District Board Chairperson

MATC 2023 Financials

Total Revenue $280.6 Million
- Property Taxes - 33% $91.5 million
- Federal Grants - 16% $45.4 million
- Student Tuition and Fees - 8% $21.1 million
- State Aid - 31% $86 million
- Grants - 4% $12.8 million
- Auxiliary/Enterprise - 2% $5.2 million
- Total Revenue $280.6 Million

Total Expense $266.8 Million
- Student Services - 18.5% $49.5 million
- Instruction - 40% $107.5 million
- Physical Plant - 7% $18.3 million
- General Institutional - 10% $26.1 million
- Auxiliary/Enterprise - 9% $24.0 million
- Depreciation - 13% $35.7 million
- Debt Services - 0.5% $1.1 million
- Instructional Resources - 2% $4.6 million
- Total Expense $266.8 Million

Milwaukee Area Technical College is fiscally responsible, balancing the needs of students and taxpayers. The college retained a strong Aa1 bond rating from Moody’s Investors Service in the 2022-23 fiscal year. The tax levy decreased from 1.009 (2022) to .8998 (2023) for every $1,000 of equalized value. The owner of a $100,000 home in the MATC service district paid $89.98 in 2023, compared to $100.94 in 2022, a decrease of $10.96.
MATC Students Celebrate Citizenship

GOV. TONY EVERS, MATC PRESIDENT DR. VICKI J. MARTIN, Wisconsin Technical College System President Dr. Morna Foy, and MATC instructors Diane Steigerwald and Veronica Torres presented recognition certificates to two dozen new citizens at the New Citizen Recognition & Resource Fair.

The event, which was held November 20 at the MATC Education Center at Walker’s Square, celebrated the students’ completion of citizenship classes and the requirements to become a U.S. citizen. At the resource fair, students received information about postsecondary education programs, financial aid and scholarship options, and voter registration.

“Becoming a citizen so often can be a long, difficult journey, but it also has so many great rewards,” said Dr. Martin, who urged the new citizens, now eligible for financial aid, to take advantage of what MATC offers to further improve and transform their lives. “We are committed to being your partner to unlock your potential,” she said.

Checota Scholar Recipients Share Their Stories

ON NOVEMBER 27, MATC ADMINISTRATORS AND STUDENTS, along with Milwaukee Mayor Cavalier Johnson, urged current and prospective MATC students to apply for the Ellen & Joe Checota MATC Scholarship Program by January 5, 2024, so they could start as early as the Spring 2024 semester.

“I know there are obstacles out there,” said Mayor Johnson, who was the first person in his family to earn a college degree. “But there are doors open. You just need to walk through those doors.

“With good paying jobs, families, neighborhoods and our city can achieve stability,” Johnson (right) added. “This program brings students closer to that stability.”

Checota recipients Gabrielle Armon-Wickers, Demetrius Bradford Jr., Yeng (Cloud) Thi Vue and Anthony Owens shared how their scholarship changed their lives.

MATC’s New Web Series Spotlights Faculty Experts

IN A NEW SERIES CALLED ‘PRO TIP,’ MATC’s expert instructors explain simple yet important life tasks, helping viewers increase their knowledge and perhaps consider taking courses at the college.

In the first video, now available on the college’s YouTube channel, Brian Quinn, a full-time MATC instructor since August 2022, showed viewers how to carve and present a Thanksgiving turkey. “You will hear the oohs and aahs of your friends and loved ones,” Quinn promised viewers.

To catch Quinn and other instructors in action, go to MATC’s YouTube channel and subscribe.

MATC Graduate Wins Gingerbread House Competition People’s Choice Award Twice

FOR THE SECOND YEAR IN A ROW, Elizabeth Cueto, a recent graduate of the Baking and Pastry Arts program, won the People’s Choice Award at MATC’s annual gingerbread house competition.

And this year she pulled off a delicious double play by also winning first prize in the judging.

“Winning the people’s choice two years in a row is great because you know a lot of people support and like what you’re doing,” Cueto said. “But winning first place after not placing at all last year (in the judging) feels wonderful.”

Gabrielle Harwick placed second, Noelia Contreras placed third and Mandy Schenn received an honorable mention.

This year, nine students in the Baking and Pastry Arts and Culinary Arts programs designed and constructed holiday gingerbread houses that were displayed at the Milwaukee Public Market.

Lecturer Receives Fulbright Grant

PETE BURZYNSKI, lecturer of English and communications at MATC since 2019, was awarded a Fulbright grant. He is among more than 800 U.S. citizens who will teach or conduct research abroad during the 2023-24 academic year thanks to the international exchange program.

“I was flabbergasted to receive the Fulbright, and I am so grateful to be granted this privilege,” Burzynski said.

MATC has had several other Fulbright Scholars. Phil Blank, who taught mathematics and advised international students at the college for 35 years, received two Fulbrights — one to teach in Turkey from September 1963 through June 1964 and the other in 1982 to teach in what was then West Germany.

American Studies instructor Charlie Dee served as a Fulbright Roving Scholar in Norway in 2003. In 2019, Dr. Jacqueline Robinson won a Fulbright and traveled to Senegal, where she conducted ethnographic fieldwork examining food knowledge, practices and traditions of women in the city of Dakar.

Burzynski, the son of Polish immigrants, is in Slovakia, doing research and working on a book about growing up in his parents’ restaurant in Milwaukee.

German Native Is the First International Player on Women’s Volleyball Team

IN LATE JULY 2023, Alina Lemke left her hometown of Ettlingen, Germany, and became the first international player on MATC’s women’s volleyball team.

“I had finished high school only three weeks before I left,” said Lemke, who had never even heard of the city of Milwaukee when Lemke agreed to come to MATC, she became one of 100 international students attending classes.

When Lemke agreed to come to MATC, she became one of 100 international students attending classes. With Lemke, the Stormers had its first winning season ever, finishing 20-15. The team hosted a National Junior College Athletic Association playoff match and made it to the NJCAA regional semifinals, losing to Madison College.

And so far, she’s happy here. “Right now, I’ll say yes to coming back next year,” said Lemke, who is taking business management classes and living at Westown Green. “I’m having a really good time here. I’m playing well, and I really like the team and the coaches. I think I’m in a good spot here.”
Highlights 2023

College Opens New Center Dedicated to STEM

THE SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS Academic and Career Pathway opened a new educational center that is dedicated to STEM students.

“This is a place where our students can get to know one another and develop relationships. Studies have shown this can improve retention and persistence rates,” said Dr. Kamea J. Goodwyn, dean of the STEM Pathway.

Nearly 100 MATC administrators, faculty, staff, students, industry partners and guests officially opened the STEM Educational Center at the college’s Downtown Milwaukee Campus on September 29, 2023.

“This will be a game changer,” said Dr. Mohammad Dakwar, MATC’s vice president of learning. “Our goal is to inspire students and enhance their experience. The STEM Educational Center will help them do that.”

MATC’s Critical Role in Wisconsin Biohealth Industry Could Expand

MATC could soon enhance and expand its biohealth program offerings with federal funding that a recently formed group of state colleges, businesses and economic development agencies is trying to secure.

The consortium includes MATC, the Wisconsin Economic Development Corporation, BioForward Wisconsin, Exact Sciences Corporation, Accuracy, Plexus, GE HealthCare, Rockwell Automation, WRTP Big Step, Employ Milwaukee, Madison Area Technical College, the University of Wisconsin System administration, the University of Wisconsin-Madison, Milwaukee 7 and the Madison Regional Economic Partnership.

“This is an opportunity for MATC to be part of a collaborative effort with our community partners, to leverage federal funding and drive job growth in the biohealth sector,” said Dr. Christine Ryan, co-chair of the consortium.

