



AMERICAN TECHNICAL EDUCATION ASSOCIATION NATIONAL CONFERENCE

March 21-23, 2018
at Gateway Technical College
in Kenosha, WI



See www.ateaonline.org for more information

Welcome

Colleagues,

America is in a crisis and we need your help in securing our economic future. To address this important issue, the American Technical Education Association has dedicated its National Conference to addressing “Skills Gap Solutions-Partnerships that Work.”

The 55th ATEA National Conference on Technical Education will be held at Gateway Technical College in Wisconsin March 21-23, 2018. As Co-chairs, Dr. Bob Meyers, Chancellor of University of Wisconsin-Stout and I invite you to attend this important event.

The program draws on Gateway’s strengths of connections with business and industry and exemplifies the Industry Certification pathway for students. The conference format includes 5 workshop pathways that align with industry tours of some of our regionally located global education partners.

ATEA conferences are all inclusive, tours, food, workshops and trade show. The ATEA National Conference also includes awards for outstanding technical education student, teacher, program, and business partner. The University of Wisconsin-Stout offers graduate credit for the conference participants. I welcome you to experience firsthand our Wisconsin hospitality and to strengthen your professional network through ATEA.

Respectfully,

Bryan Albrecht Ed.D.
Bob Meyer, Ph.D.



Bryan Albrecht
President & CEO
Gateway Technical College



Bob Meyer
Chancellor
UW Stout



The American Technical Education Association will celebrate its 90th year of its founding at the 2018 National conference hosted by Gateway Technical College in Kenosha and Racine Wisconsin. There is no better place than this college that has been true to the technical education mission and has moved through its years connecting and innovating to produce outstanding graduates and foster southeastern Wisconsin business. That Foxconn is coming to their region is a tribute to their part in economic development.

You are invited to this dynamic institution to experience one of five workshop labs with certificate options for you to earn and to model in your own work. The conference will model and focus on pathways from k-12 to university programs at the ATEA conference traditional Thursday panel that gets at the “heart” of the conference. Wisconsin elected and system leadership will be there to greet you and for the ATEA national awards presentations. There are the ATEA industry tours that connect to the workshops.

We are grateful for the generous sponsorships, especially from Snap on Incorporated with a reception at their corporate innovation center and a keynote by Chairman and CEO Nick Pinchuk on the “Dignity of Technical Education.” Author and college leader, Dr. Dan Phelan will close the conference with a keynote based on his book on “Relentless Change.” Which is exactly what ATEA members have experienced, lead and fostered for the past 90 years.

Thank you to the talented and dedicated Gateway Technical College national conference committee who know how to team, step in when needed and scrum as any good Rugby team does—running down the field together.

See you there,

Sandra Gehlen Krebsbach, Ph.D.



Sandra Gehlen Krebsbach
Executive Director of the American
Technical Education Association



Featured Speakers



Nicholas Pinchuk
Chairman and CEO,
Snap-on Incorporated

Nick Pinchuk is chairman and chief executive officer of Snap-on Incorporated, and serves on its board of directors.

Before Snap-on, Mr. Pinchuk was president, global refrigeration operations, a multi-billion dollar business unit of Carrier Corporation, a subsidiary of United Technologies Corporation. Before joining United Technologies, he was with the Ford Motor Company, where he held various financial and engineering positions. He also served in Vietnam as an officer in the United States Army.

Mr. Pinchuk received an M.B.A. from Harvard, and master and bachelor of science degrees in engineering from Rensselaer Polytechnic Institute. He currently serves on the board of directors for the National Association of Manufacturers; on the Board of Trustees of the Manufacturer's Alliance for Productivity and Innovation; as well as other boards.

Mr. Pinchuk is an outspoken leader on workforce development and technical education and careers, receiving national recognition from numerous national organizations for his active role in promoting the dignity of work.



Daniel J. Phelan
President and CEO,
Jackson College (MI)

Dr. Daniel J. Phelan has been President/CEO of Jackson College (MI) since early 2001. He is the Immediate Past-Chairman of the National Board of Directors for the American Association of Community Colleges (AACC) and also serves on the AACC Advocacy Advisory Group (AAG), as well as AACC's Finance Committee and joint Executive Committee with the Association of Community College Trustees (ACCT).

