



**Independent Business Association of Wisconsin**

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Media Release

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**Independent Business Association of Wisconsin (IBAW) Presents “Business is Shaping Wisconsin’s Future Workforce”**

Milwaukee, Wis. – January 8, 2023 – The Independent Business Association of Wisconsin (IBAW) hosts “Business is Shaping Wisconsin’s Future Workforce” on Friday, January 20, 2023, 7:00 a.m. – 9:30 a.m. Event will be held at the Wisconsin Club, 900 W Wisconsin Avenue, Milwaukee, Wis.

Dr. Bob Hall, executive director of LAUNCH, in the Elmbrook School District, will talk about how his organization is partnering with business to shape the future workforce in Wisconsin.

Our “10 Minutes With...” segment will feature Judge Jennifer Dorow, candidate for Wisconsin Supreme Court.

Steve Kohlmann, executive director of IBAW, said, “Something remarkable is happening at the Elmbrook School District. A project called LAUNCH is partnering with business to shape the future workforce in Wisconsin. Over 500 students participate to solve complex business issues in areas such as business analytics, medical, engineering, global business, advanced manufacturing technologies, automation and others.”

“Join us and learn how business and education are partnering with students to change the way young minds are taught about problem-solving and business. It’s a new, hands-on way of learning,” continued Kohlmann.

Since 1973, the Independent Business Association of Wisconsin (IBAW) was formed for small business owners to engage in conversation relating to legislation impacting the bottom-line costs of businesses throughout Wisconsin. IBAW is a venue for high-level CEOs, CFOs, COOs, other upper management and entrepreneurs to network, exchange business ideas, and become educated and involved on issues which impact their business. IBAW is time well spent!

For additional information, contact Steve Kohlmann, IBAW Executive Director, via email at [IBAWOffice@gmail.com](mailto:IBAWOffice@gmail.com) To register, go to [www.IBAW.com](http://www.IBAW.com)