New Programs in 2023

To better provide area employers with the skilled professionals they need right now, MATC introduced five new programs in the fall of 2023:

Associate of Arts–Communication

This degree combines theory and pragmatic approaches to the field of communication. Students learn public speaking, conflict communication, and interpersonal and intercultural communication.

Bilingual Clerical and Customer Support Clerk

Students acquire computer, customer service and math/budgeting skills; learn to operate Office 365 (word processing), Excel (spreadsheets), PowerPoint (presentations); how to use effective workplace communications; apply technology skills to business and administrative tasks; and perform touch typing of the alphabetic keys.

Switching on a Powerful Partnership in Milwaukee’s Metcalfe Park

DEMETRIUS BRADFORD JR. barely breaks a sweat getting to class.

From his apartment on Martin Drive in Milwaukee, Bradford is a short drive, a quick bus ride or a brisk walk from MATC’s recently opened Electrical Power Distribution program’s outdoor training facility in the Metcalfe Park neighborhood.

“It’s practically right in my own neighborhood,” said Bradford, who is training to be a utility line mechanic, also known as a line worker. It’s a career that pays an average salary of $83,000 per year.

Located on North Avenue between 30th and 31st streets, the Metcalfe Park training facility is the result of collaboration between MATC, We Energies, the City of Milwaukee, the Milwaukee Metropolitan Sewerage District.

For MATC, the site features yard space, a trailer for classroom instruction and a series of poles for field instruction. For neighborhood residents, a new swale will help with water retention and other parts of the site will be dedicated for park and recreation use.

“Partners came together to expand training opportunities tied directly to high-demand, high-paying jobs. This will bring a new asset to the great Metcalfe Park neighborhood,” said Laura Boy, MATC’s vice president of college advancement and external communications and executive director of the MATC Foundation Inc.

To make a gift or discuss planning in support of MATC students and community, contact MATC Foundation Chief Development Officer Ginny Finn, finnvr@matc.edu, or Milwaukee PBS Chief Development Officer Dan Mueller, muellerd3@matc.edu.

Estate Gift Supports Milwaukee PBS and Student Success

FOR MORE THAN 30 YEARS, Geraldine Grace “Gerry” Geischer was devoted to her students and lifelong learning. Geischer, who died August 26, 2023, at the age of 92, entrusted the MATC Foundation Inc. to continue her legacy through an estate gift.

Geischer directed $360,000 to help support Milwaukee PBS, the Student Emergency Grants Fund and scholarships in her memory through the Ellen & Joe Chocota MATC Scholarship Program.

“We planned gifts like Ms. Geischer’s, we see firsthand how commitment to MATC’s students can continue for generations,” said Laura Bray, MATC vice president for advancement and external communications and executive director of the MATC Foundation Inc. “As fiscal steward for gifts to Milwaukee PBS Foundation Inc. and the college’s philanthropic partner managing multiple student success funds, the MATC Foundation is grateful for this remarkable faculty member’s generosity.”

CNC Swiss Multi-Axis Machining

Students gain hands-on experience in Computer Numerical Control (CNC) Swiss Multi-Axis machine setup and operation. Students can apply credits toward the CNC Technician technical diploma.

Enhanced Yoga Instructor

Designed to elevate students to trusted wellness practitioners/partners within the healthcare community, this program enhances skills in working with special populations, injury prevention, and mindfulness for a holistic approach to wellness for individuals and communities. Graduates can register with the Yoga Alliance at the RYT500 designation.

Diagnostic Medical Sonographer

Students learn how to perform routine sonographic (ultrasound) examinations of the body. Graduates can work in a variety of healthcare settings, including clinics, hospitals, private practice physician offices, and public health facilities and laboratories. They are also eligible for certification in sonography through American Registry of Radiologic Technologists (ARRT).

MATC Foundation Inc.

Donating to Student Success

The STEM Educational Center will help them do that.”

Tall windows allow passersby to easily see robotic and technological equipment on display. At that opening event, STEM faculty and students shared demonstrations on 3D printing, anatomy and physiology, chemistry, electronics engineering technology, and information technology.

Along with ensuring student success, the STEM Educational Center will be used to encourage students in K-12 to pursue STEM in college and as a career, and to establish and strengthen STEM industry partnerships in Wisconsin and beyond, Dr. Goodwyn said.

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As a child, MATC President Dr. Vicki J. Martin never dreamed she’d go to college. No one in her family ever had.

Dr. Martin expected to follow in her mother’s footsteps and become a secretary, but she admitted that she “wasn’t very good at secretarial work.”

Destiny had other plans for her.

Four degrees and a lifelong career in academia later, Dr. Martin is now preparing to retire in June, having initiated a myriad of programs to improve student success, increase access to college and ensure a talent pipeline for area employers.

Finding her own path

Dr. Martin discovered another way forward during an internship in high school.

“My employers at my secretarial internship saw that the work wasn’t right for me,” Dr. Martin said. They took her to visit the University of Wisconsin-LaCrosse and encouraged her to enroll. She surprised her parents by deciding to go to college.

Her studies led to a career in higher education. After earning a master’s degree in counseling and guidance, Dr. Martin worked with students at the University of Wisconsin-Milwaukee and the Carroll College-Columbia Hospital nursing program. In 1988, she landed a job as director of registration and student services at MATC’s Oak Creek Campus.

Dr. Martin was immediately struck by the challenges prospective MATC students faced. She saw them struggle to balance education, parenting and jobs. Many dealt with low test scores and poor high school grades. “As I worked with them, I saw them grow and succeed because MATC has the support systems and small classes that help students flourish,” she said. “I knew I was in the right place.” She spent the rest of her career at MATC.

She earned a second master’s degree and a doctorate, and she was promoted to team leader and then vice president of the Oak Creek Campus. Over the years, Dr. Martin also held collegewide positions, including continuous quality improvement and strategic planning director, provost and executive vice president, and interim president. In 2014, she was appointed MATC president.

Dr. Martin is known for launching initiatives that promote student success and access to college, encouraging her team to move quickly.

Being first in her family to attend college had an impact on her leadership style, she said. “I like being first. I like being a pioneer. It helps me be bolder and more courageous. When we have ideas for new programs, I believe we can figure it out as we go if we have enough staff to build momentum. That helps when we try things others might not have tried.”

Perhaps no MATC initiative has gained more attention and accolades than the launch of the MATC Promise for New High School Graduates — the first Promise program in Wisconsin. MATC offered young people who met the criteria the chance to attend the college tuition-free. Similar programs had been offered in other states, but what set MATC’s program apart was the fact that tuition gaps not met by financial aid are covered by donor gifts rather than tax dollars.

Several years later, MATC launched the Promise for Adults, one of the first such programs in the nation, to help students who started but did not complete college. The college also created the ReStart and Reconnect programs, which help students unable to finish college due to student debt.

Under Dr. Martin’s leadership, MATC was the first college in Wisconsin and one of only a small number nationwide to join the Second Chance Pell program, which helps incarcerated individuals access college education. Other initiatives she launched include MATC Drive and the Al Hurvis/PEAK Transportation Center, which expand access to automotive and transportation programs for students in underserved areas; the Ellen & Joe Checota MATC Scholarship Program, which funds full scholarships for students in short-term training programs; and major gifts from United Health Foundation and Froedtert Hospital to help healthcare students.

Dr. Martin also led MATC to adapt the nationally recognized Guided Pathways framework, which required a major restructuring of the college to improve student success and retention. To build
Reflections on Dr. Martin

Partners and local leaders share the qualities they admire most in MATC’s 10th president.

LEADERSHIP

She sought every day, in every way possible, to eliminate every obstacle to student enrollment, retention and completion. She changed the lives of thousands for generations to come.