He is Chairman of the Board of the Higher Education Research and Development Institute (HERDI) and Chairman of the Board of the Jackson County Enterprise Group. Additionally, Phelan serves on the Board of Directors for the Center for Community College Student Engagement (CCCSE), the Phi Theta Kappa International Honor Society (PTK), and is a founding Board member for the international organization, US-Brasil Connect (USBC).

Continuous innovation, quality, service and vision for an improved future of student success have continued to define Phelan's contribution to the community college movement. His book, *Unrelenting Change, Innovation, and Risk: Forging the Next Generation of Community Colleges* was published in early 2016 by Rowman and Littlefield. He is currently in process of writing a second book on community college board governance.

He holds a Ph.D. in Higher Education Administration from Iowa State University, an M.B.A. from St. Ambrose University, and a both an B.A. in Business Administration and an A.A. degree in Liberal Arts from Mount St. Clare College. He has been honored for his work in higher education and community service including the Continuous Quality Improvement Network's (CQIN) Legacy Award, the Association of Community College Trustees (ACCT) CEO of the Year Award for the Central Region, the Phi Theta Kappa (PTK) International Honor Society's Shirley B. Gordon Award of Distinction, the Iowa State University Alumni Award, and the Boy Scouts of America's Outstanding Citizen of the Year Award for the Great Sauk Trail Council.

Dr. Phelan is married to Dr. Adriana Phelan and they have four children: Katie, Michelle, Maggie and Isabella.



Featured Speakers continued



Rebecca Kleefisch
Lieutenant Governor

Rebecca Kleefisch is Wisconsin's 44th lieutenant governor. Since January 2011, she has been Wisconsin's Jobs Ambassador, a champion for worker training, and a leader for creative solutions to our state's toughest challenges.

A former small business owner, Rebecca developed the annual Governor's Small Business Summit. She works frequently with economic developers and business owners to recruit new businesses and grow current employers. Her colleagues elected her chair of the national Aerospace States Association, which advocates for our aviation and aerospace industries. And as Wisconsin creates more jobs, she's working hard to expand the talent pipeline that fills them.

Rebecca wants our state's success to embrace all our citizens, especially those who must overcome barriers to prosperity. So she co-chairs the Governor's Task Force on Minority Unemployment and the Governor's Task Force on Opioid Abuse, works on the issues of homelessness and offender reentry, and advocates for returning veterans and people with disabilities looking to join the workforce.

Through her travels and activities, Rebecca's earned a reputation as an effective policy leader who doesn't shy from a challenge or a fight. She has been recognized with a "Courage in Leadership Award" by the Faith & Freedom Coalition and a "Woman of Exceptional Courage" award from the Clare Booth Luce Institute. In May 2014, the Washington Post cited her as one of 40 rising stars in American politics.

Rebecca is a colon cancer survivor, a recovering news reporter, a member of the NRA, and graduate of the University of Wisconsin-Madison. She is the mother of two daughters, Ella and Violet, and lives in Oconomowoc with her husband, State Representative Joel Kleefisch.



Dr. Morna K. Foy
President of the
Wisconsin Technical
College System

Dr. Morna K. Foy is President of the Wisconsin Technical College System, consisting of 16 institutions that annually serve more than 300,000 students.

In a time of significant change in the workplace and in higher education, President Foy believes in the power of technical education to enrich lives and strengthen Wisconsin's economy. The result is a sharp focus on the innovation necessary to deliver relevant, valuable learning opportunities for students at every stage of their lives and careers, and a reliable talent pipeline for employers in every sector and region of the state.

President Foy has more than 25 years of experience in public policy and higher education and a lifelong commitment to her home state of Wisconsin.



