The Workforce Word: Edition 102

WDBSCW Director of Business Development Receives Award from Dodge County Manufacturing Business Alliance
The Dodge County Manufacturing Business Alliance (MBA) hosted its fourth annual awards breakfast on February 28 to recognize organizations and individuals that are promoting careers in manufacturing.

Danica Nilsestuen, Director of Business Development at the WDBSCW (pictured center), received the Manufacturing Partnership award for her work with the Alliance. The award recognizes business professionals that work to build bridges between manufacturing and various educational, government and community organizations.

In her role, Nilsestuen advances workforce innovation projects and solutions to support business and industry in South Central Wisconsin. Nilsestuen supported the MBA in launching the first-ever Manufacturing Campaign in 2014 to attract talent to manufacturing careers in the Dodge County region. The campaign’s success led to her work in spin-off projects including GuidEd tours. These industry tours, led by companies, give students and school faculty an inside-look at the rewarding careers close to home. Nilsestuen continues her work with the Alliance to develop, plan and implement workforce and economic development strategies that are responsive to the needs of the industry.

The four awards presented at the event include the Manufacturing Partnership award, the Manufacturing in Education award, the Career in Manufacturing award and the Youth in Manufacturing award. A full list of honorees can be found at DailyDodge.com.

The MBA is an organization under the Beaver Dam Chamber of Commerce as an official affiliate organization. Since 2013, the MBA has been engaged in providing networking between manufacturers, businesses and educational instructors and works directly with the WDBSCW for resources and support. The MBA’s activities include marketing and communication programs and public events to promote manufacturing in the greater Dodge County region.
Upcoming Events

How It's Made in Dane Open House Series
4pm - 6pm
Royle Printing | Wednesday, April 3
745 South Bird Street | Sun Prairie

Sub-Zero, Wolf, Cove | Tuesday, April 9
6061 Basswood Drive | Fitchburg

Saris | Thursday, April 11
5253 Verona Road | Fitchburg

Unlocking Potential: Reentry Summit
Tuesday, April 23 | 8am - 3pm
Sheraton | Madison

P.S. We're social. Come join us!

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