MARK F. FOLEY
chairperson of the MATC District Board

INCLUSIVE

Dr. Martin’s intentional approach to supporting Latinitas at MATC has expanded the possibilities that exist for many immigrants and first-generation students in our city.

FRANCESCA MAYCA WEGNER
president and chief possibilities officer of Hispanic Professionals of Greater Milwaukee

LIFE-CHANGING

Dr. Martin’s work to help 500 students relieve their debts and return to college through the MATC ReStart program has put entire families on the path to good jobs and economic sustainability.

CHYTANIA BROWN
president and CEO of Employ Milwaukee Inc.

COMPASSIONATE

There has been a clear vision, fierce tenacity and urgency driving her leadership at the helm of MATC. Her leadership hasn’t just been about change, it’s been about transformation.

JOANNE ANTON
director of giving of Harb Kall Philanthropies

INNOVATIVE

I’ll never forget Dr. Martin’s rollout of the MATC Promise program. Hundreds of students’ lives were forever favorably impacted by her vision.

DALE KOYENGA
president of Milwaukee Metropolitan Association of Commerce

on that foundation, Dr. Martin helped create the first cohort to join the Moon Shot for Equity, which strives to eliminate equity gaps by 2030. She also was a charter member of the M³ (pronounced M-cubed) partnership with UWM and Milwaukee Public Schools, which strengthens pathways and student engagement across the entities. She also oversaw the development of the Westown Green student apartments, which address housing insecurity and offer students a residential experience near the Downtown Milwaukee Campus, the Student Resource Center, and food pantries at all four campuses and the MATC Education Center at Walker’s Square.

Students first

“My personal mission remained the same throughout my time at MATC,” Dr. Martin said. “I always have students and their success in mind.”

Dr. Martin said the biggest challenge in her time as president was dealing with the COVID-19 pandemic, which closed the college’s physical doors and forced instructors and students into online instruction nearly overnight. She is particularly proud of keeping workers employed and helping the college to return students safely to campus to participate in studies that required hands-on learning.

Dealing with the response to the tragic death of George Floyd in police custody in May 2020 also was a major challenge, she said. “It was particularly difficult because it happened during the pandemic when we were not here in person to work through our feelings together.” As the college and the nation reckoned with racial injustice, MATC launched its first Diversity, Equity and Inclusion Plan, overcoming the physical distance imposed by the pandemic.

She believes the biggest challenges facing the college in the future are working to grow enrollment and the need to increase funding, especially for community education programs like GED/HSED and English as a Second Language. Artificial intelligence is another major challenge and opportunity, Dr. Martin said. “AI is changing the way we work and forcing us to examine how we are teaching and how we can be more productive.”

Looking toward retirement on June 30, 2024, Dr. Martin said she would like to take courses, serve on boards, consult, travel, continue her artwork and spend time with family.

“I will really miss the graduations, pinning ceremonies and seeing students in the halls and knowing we are helping them,” Dr. Martin said. “I will miss dreaming of and doing new things to help students.”

She is satisfied with her accomplishments. “I’ve started everything I wanted to start,” she said. “Now it’s up to the next president to decide if they want to continue to grow those programs or go down different paths. I gave the best 35 years of my career to MATC. It’s time for someone else to take it to the next level. I’m so grateful to have served as the 10th president of MATC for 10 years.”

I’ll never forget Dr. Martin’s rollout of the MATC Promise program. Hundreds of students’ lives were forever favorably impacted by her vision.

As president of Milwaukee Area Technical College, Dr. Vicki J. Martin led a series of firsts that benefited students and the college. Here’s a snapshot of her presidency by the numbers.

DECADES OF DIFFERENCE

As president of Milwaukee Area Technical College, Dr. Vicki J. Martin led a series of firsts that benefited students and the college. Here’s a snapshot of her presidency by the numbers.
Eric Gama is just one of the guys when he punches in at 9 a.m. and starts his day
as a machining assistant at Allis Manufacturing Corp. in West Allis. He begins his scheduled tasks on one of the company’s computer numerical control (CNC) machines. He reviews blueprints and programs machines that produce an array of metal parts. Sometimes he eats lunch with co-workers and talks about a few of his favorite things: his cats, world history, video games, Lego blocks.

“I love going to work,” said Gama, who has autism and recently graduated from MATC’s Uniquely Abled Academy (UAA). The program is designed to give students with autism the hands-on training needed to prepare for a career as a CNC operator.

Gama was in the second group of students to participate in the Uniquely Abled Academy, which started in 2021.

“Every business is looking for people who can show up on time, take pride in their work and are always asking what more they can do,” said Peter Rathmann, the no-nonsense, straight-talking president, CEO and owner of Allis Manufacturing. “Eric is proving all the time that he can do that. He’s committed to us, so we are committed to him.”

A natural fit
During the summer, Gama worked six hours a day, three days a week at Allis Manufacturing. This fall, he’s working as many hours as he can there while taking additional CNC grinding courses at MATC and serving as a tutor for the third cohort of students in the UAA. In the spring of 2024, he plans on taking more CNC classes.

In MATC’s UAA program, students get more than 500 hours of instruction over two semesters. They learn to interpret industrial and engineering drawings, precisely measure parts so they pass inspection, perform basic machine tool equipment setup and operation, and practice machine shop safety.

UAA students also take career readiness and social skill classes, learn how to build resumes, and go on interviews. They visit prospective employers and watch employer presentations, said Goldmang Vang, UAA coordinator at the college.

“Eric is an amazing student and has a huge interest in machining,” Vang said. “We really enjoyed having Eric in our program. He flourished.”

At his job, Gama has continued to grow, personally and professionally, Rathmann said. “Since he started, he has really opened up. He is a fun guy. His first day, we had him do some things to see where he was, and he was knocking out parts on Day 1.”

While a student at Nicolet High School, Gama said he considered being a welder or an electrician. He had helped his father renovate a bathroom in the family home, repair a dining room ceiling and paint.

“I thought about attending a four-year college for mechanical engineering, but the more I thought about it, I realized I would be better off in a trade,” Gama said.

He met with a Pathway advisor at MATC’s Mequon Campus and discovered that he would be a good fit in the CNC program. He enrolled in the UAA program.

“I really enjoyed it. I was always happy to go to class,” Gama said. “I learned a lot and found it fun.”
Rathmann is keenly interested in neurodiverse disorders. His oldest daughter, Emma, was diagnosed with Asperger’s syndrome, a form of autism, when she was 12 years old. He has helped her navigate life, secure several jobs and become more independent. “Many places don’t know what to do with these kids,” Rathmann said bluntly. “They bring them in but have no ability to manage them or grow them. So they end up kind of hiding them. They might be working third shift in the stockroom.”

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“Getting over the fear of the unknown is key for many businesses,” Rathmann said. “They need to create a committed ecosystem where leadership, management, other employees and family members are on the same page. If businesses give this chance, I believe they will see the value.”

MATC’s program is a partnership with the Uniquely Ablled Project, which is based in Los Angeles and was established in 2013 by Ivan Rosenberg, an aerospace industry consultant and parent of two children with autism.

Since MATC launched the program in 2021, more than 65 private sector donors have contributed $357,000 to the MATC Foundation. In addition, the Wisconsin Technical College System awarded a two-year grant to provide seed support to launch the effort.

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Rathmann agreed. “I love what MATC has done with this program,” he said. “I applaud that they have integrated it, and I will do whatever I need to do to help support it.”

He found out about MATC’s Uniquely Ablled Academy a few years before the COVID-19 pandemic and has been an ardent supporter and evangelical advocate for neurodiverse inclusion ever since. According to the Autism Society, more than 3.5 million Americans live with autism. Many are either unemployed or underemployed.