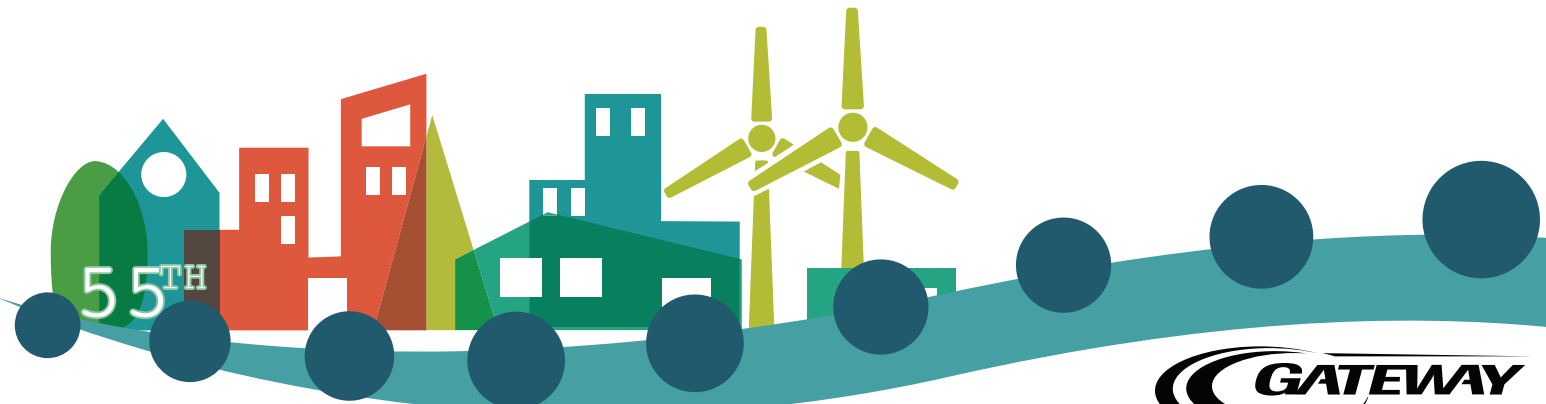
Agenda at a Glance

Wednesday March 21, 2018

- 9:00 am - 11:00 am** **ATEA Board Meeting** (*DoubleTree - Southport Conference Room*)
- 11:30 am - 1:00 pm** **Luncheon & Trade Show**
(*DoubleTree – Prairie Ballroom & Lakeview Room*)
- **Opening Welcome:** Bryan Albrecht, ATEA President
 - **Sponsors Welcome:** Paul Perkins, Amatrol and Leo Reddy, MSSC
- 1:00 pm - 1:15 pm** **Busing to Industry Pathway Tour** (*Depart from DoubleTree*)
Sponsored by the Manufacturing Skill Standards Council (MSSC)
- 1:15 pm - 3:45 pm** **Industry Pathway Tours** (*See detailed descriptions on page 9*)
- 4:00 pm - 5:00 pm** **Technical Education Alumni Reception**
(*DoubleTree Hotel*)
Trade Show Open (*Prairie Ballroom & Lakeview Room*) Sponsored by:
University of Wisconsin – Stout and Gateway Technical College
- 5:00 pm - 7:00 pm** **ATEA Awards Dinner** (*DoubleTree – Prairie Ballroom*)
- **Sponsor’s Welcome:** Roger Tadjewski, NC3 Executive Director
 - **Emcee:** Bob Meyer, Chancellor UW-Stout
- Wisconsin Welcome** **Dr. Morna Foy**, WTCS President
- Guest Speaker Wisconsin** **Lt. Governor Rebecca Kleefisch**
- ATEA Awards Presentations** **Dr. Bryan Albrecht**, ATEA President
Student, Teacher, and Program of the Year awards.
Silver Star award for Business of the Year.

Thursday March 22

- 7:00 am - 8:00 am** **ATEA Breakfast** (*DoubleTree – Prairie Ballroom*)
Sponsor’s Welcome: Al Bunshaft, Senior Vice President,
Dassault Systèmes’ Americas Corporation
Vendor Exhibits Open (*Prairie Ballroom & Lakeview Room*)





8:00 am - 9:00 am

Opening Plenary Session (*DoubleTree – Prairie Ballroom*)

Panel on Pathways & Partnerships – Moderator: Jaime Spaciel

- Dr. Beth Ormseth, Principal LakeView Technology Academy
- Clark Coco, Dean Washburn Tech, KS
- Dr. Bob Meyer, Chancellor UW-Stout, WI
- Al Bunshaft, Senior Vice President, Dassault Systèmes' Americas Corporation

9:00 am - 10:00 am

Buses depart from DoubleTree Hotel to Pathway Sessions located at Gateway Technical College Campuses & Advanced Technology Centers.

