



BizTimesMedia

A guide to

STUFF

made and built in south central Wisconsin

A new regional publication aimed at changing the image of careers in manufacturing and the building & construction trades in south central Wisconsin.

THE CHALLENGE:

Manufacturers and the trades are having a hard time finding qualified employees, which puts a damper on growth and productivity at firms around the state.

While the manufacturing sector employs 468,000 workers and the building trades employ 168,000 workers in Wisconsin, the industries have a PR problem, especially with younger workers.

The message of GOOD PAYING JOBS and a future career offering advancement is just not getting through.

THE SOLUTION:

A Guide to STUFF Made & Built in south central Wisconsin helps close that gap by connecting employees and employers in south central Wisconsin.

Publication Date:

January 21, 2019

Reservation Deadline:

January 2, 2019

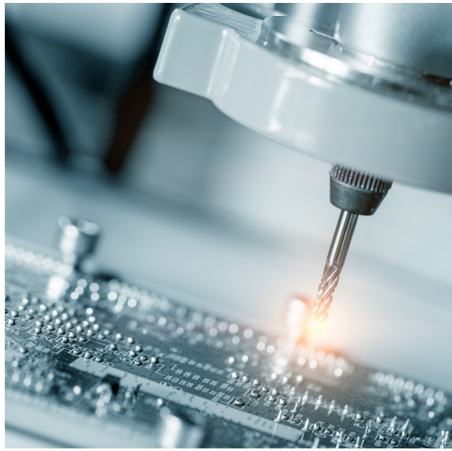
SOUTH CENTRAL WI

A Guide to STUFF Made and Built in Wisconsin:

A hip interactive print and digital publication profiling area manufacturers and construction-related companies. It features what those companies make and build, who they sell to, and how their product is used, as well as the kinds of jobs/careers available in each company.

Area students, guidance counselors and parents use it as a resource for making career decisions, and area employers can use it as a vital part of their recruitment efforts.

Changing the image of careers in manufacturing and the building & construction trades in south central WI.



This new regional annual publication will raise awareness and act as a recruiting tool for south central Wisconsin manufacturers and building & construction related companies like nothing before – going directly to high school and college students as well as workforce centers throughout the region.

STUFF is published and distributed in January 2019. It will feature content highlighting the manufacturing and building & construction trade industries like:

- ▶ The vitality and future of manufacturing and construction in south central Wisconsin
- ▶ Charts, graphs and data showing average earnings, the types of companies and with specific jobs
- ▶ Interviews with young workers who are climbing the ladder at their company



STUFF is inserted into BizTimes Milwaukee, reaching thousands of company owners and parents throughout the region, further increasing awareness and promoting collaboration.

Be a part of this unique marketing opportunity that showcases south central Wisconsin's manufacturing and building & construction firms, highlighting the cool stuff you make and build. Communicate the appeal of a career in manufacturing or construction to tomorrow's workforce.



Company profile package:

WHO WE ARE
At Boldt, we push the boundaries of innovation by employing our people to think big. We're a nationally ranked construction services company with more than 2,000 employees at 13 locations nation-wide. We believe in honesty, hard work, and a love of construction as a fourth-generation family-led and employee-owned company. We serve a variety of markets, and we're committed to collaboration to make the biggest impact on our employees, customers, and community.

STUFF WE MAKE
We've been constructing buildings for more than 125 years and offer a range of construction services including construction management, general contracting, design-build, real estate development and technical consultation. We serve customers in healthcare, retail, education, industrial, automotive, commercial, religious, and municipal markets.

COOL CUSTOMERS

- Milwaukee Regional Medical Center
- Children's Hospital of Wisconsin
- Aurora Health Care
- We Energies
- Gulfstream

FUN STUFF
Our roots run deep in the communities we serve. Each office and often individual job sites become engaged with the community through volunteer efforts and the support of non-profit organizations. We take part in fun events like food, toy and diaper drives, career fairs, parades, and many other community events. We are proud to support organizations such as United Way, Red America, Children's Hospital of Wisconsin, and the Community Blood Center. Without the people we serve and the places we call home, we would not be who we are today.

CAREER OPPORTUNITIES/BENEFITS
Our philosophy called *BoldThinking* allows our employees to approach every project with an open mind and the freedom to innovate through collaboration and creative problem solving. Employees work with some of the most knowledgeable professionals in our industry and have the chance to learn new skills and take on greater responsibilities, while earning competitive pay and benefits. We have a formalized career planning process and seek to grow our talent from within. We offer many career opportunities from business development, estimating, finance, marketing, information technology, and project management to jobs in the trades such as carpentry, masonry, and ironwork.

Health Insurance
 Disability Insurance
 Sick (paid time)

Dental Insurance
 401(k)
 Wellness Program

Flexible Spending Account
 Bonuses
 Tuition Reimbursement

Life Insurance
 Location (paid time off)
 Employee Stock Ownership Plan

INFO

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boldt.com

facebook.com/theboldtcompany
linkedin.com/company/theboldt-company
youtube.com/user/theboldtcompany
twitter.com/TheBoldtCo

Employees: 2000+
Year founded: 1899
President: Bob DeKoch

A PRODUCT OF BIZTIMES MEDIA

JONATHAN GOR-DON
BRICKLAYER
AGE: 35
YEARS AT COMPANY: 15

WHAT ARE YOUR JOB DUTIES?
I install mix mortar, and set and smooth concrete masonry units, bricks, and stone. I also construct utility cuts, wet moisture barriers, and build scaffolding and enclosures.