About 100,000 people with autism live in Wisconsin, according to a May 2022 study published by the National Library of Medicine. Rathmann believes these individuals can help companies alleviate labor shortages if those businesses are willing to be flexible and accommodating.

“Getting over the fear of the unknown is key for many businesses,” Rathmann said. “They need to create a committed ecosystem where leadership, management, other employees and family members are on the same page. If businesses give this chance, I believe they will see the value.”

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Iris Sanchez was always one of the best of the best at MATC. She earned “A’s” in every course she took and made the President’s List four times. She was inducted into Phi Theta Kappa, an international honor society, and the National Society of Leadership and Success. She participated in student government, volunteered at the Milwaukee Rescue Mission and raised her daughter.

In the fall of 2022, she was named one of MATC’s outstanding students for earning her associate of arts degree and spoke at the 2022 Winter Commencement. She did all that while on MATC’s UWM Panther Tracks transfer program, which guarantees admission to UWM for MATC students who meet certain academic requirements. Last spring, she enrolled in UWM’s nutritional science program.

Because all her MATC credits transferred over, she was able to take classes in her major right away. “The professors here have told me they can tell I have had experience,” Sanchez said.

She did exceptionally well in her first semester, earning a 4.0 GPA. “I owe that to my experience at MATC,” she said. “It helped me with the skills needed to excel.”

Sanchez said she plans to finish her bachelor’s degree and then continue at UWM to earn a master’s of public health degree in nutrition and dietetics. She intends to become a registered dietitian nutritionist and make an impact in the community through nutrition.

Sanchez goes to school full time, works as a shift manager at a Panda Express restaurant, volunteers once or twice a week at the campus food pantry and raises her daughter.

“Without a doubt MATC was the right decision for me. The college gave me so many opportunities. I think because of the way MATC is structured, they care a lot about each student. I gained unmatchable experience in how to navigate learning, working and living,” Sanchez said.

“I feel like MATC is home,” she added. “My whole time here I felt supported and recognized. It felt like I had a second family and that was something I really needed in my college experience. MATC provided the perfect foundation for me to be successful.”

Here are three stories of MATC alumni who received an associate degree in the General Education Pathway then transferred to one of Wisconsin’s four-year universities.
PAULA PHILLIPS
University of Wisconsin-Madison

Paula Phillips has always wanted to make a difference. She grew up in the northern Illinois suburb of Grayslake, daughter to parents who came to the United States from the Philippines. For a short time, she attended ministry college and planned to become a missionary. Instead, she left school and served two years in AmeriCorps, an agency that engages more than 5 million volunteers to improve lives, strengthen communities and foster civic engagement across the United States. In her second year, she served in Milwaukee and attended an evening class in sociology at MATC. She took another class, then another and yet another.

“The caliber of instructors at MATC is so strong,” said Phillips, who has served as director of Milwaukee County’s Equity Operations since September 2022. “They make that effort to reach you as a student. At a four-year school, you have to do that yourself a lot of times. The instructors at MATC advocated for you.”

Phillips received an associate of arts degree from MATC in 2014. She heard about MATC’s Badger Track program, which guarantees students with a 3.0 GPA who complete 54 MATC credits admission to UW-Madison. She enrolled in the program and transferred. “It was such an easy process,” she said. “It was seamless once I was on the track.”

At UW-Madison, she earned a bachelor’s degree in agricultural and applied economics, along with a certificate in global health in 2016. She then continued her career of service, working for the YWCA Southeast Wisconsin, the Medical College of Wisconsin and City Year Milwaukee. She was on the advisory board of Public Allies Wisconsin in Milwaukee and served a four-year term as an elected member of the Milwaukee Board of School Directors from 2017 to 2021.

Her educational base was strong and solid thanks to MATC. “For me it’s important that I put on my bio that I am an MATC graduate,” Phillips said. “The weird stigmas people have of technical and community colleges are dumb.

“The outcomes and the impact are there. You have far less debt, you get a job quicker and you keep your job longer,” she added. “Many first-generation kids hope that education is a way to be successful. MATC certainly helped me start and succeed on that path.”

BRAXTON CLARKE
Marquette University

Braxton Clarke has modest life goals. He wants only to run the world.

“I’m finding there are some steps I might need to take before I get there,” Clarke said with a laugh.

Because of the rigorous educational foundation he built at MATC and the college’s transfer process, Clarke is a student at Marquette University.

Born and raised in Milwaukee, Clarke graduated from Brown Deer High School in 2015 and didn’t know what he wanted to do. Clarke worked for two years before he and a friend decided to enroll in MATC.

Not sure of his career direction, he tried computer science and business management before deciding to get an associate degree in liberal arts. He also worked in the grants and resources office while an MATC student and earned his associate degree in 2019.

Marquette accepted practically all of his credits, and he earned a scholarship through the university’s Educational Opportunity Program to pay tuition.

He also found his new university a much different place than MATC. “Marquette is a larger campus and there’s always something to do, so I needed to work on time management,” he said. “The classes were much bigger. I was used to the more intimate classes at MATC.”

Clarke plans to get a degree in sociology from Marquette in the spring of 2025. He took 2023 off from classes and worked as an information technology support specialist, serving customers around the globe in data migration, troubleshooting and desktop support.

“For me, MATC was a perfect training ground,” Clarke said. “Between MATC and Marquette, I have experienced two different environments, and I think that can only make me a more well-rounded person.”

Top 3 Transfer Destinations for MATC Graduates

University of Wisconsin-Milwaukee
Herzing University
Bryant & Stratton College

Source: 2023 Graduate and Career Report
Hitting the Career Jackpot

Computer wiz Adam Gruszczynski keeps the good times rolling at Potawatomi Casino Hotel

Even at 8 a.m. on a Monday, the senses can get excited at Milwaukee’s Potawatomi Casino Hotel. Slot machines blink, twinkle, buzz and whirl, chirping out beeps and bits of music. Colored lights illuminate the tall walls. A climate-controlled breeze cools the room. Smartly dressed dealers attentively await customers at their green felt blackjack tables, roulette wheels and craps pits. Hosts and hostesses flash bright, welcoming smiles while serving food and beverages and checking in hotel guests.

Behind all that glitz, glamor and hospitality is a series of unglamorous but sophisticated technology systems that monitor the electronic table games, manage hotel room reservations, process food orders, protect personnel files, operate security systems and ensure the casino has adequate electricity.

And behind all those systems is Adam Gruszczynski.
Gruszczyński, who earned an associate degree in MATC’s Microcomputer Specialist program in 2006, has worked at the casino for 15 years, and in June 2023 was named director of information technology.

As director, he oversees nearly 100 computer applications that control the casino, hotel, parking lots, lounges, restaurants and gift shop. Gruszczyński leads a staff of 45 employees who ensure everything on the sprawling Menomonee Valley property runs smoothly, safely, securely and, maybe most importantly, continuously — 24 hours a day, 367 days a year.

“This industry is always looking to become more efficient, to provide better service and come up with new experiences for our guests,” Gruszczyński said. “You have to like being busy because we never stop.”

Fascination with technology
Gruszczyński was born and raised in Cudahy. He fell in love with technology at an early age and took every computer and keyboarding class he could at Cudahy High School. He also attended a computer camp sponsored by MATC.

“I couldn’t learn enough about computers,” Gruszczyński said. “By the time I graduated high school (in 2002), I knew I wanted to work with computers and the sooner, the better.

“I knew a traditional four-year college wasn’t for me,” he added. “MATC aligned more with what I wanted to do. I was more concerned with the technical, and at MATC, I certainly got the technical.”

At the college, he learned about network operating systems, security and emerging information technologies. He interned at the Milwaukee Journal Sentinel, working at the newspaper’s IT help desk.

“I would learn things in the classroom, and days later I would be putting them to use in the real world,” he said.