Sponsored by: Manufacturing Skill Standards Council (MSSC)

10:00 am - 4:00 pm

Professional Development Pathways

(*See detailed descriptions on page 10*)

- **Transportation Pathway** – Horizon Center for Transportation Technology. Participants will tour and participate in hands-on industry certification training in partnership with Snap-on, Starrett, and FCA.
Sponsored by: Wisconsin Technical Education Association
- **Advanced Manufacturing Pathway** – SC Johnson iMET Center. Participants will tour and participate in hands-on industry certification training in Dremel 3D, Skills Boss, NIDA CerTec, and Industry 4.0. **Sponsored by: LAB Midwest, LLC**
- **Health & Protective Services Pathway** – Kenosha Campus Locations. Participants will tour and participate in human patient simulation (HPS), and nursing, surgical technology, dental, and law enforcement/personal safety curriculum. **Sponsored by: Healiacs**
- **Sustainable Energy Systems Pathway** – Kenosha Campus locations. Participants will explore energy systems including wind, solar, and geexchange technology systems employed at Gateway and participate in hands-on industry certification training in building automation and gas meter technology. **Sponsored by: Trane**
- **Information Technology Pathway** – IT Center of Excellence-Racine Campus. Participants will tour the Gateway's IT Center of Excellence and participate in hands-on certification training in the latest on WEB development or attend a roundtable on the Internet of Things.
Sponsored by: National Coalition of Advanced Technology Centers

Boxed Lunch provided during all Pathway Sessions

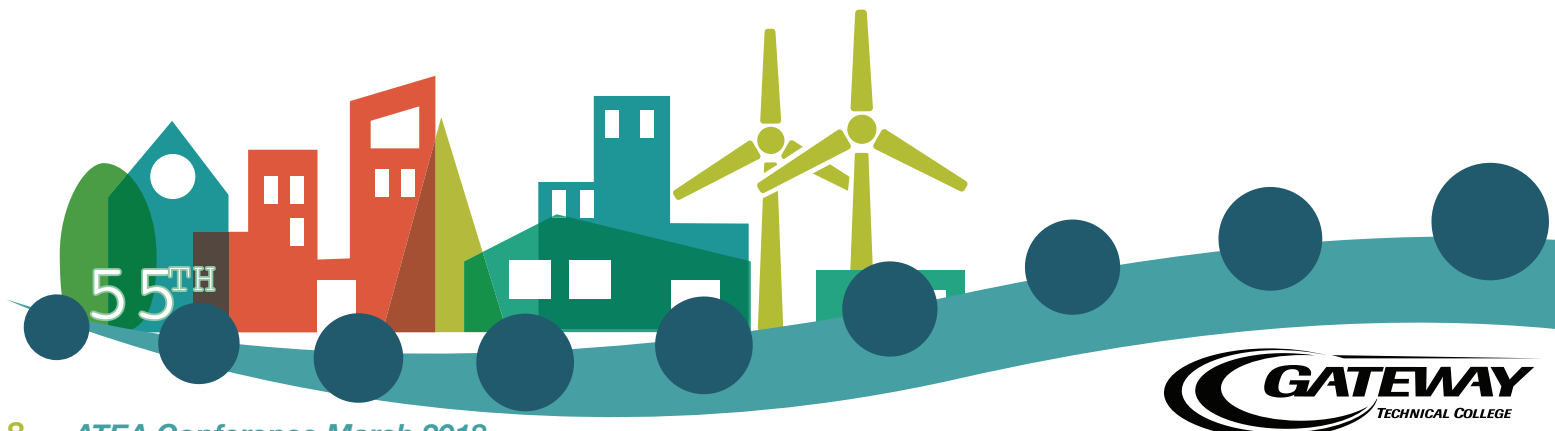


Agenda at a Glance

- 4:00 pm** Busing from Pathway locations to Snap-on, Incorporated,
2801 – 80th Street, Kenosha
- 4:30 pm - 6:30 pm** **ATEA Reception at Snap-on Innovation Center & Museum**
Keynote Presentation: “The Dignity of Technical Education”,
Nick Pinchuk, Chairman and CEO, Snap-on, Incorporated.
Sponsored by: Snap-on.
- 6:30 pm** Busing to DoubleTree Hotel / Hampton Inn / Candlewood Suites
- Dinner on your own*

