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## WISCONSIN LEGISLATIVE COUNCIL

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### STRATEGIC JOB CREATION

Snap-on Community Idea Center (Room 106)  
Horizon Center  
Gateway Technical College  
Kenosha, WI

September 23, 2010  
10:00 a.m. – 3:20 p.m.

[The following is a summary of the September 23, 2010 meeting of the Special Committee on Strategic Job Creation. The file copy of this summary has appended to it a copy of each document prepared for or submitted to the committee during the meeting. A digital recording of the meeting is available on our Web site at <http://www.legis.state.wi.us/lc>.]

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#### Call to Order and Roll Call

Chair Wirch called the committee to order. The roll was called and it was later determined that a quorum was present.

COMMITTEE MEMBERS PRESENT: Sen. Robert Wirch, Chair; Sen. Tim Carpenter; Rep. Louis Molepske; and Public Members Frederick Brookhouse, John Daven, Jr., Paul Gabriel, Connie Loden, and Todd Timmerman.

COMMITTEE MEMBERS EXCUSED: Sens. Jim Holperin and Randy Hopper; Reps. Pat Strachota, Vice-Chair, and Keith Ripp; and Public Members Jennifer Brown and Kim Kindschi.

COUNCIL STAFF PRESENT: Jessica Karls-Ruplinger and Chadwick Brown, Staff Attorneys.

APPEARANCES: Bryan Albrecht, President, Gateway Technical College; Tom Niesen, Instructor, Renewable Energy, Gateway Technical College; Bob Braun, Instructor, Automotive Technician, Gateway Technical College; Michael Nuzzo, Owner, Southport Heating and Cooling; and Michael Lanser, President, Lakeshore Technical College; and Randy Zogbaum, Education Director, Agriculture and Natural Resources, Wisconsin Technical College System.

## **Approval of the Minutes of the August 25, 2010 Meeting**

*Senator Carpenter moved, seconded by Representative Molepske, that the minutes of the Special Committee's August 25, 2010 meeting be approved. The motion was approved unanimously by voice vote.*

### **Presentations by Invited Speakers**

#### ***Bryan Albrecht, President, Gateway Technical College***

Mr. Albrecht extended his welcome to the Special Committee and described the role that sustainability plays in Gateway Technical College's strategic plan. He gave details regarding programs at the college involving renewable energy and water quality and described the partnership between the college and Snap-on Incorporated in providing programs.

Mr. Albrecht further gave suggestions to the committee for action that the committee could promote in furtherance of its mission, including broadening the Wisconsin Clean Energy Plan, providing additional funding for development of facilities that meet Leadership in Energy and Environmental Design (LEED) standards, making ecoliteracy a core ability for technical college students, targeting workforce advancement training grants to green industries, providing incentives to technical schools for using green technologies, and looking at teaching methods for children that give earlier exposure to green technologies.

Mr. Albrecht responded to questions from committee members.

#### ***Tom Niesen, Instructor, Renewable Energy, Gateway Technical College***

Mr. Niesen described the state of the geothermal energy industry in Wisconsin, including public sentiment, barriers to installation and use of the technology, Gateway Technical College's role in developing the industry in Wisconsin, and steps that could be taken to advance the industry.

Mr. Niesen responded to questions from committee members, which involved discussion of the Gateway Technical College geothermal program, problems arising from inexperienced installers and improper installations, and insufficiency of current rebate programs for conservation technologies like geothermal.

#### ***Bob Braun, Instructor, Automotive Technician, Gateway Technical College***

Mr. Braun explained that Wisconsin is not well-suited for large numbers of wind turbines, but is a potential home for manufacturing of wind equipment. He commented on the background of the students he teaches, noting that many were in the building trades prior to enrollment. Mr. Braun further commented on the school's partnership with Snap-on and the applicability of the torque certification program to small-scale wind projects.

Mr. Braun described the Gateway Technical College automotive programs relating to green jobs, including study of clean diesel, alternative fuels, electric vehicles, and vehicles powered by compressed natural gas.

Mr. Braun responded to questions from committee members.

***Michael Nuzzo, Owner, Southport Heating and Cooling***

Mr. Nuzzo described his company and the growing business it is doing in geothermal system installations. He stressed the importance of tax incentives to making geothermal a financially viable option for heating and cooling, and contrasted the large rebates available for wind and solar technologies compared to the small incentives available for geothermal.

Mr. Nuzzo responded to questions from committee members regarding training needs of the industry and costs of installation for a typical system.

***Michael Lanser, President, Lakeshore Technical College; and Randy Zogbaum, Education Director, Agriculture and Natural Resources, Wisconsin Technical College System***

Mr. Lanser described the Wisconsin Technical College System's Green Jobs Steering Committee and discussed green jobs as a strategic area of focus for Lakeshore Technical College. He described the college's wind energy program, as well as other programs relating to emerging energy technologies. Mr. Zogbaum spoke on the role of technical colleges in serving green industries.

Mr. Lanser responded to questions from committee members regarding enrollment in courses relating to wind energy and feasibility of developing wind energy in Lake Michigan. Mr. Zogbaum responded to a question from Chair Wirch relating to the emphasis placed on conservation as opposed to power generation.

**Discussion of Committee Assignment**

The committee discussed efforts in Wisconsin and other states to generate jobs and develop renewable energies. Chair Wirch instructed Legislative Council to receive submissions of ideas from the committee members and compile a memorandum of options for consideration by the committee.

Mr. Brookhouse encouraged the committee to consider areas in which Wisconsin could position itself as a leader and develop a strategic plan.

Chair Wirch discussed past efforts for energy legislation, the outcome of those efforts, and what that outcome could indicate for efforts moving forward.

Ms. Loden commented on helping businesses grow with programs of the Department of Commerce.

Representative Molepske commented on a bill he proposed that would create efficiency requirements for public buildings.

Chair Wirch noted the consumer protection issue with improper installation of geothermal technology and described an option for energy upgrades that are financed by utilities.

Representative Molepske commented on the existence and effectiveness of the Office of Energy Independence.

Mr. Timmerman expressed the need to focus programs on lower income citizens, as these are the individuals who will put any savings back into the local economy.

Chair Wirch commented on the benefit of examining steps for green job creation taken by other states, including agencies used to administer programs, program costs, and funding sources.

Mr. Gabriel noted that the Wisconsin workforce, including the training of the workforce, is an asset that could be leveraged to attract companies to locate in Wisconsin.

Mr. Brookhouse commented on the smaller numbers of workers in next generation's workforce.

Ms. Loden suggested training for innovation to capitalize on a trend toward self-employment.

Mr. Timmerman stressed the importance of marketing the state.

Senator Carpenter noted the importance of leveraging new and future technologies.

### **Other Business**

Chair Wirch instructed the members of the committee to submit ideas for legislation to Legislative Council within 10 days.

### **Adjournment**

The meeting was adjourned at 3:20 p.m.

CB:ksm