After earning his MATC degree in 2006, he took a full-time job at the Milwaukee Journal Sentinel. He spent five years there as a network engineer.

“It was all about getting my foot in the door and learning the industry,” he said.

In July 2008, Gruszczyński joined one of his former supervisors from the Milwaukee Journal Sentinel at Potawatomi Casino Hotel. “I was excited and nervous,” he said. “I didn’t know the gaming industry. It was a whole new chapter in my life.”

As a network administrator at the casino, he supported network resources and ensured stable, efficient and secure delivery of all information technology systems to casino users. This included installing, configuring, administering, maintaining and fine-tuning network infrastructure and server platform across the organization.

In January 2022, Gruszczyński became information technology security manager, responsible for reducing cyber risk at the casino and keeping all guests, employees and assets safe and secure from threats.

That year, Gruszczyński worked on three major projects at the casino: replacing the systems that run the gaming floor at Potawatomi Casino Hotel’s Carter location near Green Bay so they matched Milwaukee’s systems, helping to open a sports book in the Milwaukee casino, and getting We Energies to supply more power to the Milwaukee location. That move required all electronic games in the facility to shut down for a day and then be rebooted.

“All of those projects went off without a hitch,” Gruszczyński said. “I believe I was doing things that needed to get done, and people were noticing that.”

He also earned his knowledge by participating in a mentoring program hosted by the Multi-State Information Sharing and Analysis Center (MS-ISAC), a national group of technology professionals. Gruszczyński was paired with Brent Huffness, executive director of IT security for Wind Creek Hospitality, which operates casinos in Alabama, Florida, Pennsylvania and the Caribbean.

“Adam has many traits one finds in successful people. He taps into his education, experience and soft skills to communicate competent strategies and create the relationships he needs to achieve business goals,” Huffness said. “Adam is fair and honest; he is personable and warm, all traits which come through in his personal and online dealings.

“Adam is a natural leader, talented, a great communicator and charismatic, a combination that is something of a rarity in the tech field.”

When the casino’s previous IT director retired in the fall of 2022, Gruszczyński got the job.

Being in charge
As director, Gruszczyński strives to create a welcoming, professional working environment for his employees. He fully supports his workers enhancing their skills and acquiring new ones. He plans to expand the team at Potawatomi Casino. Hotel adds more games and new attractions.

The casino and hotel recently completed the first phase of a $190 million expansion, renovated the casino’s second floor and partnered with Paul Stanley and Gene Simmons from the rock band KISS to open Rock & Brews. The renovations also include the opening of Cream City Coffee and a retail store, along with adding over 300 new slot machines, which now makes Potawatomi Casino Hotel one of the largest casinos in the Midwest.

“This is a really great place to work. There is so much going on right now,” he said. “We’re doing our best to stand out in the market as a premier place to work in this field.”

To recruit promising IT talent, Gruszczyński maintains a constant and visible presence on LinkedIn, attends career fairs, and speaks to area high school and middle school students. He recently spoke at i.c.stars Milwaukee, an immersive, technology-based leadership development program for young adults.

“I have received the benefit from working with some really great people and learning from them. I’ve had some wonderful mentors. So now it’s my turn, and I want to try and give back as much as I can,” he said.

After being named director, he volunteered for a leadership position on the Tribal Information Sharing and Analysis Center (Tribal-ISAC), a national gaming group that discusses cybersecurity, threat prevention and security.

Gruszczyński, who lives with his wife and two children in South Milwaukee, also supports MATC and the work the college is doing to transform lives.

“I believe technical colleges are more in tune with the community. They make a better pipeline to what is needed most and are accustomed to what businesses want and can adapt quickly,” he said. “I would encourage anyone to go to MATC, a technical college or community college because they are more in tune with giving you the skills you need on day one to have a fighting chance to succeed.”

**Tech Training at MATC**

MATC offers associate degrees, technical diplomas and certificates in these fast-growing sectors of information technology:

**CODING**

MATC recently started a coding boot camp (four sessions, eight weeks each) that goes beyond theory and connects students with the latest skills and industry-standard technology.

**COMPUTER SUPPORT**

Almost everyone at some point needs help from the IT desk. This program teaches how to help businesses set up, configure, administer, troubleshoot and deploy mobile devices, cloud systems, Windows computers and servers, OSX desktops and laptops, iOS and Android Mobile smartphones and tablets.

**DEVELOPER**

Chart the future of IT by developing new web and software applications. Students learn how to develop web applications for a variety of platforms that utilize client and server processing, connect to databases and run simultaneously on multiple devices, as well as manage databases.

**NETWORKING**

Students will help businesses of all sizes utilize their computer networks. The college uses the most recent operating systems, hardware and technology from Microsoft, AWS, VMware, Cisco and CompTIA.

**SECURITY**

More than ever, computer systems and computer networks need to be secure. MATC’s program uses major networks, including MS Windows, Unix/Linux and Cisco, to show students how to develop information security strategies, perform risk analyses, install security hardware, monitor network traffic and develop emergency response plans.
A Little Peace of Green
MATC’s award-winning green roof is an energy-efficient oasis where students cultivate a sustainable future

There is a whole new world on top of the T Building on MATC’s Downtown Milwaukee Campus.

Instead of the usual industrial landscape of HVAC units, pipes and tiling, a garden grows on a section of the building’s third-floor roof. The green roof is a calm urban oasis with patches of greenery, welcoming benches, a dozen oversize planters and raised beds nurturing an assortment of herbs and other plants.

Completed in January 2023, the $1.3 million green roof covers more than 4,600 square feet and is publicly visible and accessible from a skywalk connecting the campus’ H and T buildings. The green roof and a small, publicly accessible park created near the T Building help manage nearly 24,000 gallons of stormwater every time it rains, according to the Milwaukee Metropolitan Sewerage District.

The project, which was started in June 2022, included reinforcing the roof with new structural steel, replacing windows, and installing fire protection sprinklers, HVAC systems and electrical wiring.

In June 2023, the project was cited in a Green Luminary award given to the college by the MMSD. The honor recognizes exceptional green infrastructure design projects carried out by businesses, organizations and communities. These projects must benefit the city’s lakes, rivers and environment. MMSD and the Fund for Lake Michigan both contributed funding to the project.

MATC has a strong commitment to sustainability, including water reduction and protection, said Laura J. Tenpenny, MATC’s manager of energy. The college’s green roof stores water using sedum, a flowering plant commonly used for green roofs, along with paved stones and planters.

Students in the college’s Culinary Arts program grew herbs in the planters to illustrate the possibilities and potential yield of urban gardens. The herb garden sprouted and flourished thanks to compost converted from food waste generated by the college’s culinary classes. The Culinary Arts program has been composting food waste, such as onion skins, egg shells, vegetable trimmings, and chicken, beef and fish bones, as well as paper products since 2016, said Jack Kaestner, an MATC Culinary Arts instructor.

The compost has had an impact beyond the herb garden — it was used to create new garden plots at the Mequon Campus and was donated and delivered to community gardens in Milwaukee.

Isaac Palmer, coordinator of MATC’s Landscape Services, prepared the soil and planted the seeds in the green roof’s herb garden last spring. Moving forward, culinary students will be in charge of the garden, Kaestner said.

Students will dress the beds with finished compost in the spring, plant more herbs, tend and weed the beds, and then harvest the mature plants in the fall to use as fresh ingredients.

“They will get to see the full circle — from food waste to food, from garbage to a garden,” Kaestner said. “It’s really a learning experience on multiple levels.”

There’s nothing like fresh rosemary from the garden (above). Left: Kitchen scraps produced in classes are composted.
Always in Style
With an eye for fashion and an unstoppable drive, Cosmetology alumna Sherrie Williams is building her own beauty empire.