Friday March 23

- 8:00 am - 8:45 am** **ATEA Regional Meetings** (*DoubleTree Hotel*)
- Region 1 & 2 Des Plaines Boardroom
 - Region 3 & 4 Lakeview Room
 - Region 5 & 6 Southport Room
- 9:00 am - 10:15 am** **Closing Brunch DoubleTree Hotel** (*Prairie Ballroom*)
Emcee: Sue Smith, ATEA Vice President
- National Apprenticeship Opportunities:** Jennifer Worth, Senior Vice President, Workforce & Economic Development, American Association of Community Colleges (AACC)
- Keynote Presentation:** Unrelenting Change, Innovation, and Risk author: Daniel J. Phelan, President-Jackson College, Michigan. Sponsored by: Wisconsin Technical College System
- 10:15 am - 11:00 am** **ATEA Annual Meeting DoubleTree** (*Redwood Ballroom*)



Wednesday Afternoon March 21

Industry Pathways Tours

Transportation: Modine Manufacturing Company

Modine Manufacturing is a global leader in heat transfer and thermal management. Gateway hosts Modine University for technical product training.



Advanced Manufacturing: Niagara Bottling

Niagara Bottling is a family owned company with a tradition of quality, integrity and great customer service. Niagara's strategic advantage is high speed bottling technology.

Health/Safety: Froedtert South

Froedtert South is a general medical and surgical health care provider and a key partner with Gateway in training in the healthcare community. Demonstration of the The da Vinci ® Surgical System for minimally invasive surgery



Sustainable Energy: SC Johnson, A Family Company

SC Johnson is a fifth generation family- owned consumer products company. SCJ is a global leader sustainable practices and a strategic partner with Gateway in community development

Information Technology: OFFSITE Data Center

OFFSITE Data Center leverages Tier III, SOC 2 Type II Data secure technology systems. With 24/7 operational efficiency and high capacity infrastructure OFFSITE is a leader in data management.



Pathways Workshop Descriptions

1 Undergraduate OR 1 Graduate Credit Available through University of Wisconsin-Stout
Contact: Sylvia Tiala at tialas@uwstout.edu

Transportation Pathway – Horizon Center for Transportation Technology

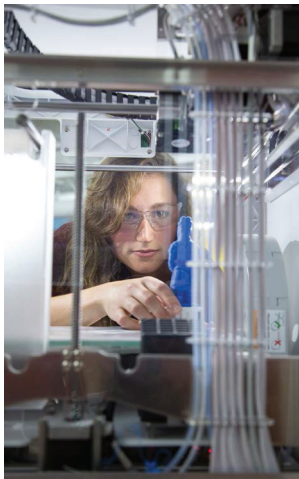
This facility demonstrates how public-private partnerships transform education to better serve students and the local community. The session includes hands-on activity in a number of certification areas presented by a national team of instructors, as well as insights to what future technology will bring to the transportation industry from Gateway's global industry partners. Participants will gain certification in the areas of Starrett Precision Measurement, Snap-on torque, digital multimeter, battery starting and charging, or Shopkey service information. These certification pathways will also count toward your NATEF required 20 hours of annual update training.

Sponsored by: Wisconsin Technical Education Association



Advanced Manufacturing Pathway – SC Johnson iMET Center

Participants will tour and participate in hands-on industry certification training in Dremel 3D, Skills Boss, NIDA CerTec, and Industry 4.0. Gateway's FabLab is a member in the United States Fab Lab Network. In this session, the participants will learn how to set up and print a 3D model. Basic concepts for new users of 3D printers will also be covered, along with an overview of the different types of 3D printing, and an overview of the available certifications.



Industry 4.0: Participants will learn about Industry 4.0 and how to prepare their students for this next evolution in factory automation through hands-on experiences utilizing FESTO Automation systems, industrial networking and Rockwell Programmable Logic Controllers.

National Certifications: Participants will learn about the national certifications in electronics offered through CertTec and Snap-On. Participants will experience the Snap-On Electrical Safety training and have an opportunity to earn the Snap-On certification. In addition, each participant will be able to experience a portion of an actual hands-on CertTec exam to better understand the validity and usefulness of the certification.