THE JOB:
REQUIREMENTS

- High school diploma
- 3- or 4-year paid apprenticeship
- Paid classroom and on-the-job training
- Previous training in areas such as welding, small engines, CPR/First Aid/AED, and rigging may be required

SKILLS
Skills needed include communication, teamwork, attention to detail, knowledge of basic tools, and the ability to comprehend instructions, including safety policies and procedure manuals.

ASHLEY SCHUTTE
PROJECT PLANNER II
AGE: 31
YEARS AT COMPANY: 15

WHAT ARE YOUR JOB DUTIES?
As a critical support person for various construction markets, I assist project teams in the development and execution of construction scheduling by tracking progress throughout a project's duration.

THE JOB:
REQUIREMENTS

- A bachelor's degree in construction management
- Experience in construction and engineering is beneficial

SKILLS
Technical skills needed include Primavera P6 and Microsoft Project scheduling software. Great facilitator and interpersonal skills are needed to conduct meetings with many stakeholders in a collaborative session.

WHAT YOU'LL DO
As a project planner, you will lead the efforts of construction scheduling on many different projects and help facilitate the engineers, architects, owners, subcontractors, and field tradesmen needed to get a project completed on schedule.

CAREER PATH
As Boldt grows and expands, your career path can take various avenues based on your experience and areas of interest. There are numerous opportunities for advancement from managerial to leadership positions in this career field.

DIR. PRODUCTION PLANNING
\$40,000 - \$65,000

SR. PROJECT PLANNER
\$65,000 - \$72,000

PROJECT PLANNER II
\$65,000 - \$72,000

CONTACT
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BOLDT
biztimes.com/stuff | STUFF 16

\$33,000 starter
\$63,000 experienced
\$82,000 expert

\$65,000 starter
\$68,000 experienced
\$72,000 expert

IN-PRINT [four-color 9" x 10-1/8" magazine]

- Two-page spread in the 2019-20 STUFF magazines (example shown to left). Page on left is a company profile and the page on the right is a profile of one or more workers.
- Rate includes creation of company profile page
- Rate includes PDF copy of your two-page profile and cover of STUFF for your own promotional efforts

ONLINE
Digital edition of the 2019 STUFF on BizTimes.com for one year with a live link to your website

Total Profile Investment - \$2,950



COMPLETE YOUR PROFILE AT
biztimes.com/stuff2019

Rates & Specs:

Full Page + Bleed

1/4 S

1/2 H

	Specs	Trim	Live/Safety
Full Page + Bleed	9.25 x 11.125	9 x 10.875	8 x 9.875
1/2 H	8 x 4.875	---	---
1/4 S	3.875 x 4.875	---	---

DISPLAY ADVERTISING

Full page: \$3,995
1/2 page: \$2,795
1/4 page: \$1,250

PREMIUM POSITION

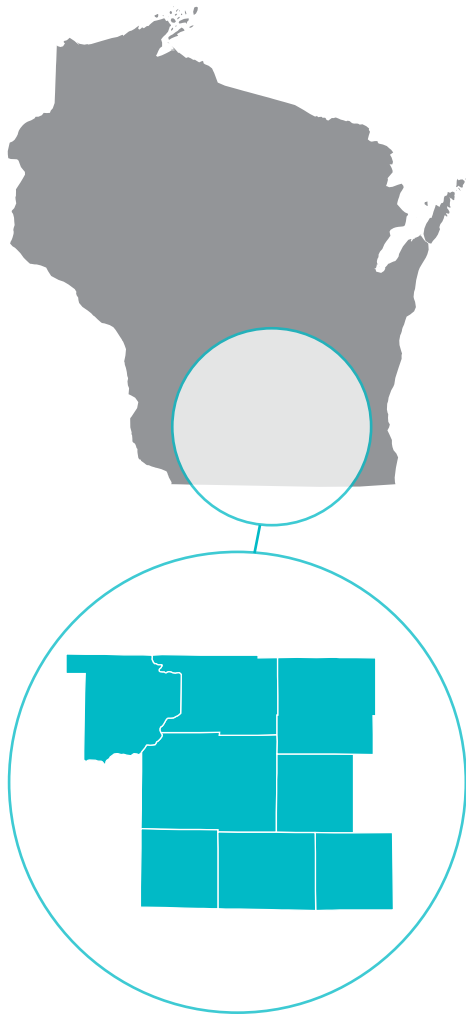
Back Cover + 20%
Inside front & inside back + 15%

SPONSORED CONTENT

2 pages \$6,000
4 pages \$11,000

SPACE RESERVATION:
JAN 2, 2019

MATERIALS DEADLINE:
JAN 4, 2019



Distribution

Print Distribution

5,000+ copies mailed to:

- ▶ Area trade/vocational high schools
- ▶ Guidance counselor offices in area high schools
- ▶ Community colleges, as well as career counseling offices in area colleges
- ▶ Regional workforce organizations and employment offices
- ▶ Regional chambers of commerce
- ▶ Targeted to certain junior high schools
- ▶ Jails
- ▶ At key business events throughout the year

Digital Distribution

DIGITAL EDITION

STUFF is offered to readers in a digital edition, where company profiles will directly link to featured company profile web sites and to videos and other digital content.

Counties Include:

- | | |
|-------------|------------|
| ▶ Dodge | ▶ Dane |
| ▶ Jefferson | ▶ Columbia |
| ▶ Rock | ▶ Walworth |
| ▶ Green | ▶ Sauk |

ENEWSLETTER DISTRIBUTION

Throughout the year, BizTimes daily and weekly newsletters will include a link to the digital edition for STUFF, providing additional exposure to tens of thousands of readers.

WEBSITE

[10,000 plus unique visitors per month]

The content for STUFF will be featured on our website Biztimes.com, extending the brand which will assure that your profile is getting seen and read for many months.

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