Sherrie Williams is tanged in tresses and tendrils. When it comes to cutting, trimming, snipping and styling hair, her family roots are thick and luxurious. Her aunt is a hairdresser. Her cousin works in a salon. Her two brothers are barbers. Her mother dabbled in styling. Her son attended cosmetology school.

“Hair is in my blood,” said Williams, who was born and raised in Milwaukee. Williams, who overcame learning disabilities and medical issues to earn a technical diploma in Cosmetology at MATC, opened her own salon in 2008. Later that year, she began concocting her own shampoos, conditioners, oils and treatments specifically to treat the natural hair of women, men and children of color.

Today, Williams styles hair and supplies products to a long list of personalities and celebrities, including actor Vivica A. Fox. Her aunt is a hairdresser. Her cousin works in a salon. Her two brothers are barbers. Her mother dabbled in styling. Her son attended cosmetology school.

“In high school, she had a baby when she was 18 years old and another at 19. She was diagnosed with a learning disability and at times struggled with schoolwork. She got into fights. “I was bullied. The fights came from the anger I felt about being bullied,” she recalled.

“I’ve known Sherrie from a teenager up until now and the word that describes her best is unstoppable,” said Mark Lock, pastor of the church Williams attends, the Unity Gospel House of Prayer in Milwaukee. “Out of all the things she’s been through, she refuses to win. Her determination is unmatched. I think this is only the beginning. She’s definitely going higher.”

Finding her passion
Growing up, Williams had a passion for helping others cultivate their unique style. In middle school, she was the girl who did other girls’ hair. “My mother’s kitchen turned into a salon,” she said.

Williams considered herself a guide to women and girls, especially of color. She teaches them to be comfortable with their natural, textured hair, which can be a struggle to keep clean, conditioned and healthy. With an experienced eye, she can break down almost anyone’s hair, diagnose issues and suggest solutions.

“Knowing what you put on your hair is the same as knowing what you put in your body while eating,” Williams said. “When you’re young, hair grows at a fast rate. As you get older, it slows down and you need different things in it to stay healthy: protein, iron, vitamins. My products deliver all that.”

Williams offers her expertise to mothers and children at free classes in the community. She has held events for the past several years at the Temple of the Holy Spirit, a church in Milwaukee. She shares tips on managing and maintaining healthy hair and encourages everyone to be proud of their style.

“Simplicity has soared in many ways. Her natural personality is very outgoing, bubbly and personable,” Walker said. “I know that there is more in store for her.”

Williams credits her technical college education and a loving family support system for her success. “MATC taught me a lot. The instructors really took their time with me,” Williams said. “I consider my former instructors part of my great support system.”

“Her passion is very contagious in many ways. Her natural personality is very outgoing, bubbly and personable,” Walker said. “I know that there is more in store for her.”

SAMLEEPOTLIGHT
Entrepreneurial Center
Helping students take their ideas from concept to market is the mission of MATC’s Entrepreneurial Center.

Founded in 2012, the center is led by Armen Hadjian, an instructor and coordinator in the college’s Entrepreneurship program. Students, faculty or staff with an idea for the next disrupter or a hobby they’d love to turn into a business are welcome to stop by Room M319 on Mondays and Tuesdays from 3-6 p.m. to chat with Hadjian.

“My challenge is to get them to see the bigger picture,” said Hadjian, who emphasizes the importance of knowing customers and building value for them.

If you can’t stop by during open hours, then head over to Instagram, where Hadijian has posted several one-minute lessons about entrepreneurship. Topics range from building a brand to finding your own value.

Check out the videos
Learn more about MATC’s Cosmetology program at matc.edu

Photobooks courtesy of Sherrie Williams
I stayed there for two years before being drafted into the Army, where I served as a photographer for seven years.

Would you share a few of your fond memories from your time at MATC?
I developed some close friends at MATC, most of us were from the same high school, and we are still friends. My wife, at the time, ran for Miss MATC and was the first runner up. We had a great time supporting her effort. The African American student body collaborated around her winning the first runner-up of the pageant.

What specifically did you learn in MATC’s Photography program that helped you in your studies at the University of Wisconsin-Milwaukee?
I enrolled in UW-Milwaukee after returning from the service. After my time at MATC, I felt I was ready. At MATC, I learned determination. I had to work hard to accomplish my goals to get through college.

What advice do you have for up-and-coming photojournalists as they cover stories ranging from conflicts overseas to the rising cost of living in the United States?
My advice for students is to learn as much as you can — everything from computer operations to economics, and even making travel arrangements. Photography covers so many areas of importance. The more learned you are, the better able you are to be on top of your game.

I was a true-blood photographer. I loved it! In fact, when I transferred to UW-Milwaukee, I graduated from their film program as an honor student. I took the things that I learned from MATC’s Photography program on that journey to receive my bachelor’s of fine arts degree from UW-Milwaukee.

When did your love of history begin?
It first began when I worked in my father’s barbershop. He shared historical information and memories with customers that came into the barber shop. The stories he told echoed in my mind, but I never really saw history as a way of earning a living. Photography, for me, was a way of earning a living. Everywhere I went, I took pictures. My understanding of a trip or traveling was to take pictures of the location, events and the people.

How did your work as a photojournalist shape your storytelling?
I see storytelling and photojournalism as two different mediums. Photography put me in a position where I’m able to see the various times of many people and events that I was able to experience. The journey between photography and storytelling was a gradual and visible transition. I might add that my teachers at MATC were particularly personable, demanding and very insistent on me learning the craft of photography. I always kept them at the forefront of my mind as I traveled throughout the world and interviewed people.

Which historical figures in Milwaukee do you find most inspiring? Why?
As a historian, I’ve been fortunate enough to study and read about all of my people who have migrated to Wisconsin. I must say that I’m quite impressed with some of the early arrivals who were very insistent about having the right to vote — people like Ezekiel Gillespie. I’m in awe of Jonathan J. Myers, who made a decision to travel to Africa with his son in 1860, without a passport or permission to do so. I love the spirit of William T. Green, an African American attorney, who demanded that African Americans be treated equally in public spaces. Nothing would have occurred without the spirit of our sisters, like Mrs. Bernice Lindsay, a pianist from Kentucky who became a member of the Marcus Garvey movement and organized the Milwaukee chapter of Black Cross Nurses to treat African Americans who contracted tuberculosis.

Would you recommend MATC to students? Why?
MATC has always been an important educational institution to me. I registered there right after high school, and they accommodated my inconsistencies at the time and taught me how to become more serious about my studies. Over the years, I continued to attend MATC, taking refresher courses to strengthen my academic skills. Before enrolling in UW-Milwaukee’s graduate program, I returned to MATC in 2015 for an entire year to prepare myself. That is an example of my dependence on MATC. MATC helped prepare me to attend graduate school.

Wisconsin has a history relevant to Black people? And my answer is, yes it does. Most often people see things that occur in other cities and state of historical reference, but they don’t envision those things occurring in our backyard, but they do — even next door. For example, public lynching, denying the right to vote and other discrimination practices. The struggle goes on and on for Wisconsin’s African American citizens.

When you do presentations for school groups (at the museum), what question is asked most often?
Does Wisconsin have a history relevant to Black people? And my answer is, yes it does. Most often people see things that occur in other cities and state of historical reference, but they don’t envision those things occurring in our backyard, but they do — even next door. For example, public lynching, denying the right to vote and other discrimination practices. The struggle goes on and on for Wisconsin’s African American citizens.

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Wisconsin Black Historical Society Museum
Located on the corner of North 27th and West Center streets in Milwaukee, the museum features exhibits on Black workers, the Civil Rights Movement and genealogy. Learn more at wbhsm.org.
At this time, we join together to celebrate the legacy of Dr. Vicki J. Martin, who is retiring after 10 years as president of Milwaukee Area Technical College.