Sponsored by: LAB Midwest, LLC





Health & Protective Services Pathway – Kenosha Campus Locations

Participants will tour and participate in hands-on activities. For the health career portion, participants will become involved in human patient simulation (HPS), nursing, surgical technology, and dental careers. In the area of Protective Services, participants will visit The Kenall Protective Services Training Center. Participants will be involved in each of the following training areas:

- Kenall Firearms Range
- defense and arrest matt room
- Milo video interactive use of force
- crime scene investigation
- personal protection seminar

Sponsored by: Healics



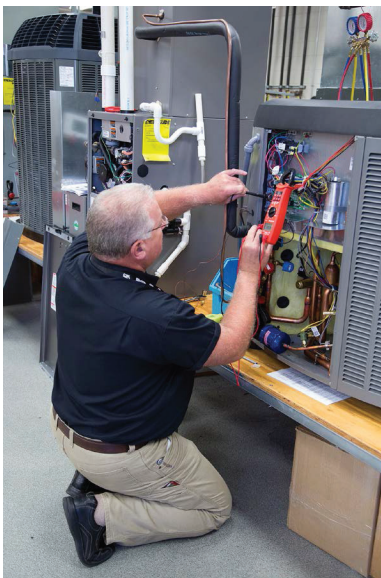
Sustainable Energy Systems Pathway – Kenosha Campus

Participants will explore energy systems including wind, solar, and geexchange technology systems employed at Gateway and participate in hands-on industry certification training in building automation and gas meter technology.

Track 1: Certification in Building Performance Instruments Digital Manometers. This hands-on session will focus on the use of digital instruments to set up and maintain high-efficiency heating and cooling equipment in proper operation parameters. Learn how gas flow measurement, temperature rise and static pressure affect heating system operation and energy use.

Track 2: Introduction to Sustainable Energy Systems Sessions will include a tour of Gateway's Center for Sustainable Living, Energy Systems employed at Gateway and descriptions of best practices in wind, solar and geexchange technologies.

Sponsored by: Trane



Information Technology Pathway – IT Center of Excellence-Racine Campus

Participants will tour the Gateway's IT Center of Excellence and participate in hands-on certification training in the latest on WEB development or attend a roundtable on the Internet of Things.

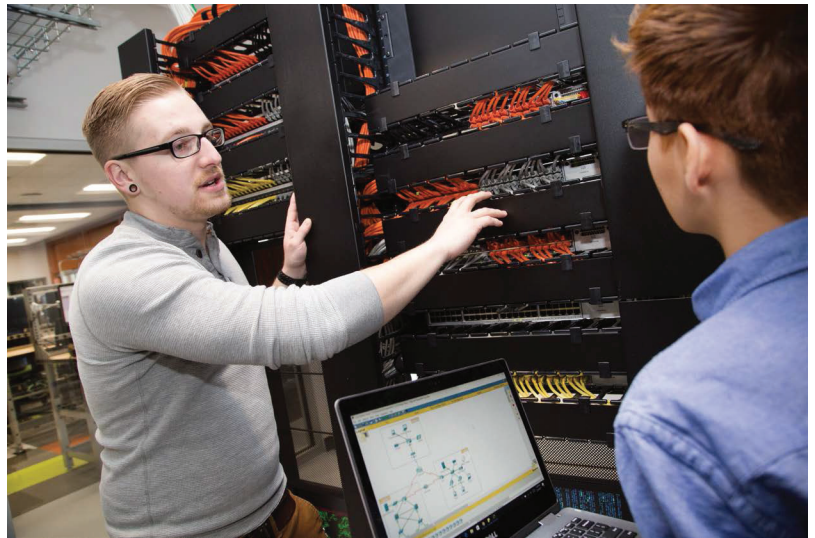
HTML5 Certification Track: These classes prepare you to take the HTML5 Microsoft Certification Exam. Classes will cover HTML5 client application development skills that will run on today's touch-enabled devices. Attendees reinforce core HTML5 client application development skills that will run on today's touch-enabled devices (PCs, tablets, and phones). Participants will learn to:

- manage the application life cycle
- build the user interface (UI) by using HTML5
- format the user interface by using Cascading Style Sheets (CSS)
- code by using JavaScript

Industrial Internet of Things Track: This track shares examples of how to utilize the Internet to connect devices to each other using the internet. How does Industry 4.0 or GEN 3.0 fit into this area? What impact does cloud computing have on IIOT? Will AI (Artificial Intelligence) play a role in IIOT or is it already? This could be software, buildings, actuators, sensors, lights, embedded technologies, and so much more.