As the college’s philanthropic partner, all of us at the MATC Foundation are honored to have helped build the public-private partnerships formed during her tenure. Thank you to the hundreds of contributors who have given generously. Together, we are redefining a future of higher education that is career-focused, less expensive and more agile to meet students’ aspirations and today’s workforce needs.

Our collective work has produced remarkable outcomes in the last 10 years and is the cornerstone of momentum for success in the decades to come. The Foundation’s partnership successes have included:

- Awarding more than 1,000 students — in just 18 months — a Checota MATC Scholarship through the college’s first full-ride scholarship program, which has a remarkable student retention rate of 86%. That’s 26% higher than the average of all part-time MATC students.

- Increasing the number of students served through scholarships and the MATC Foundation’s emergency grant program by an astounding 346% during Dr. Martin’s service as president.

- Growing a Milwaukee PBS quasi endowment from $5.9 million in 2014 to $13.6 million as of December 2023.

Dr. Martin launched visionary college access programs supporting the career dreams of thousands of students while building talent pipelines for industries throughout our region.

On behalf of all of your private-sector partners, thank you Dr. Martin!

The future looks bright for all who benefit from the MATC Foundation’s work and the impact we can make together to transform lives, industry and community.

Sincerely,

Laura M. Bray
Executive Director, MATC Foundation Inc., and Vice President, College Advancement and External Communications

Chantel Byrd
Board President
MATC Foundation Inc.

MATC Foundation Inc.
Financial Statements

2022-23 Revenue

<table>
<thead>
<tr>
<th>Revenue Type</th>
<th>Amount (in Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee PBS</td>
<td>$ 7,242</td>
</tr>
<tr>
<td>Student Success - Programs</td>
<td>$ 1,797</td>
</tr>
<tr>
<td>Investments - Net Gain (Loss)</td>
<td>$ 9,964</td>
</tr>
<tr>
<td>Scholarships</td>
<td>$ 5,076</td>
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<tr>
<td>In Kind</td>
<td>$ 432</td>
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<tr>
<td>Emergency Student Assistance</td>
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<tr>
<td>Special Events</td>
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<td>Other</td>
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<tr>
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2022-23 Expenses

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<th>Amount (in Thousands)</th>
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<td>Milwaukee PBS</td>
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<tr>
<td>Scholarships</td>
<td>$ 2,683</td>
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<tr>
<td>Management and General</td>
<td>$ 576</td>
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<tr>
<td>Student Success - Programs</td>
<td>$ 1,771</td>
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<tr>
<td>Fundraising</td>
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<td>Program Administration</td>
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<tr>
<td>Emergency Student Assistance</td>
<td>$ 315</td>
</tr>
<tr>
<td>Total</td>
<td>$ 12,945</td>
</tr>
</tbody>
</table>

Net Assets $38,054,829
as of June 30, 2023

Unrestricted - 3%
Temporarily Restricted - 52%
Temporarily Restricted – Milwaukee PBS - 34%
Permanently Restricted - 11%
New Faces at the MATC Foundation

We are grateful to Milwaukee-area leaders who joined the MATC Foundation Inc. in 2023

MATC Foundation Board of Directors

Jaime Hurtado
President and founder of Insulation Technologies Inc. (INTEC)
Before establishing INTEC, a franchise-owned business that specializes in building performance/weatherization and the restoration of historic buildings, Hurtado was executive vice president of La Casa Development Corporation, a franchisee of WEGC/The Energy Experts. He also worked at the Community Action Agency in Joliet, Illinois, and at Esperanza Unida Inc., a nonprofit organization in Milwaukee that advocates for changes in worker compensation law. Hurtado has held leadership roles in various community and academic organizations, including as a director on the board of the Milwaukee Metropolitan Association of Commerce, and, for the last 27 years, he has led pro bono personal and professional development seminars globally through Landmark Worldwide. He graduated with a bachelor's degree in economics from Lewis University in Romeoville, Illinois.

Timothy Smith
Retired, Managing Director, The Pfister Hotel and Saint Kate, The Arts Hotel
Retired from Marcus Hotels & Resorts after 35 years with the company. Smith's career with the company included serving as a sales account executive at the Marc Plaza Hotel (now the Hilton Milwaukee City Center), director of sales and marketing for the Hilton Milwaukee, and corporate director of sales at Marcus Headquarters. In 2007, Smith opened the InterContinental Milwaukee as general manager and created the hotel's Pink Rooms, which benefitted ABCD: After Breast Cancer Diagnosis (ABCD), a national nonprofit based in Milwaukee. In 2015, Smith became the general manager of The Pfister Hotel and was promoted to managing director of The Pfister and Saint Kate, The Arts Hotel. Smith served on numerous trade and community boards before his retirement.

Michael Emem
President and CEO of the EMEM Group
Building his first house at the age of 20, Emem is a proven leader in the building industry with over 15 years of experience in residential architecture, construction management and real estate development. He has managed the construction of over 100 new and remodeled homes and over 250 multifamily apartment units, contributing to over $100 million in commercial development experience. At age 25, he was recognized by the Milwaukee Business Journal as a 40 Under 40 recipient and by the Milwaukee Times Black Excellence Awards as a Corporate Trailblazer. Emem has a bachelor's degree in finance and real estate from the University of Wisconsin-Milwaukee, an associate degree in architectural technology from MATC and was valedictorian of Marquette University's 2015 Associates in Commercial Real Estate program graduating class. He has served on the board of directors at Pathfinders Milwaukee Inc and We Got This Inc.

Michael Rice
Partner, RCP Advisors
Rice is responsible for supporting the business development function of RCP Advisors. This includes sourcing investment opportunities as well as overseeing the firm’s fundraising efforts. Prior to RCP, Rice worked as an analyst with Barclays Capital's Institutional Equity Sales group, where he was responsible for covering hedge fund and mutual fund clients throughout the Midwest. He is currently a member of the Investment Committee for Marquette University High School and serves as a director of the Evans Scholar Foundation. Rice received a bachelor's degree in finance and accounting from Marquette University and was a member of the Applied Investment Management (AIM) Program.

Foundation Staff

Laurie M. Bray
Executive Director
Vice President, College Advancement and External Communications, MATC
Denise Treuer
Executive Administrative Assistant, College Advancement and External Communications, MATC
Ginny Finn
Chief Development Officer
Jason Flanders
Director, Finance and Operations

2023-2024 MATC Foundation Board of Directors

President
Chantel Byrd - Vice President of Shared Services, Veolia

Vice President
Julianna Ebert - Retired Partner, Attorney, Freuhs and Brady LLP

Vice President
Dave Megna - Vice President Wisconsin Field Operations, WE Energies Group

Treasurer
Matthew Partridge - Vice President of Finance, Ambulatory and Ancillary Services, Froedtert Health

Secretary
Jamie Berger - Owner, The Box MKE

Directors
Deborah N. Allen, DBA - President and Chief Executive Officer, DNA Network LLC

Kamal Bansal - Vice President of Engineering, Watermark Mutual

Carlo Cervantes - Human Resources Business Partner, Stella & Chewy’s

Jim Cosco - Vice President Global Quality, Harley-Davidson Motor Company

Mona Fowler - Executive Development Director, Motion Coors Beverage Company

Eugene A. Gilchrist, Ph.D. - CEO, Stay Clean

Viola Hawkins - MATC Alumni and Community Leader

Jaime Hurtado - President and Founder, Insulation Technologies Inc. (INTEC)

Susan Lubar - Founder and President, Growing Minds Inc.

Tracy Luber - Regional Economic Development Director, Wisconsin Economic Development Corporation

Emily R. Phillips - Financial Advisor, Drossner Phillips Rostau Group, Baird

Daya Randolph, Ph.D. - System Vice President, Learning and Development, Advocate Aurora Health

Timothy (Tim) Smith - Retired, Managing Director, The Pfister Hotel and Saint Kate, The Arts Hotel

Ex-Officio Director
Dr. Vicki J. Martin - President, Milwaukee Area Technical College

MATC District Board Liaison
Erica L. Case - Human Resources Director, The LiveWire Group, Inc.

MATC Foundation Mission
As the college’s philanthropic partner, our mission is to support student success and enhance learning by engaging those who are passionate about the college and the community it benefits.

Founded as a nonprofit organization in 1979, the MATC Foundation Inc. partners with philanthropic organizations, corporations and individuals to work with college leadership on meaningful solutions to two of the most pressing problems in our community: economic disparities and the skills gap. Funds donated to the Foundation support scholarships, emergency fund grants and other student success programs.

The Foundation is also the financial steward for private donations to Milwaukee PBS, a viewer-supported service of Milwaukee Area Technical College.
Thank you to our donors

We are grateful for the support of the following foundations, corporations and individuals.

PRESIDENT’S SOCIETY
Individual donors whose gifts total $50,000 or more over their lifetime of giving and corporations, foundations and organizations whose historical gifts total $100,000 or more are provided permanent recognition as members of the MATC Foundation’s President’s Society. We are grateful for their generous support.

INDIVIDUALS
Anonymous
Chris Abele
John Amato
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Northwestern Mutual Foundation
PepsiCo Foundation
PPG Industries
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TCF Bank
United Health Foundation
We Energies Foundation
Zilber Family Foundation
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ADAMM
Advancing Healthier Wisconsin
All Within My Hands Foundation - Metallica
American Family Insurance WI - National Headquarters
Bader Philanthropies
Bostik, Inc.
Joseph G. Bradley Foundation
Russ Darrow Group, Inc.
Employ Milwaukee
Ralph Evindane Foundation
Frontier Hospital & Medical College of Wisconsin
Gale Family Foundation
Goldstein Family Foundation
Great Lakes Higher Education Guaranty Corporation
Greater Milwaukee Foundation, Inc.

CORNERSTONE SOCIETY
Donors who have included the MATC Foundation in their estate plans are recognized as members of the Cornerstone Society. If you have included the MATC Foundation in your estate plan, but are not listed here, please contact us at 414-297-8514.

Anonymous
Helmut R. Bauer Family Trust
Marian Drake Brockvart
Julianna Ebert and Frank Daily
Melanie Holmes†
Evelyn F. King†

Esther Lovelace†
Lape G. Martinez
Daniel L. Pauli†
Ellen Pellegrini†
Angela Rester
Jack and Lucy Rosenberg

John G. Sadler†
Lorraine B. Schlater
Elinor G. Vought
John R. Wargin†

MATC FOUNDATION | IMPACT
Scholarships and Emergency Dollars

Ellen & Joe Checota MATC Scholarship Program Impact
2022-23

$853,448
IN CHECOTA SCHOLARSHIPS
2022-23
373
CHECOTA STUDENTS
2022-23

$540,245
IN PROMISE SCHOLARSHIPS
2022-23
505
PROMISE STUDENTS
2022-23

Student Scholarships and Emergency Assistance Impact Awarded in 2022-23

$2,605,805
IN SCHOLARSHIPS
$315,482
IN EMERGENCY ASSISTANCE
2,309
STUDENTS RECEIVING SUPPORT

10-Year Totals of Student Scholarship and Emergency Assistance*

$10,304,018
IN SCHOLARSHIPS AWARDED
$1,163,135
IN EMERGENCY ASSISTANCE
10,348
STUDENTS SUPPORTED
Thank you to our donors

2023 SUPPORTERS
We are extremely grateful to the following supporters of our MATC Foundation scholarship and program funds.

$100,000+
All Within My Hands Foundation - Metallica
Bader Philanthropies
Joseph G. Bradley Foundation
Ellen & Joe Chocta
Kathleen Connell
Juliana Ebert & Frank Daily
Employ Milwaukee
Ralph Evandino Foundation
Geraldine Geisiger
Johnson Controls Foundation
Herk Kohl Philanthropies
Eileen & Barry Mandel
Susan A. Lubar
Judy Keyes
Gene Haas Foundation
Stephen Delahunt
$25,000+
Milwaukee & Waukesha United Way of Greater Milwaukee
Jeanne Kowalski
Greater Milwaukee Anonymous
$50,000+
University of Wisconsin Foundation, Inc.
Molson Coors
Herb Kohl Philanthropies
Johnson Controls Foundation
Ralph Evinrude Foundation
Employ Milwaukee
Ellen & Joe Checota
All Within My Hands
$100,000+
University of Wisconsin-Milwaukee Alumni Association
Wiscare Networks
$25,000+
Community Foundation of Southeastern Wisconsin
Mr. Robert L. Kebschull
Sonia L. Jasen
J.M. Brennan, Inc.
Robert Holland
Steve Herro
Dan and Helen Hartsman
Victor Harding
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Linda Gorens-Levey
Alan Goodman
Naydeen Gonzalez-De Jesus
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Kathie Fabishak
Fatima Sainsi
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St. Gabriel Church
Holly Ryan
Rivertown Dental

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William Ansay
Karim M Badani
William Ansay
Karim M Badani
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Jill Zellmer
Joanne Zahorik
Wozniak Family
Linda Voss
Rebecca Valcq
Amalia Todryk
Trisha Stehr
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Amanda Braun
Susan Breman
Cheri and Tom Briscoe
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Mary Bromwell
Krista Brookman
Mary Bromwell
Ellyn and Ellis Bromberg
Mary Bromwell
Krista Brookman
Brother Rice Subs System, LLC
Billie Smith
Zenos Smetozy
Lois Seel
Robbi Sodaro
John Nussman
Patricia Stapleton
Trisha Stilte
Sammy Terrell-Webb
Amalia Todryk
Tool Die & Machining
Association of Wisconsin, Inc.
Rebecca Vulcs
Benjamin Wagner
Wisconsin Regional Training Partnership
Wisnai Family
Joanne Zalarik
Jill Zellmer

$200+
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Dr. Margaret Barron
Joan Urdan
Gloria Shaw
Richard Hickels
Lewis & Kathryn Weiner
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Tom and Katie Heinze
Richard Hickels
Kari Inda
International Society of Automation Inc.
Milwaukee Section
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Alain De Mars
Delaware North Sportswear Inc.
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Janice and Steve Marcus
Joan Lucke
Jaime and Michael Levine
Workplace Interiors
Lerdahl Inspired
Victor Langer
Langel Roofing and Sheet Metal Inc.

$50,000+
Dan Bevan
Wayne Heidt
Jim Beets
Billie Smith
Zenos Smetozy
Lois Seel
Robbi Sodaro
John Nussman
Patricia Stapleton
Trisha Stilte
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Rebecca Vulcs
Benjamin Wagner
Wisconsin Regional Training Partnership
Wisnai Family
Joanne Zalarik
Jill Zellmer

$250+
Dena Ahrnschwiler
Advocate Aurora
Debra Anthony
Badgerland User Group
Catherine E. Bell
Clayborn Bemon
Diane Bregner
Michele & Jay Herman Family
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Barbara Bertein
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Plumbing & Mechanical Contractors of Milwaukee & Southeastern WI
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Kevinn Schiff
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Cheri and Tom Briscoe
Elynn and Ellis Bromberg
Mary Bromwell
Krista Brookman
Brother Rice Subs System, LLC
Dr. Vicki J. Martin, who retires in June, celebrates the college’s first national championship in men’s basketball.

Thank You, Dr. Martin