- Industrial Internet of Things (Industry 4.0)
- Cloud Computing
- AI (Artificial Intelligence)
- The next big thing in IT?

**Sponsored by: National Coalition of
Advanced Technology Centers**



Lodging

Room Block under American Technical Education Association (ATEA)

Reservation Deadline: 02/18/2018

*Below you will find the link to the DoubleTree website.
The group code is ANC. On booking page, click on "Add special rate codes", add "ANC" in group code box and it will take you to your booking page.*

DoubleTree by Hilton

11800 – 108th Street
Pleasant Prairie, WI 53158
(262) 857-3377
Rate: \$134 per night (ANC)
King & Queen Double

<http://doubletree3.hilton.com/en/hotels/wisconsin/doubletree-byhilton-pleasant-prairie-kenosha-MKEPKDT/index.html>

(Click here)

Please copy and paste the entire URL below into your browser to access the exclusive rates available for this group:

Hampton Inn

7300 - 125th Avenue
Kenosha, WI 53142
(262) 358-9800
Rate: \$119 per night
King & Queen Double

<http://group.hamptoninn.com/ATEA>

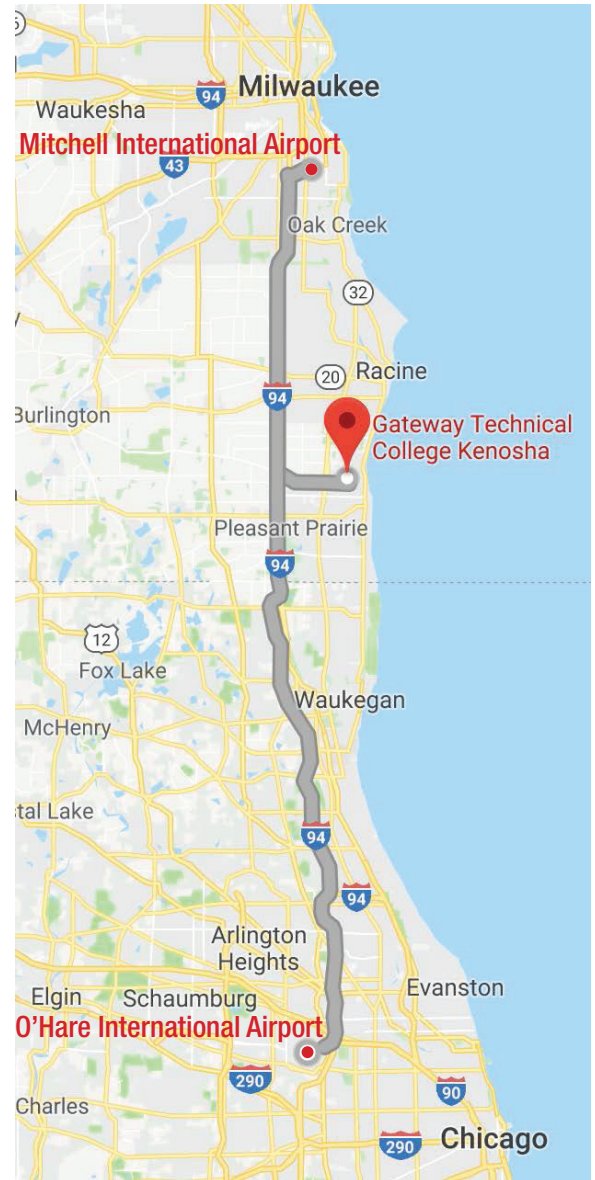
(Click here)

Candlewood Suites

10200 – 74th Street
Kenosha, WI 53142
(262) 842-5000
Rate: \$99 per night
King & Queen Double

https://www.candlewoodsuites.com/redirect?path=asearch&brandCode=CW&localeCode=en®ionCode=1&hotelCode=enwcv&checkInDate=21&checkInMonthYear=022018&checkOutDate=22&checkOutMonthYear=022018&rateCode=6CBARC&_PMID=99801505&GPC=ATE&viewfullsite=true

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Hosting Sponsors



Event Sponsors

