

# Manufacturers Page

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## Featured Manufacturer – Server Products

PO Box 98  
Richfield, WI 53076

**Description of Product:** Equipment manufacturer of stainless steel for the food service industry.

**Years in Business:** Family owned since 1941

**Number of Employees:** 75

**Business Model:** Server Products successfully operates a manufacturing company which provides the absolute highest quality products in the food industry. They provide a safe, clean, friendly work environment in which employees can enjoy their jobs, take pride in their work, and grow to their maximum potential. The team atmosphere intends to enlarge their position and respectability in the marketplace and provide stable, long term employment and return a reasonable profit to the stockholders.

**Markets Served:** Restaurant food industry; serving equipment behind or in front of the counter including small appliances on top of counters. The majority of their products are considered to be “back of house” so the next time you are dining out on fast food, skip the drive-thru and head inside, check out the equipment behind the counter and look for the name “SERVER”. It is proudly made in Richfield, Wisconsin.

**Major Customers:** Starbucks (non-drip pumps & rail units), Wendy’s, Culvers, Arby’s, Robert’s

Frozen Custard (hot fudge dispenser).

**Success Story:** Steady growth in a non-union environment where the employees are the greatest asset is Server Products’ sure recipe for success! Server strategically works with restaurant chains to supply them with products that meet their changing needs. Food safety is a critical focus for Server.



Look for the name “SERVER” such as on these dispensers at Robert’s Frozen Custard.



In March 2007, Server Products, Richfield, hit record sales of over \$2,000,000.

There will be ad space available on this page. Business card size ads will cost \$75/edition. This publication is mailed to over 730 businesses and local government officials. Use it to promote your company, its products and/or services or to publicize employment opportunities. Contact Lynn at the Chamber by 8/14/07 for the next issue, 262-255-1812 or e-mail: lgrgich@germantownchamber.org

# G-TOWN

## Manufacturers Alliance

### Retooling the Talent Pool

Several of us from the Germantown Chamber's Manufacturing Focus Group attended a discussion held at MATC called Retooling the Talent Pool. The event was organized to bring together education, government and community to address the issue of the mismatch between qualified candidates and open business positions. Although this event focused primarily on Ozaukee County, the ideas and discussion would be the same throughout southeastern Wisconsin.

Manufacturing isn't the only business sector going through a drain on their workforce. The Healthcare Industry, Retail, and Business Services had separate breakout sessions. I thought I would just highlight some of the comments I brought back from the Manufacturing/Skilled Trades agenda:

**Mark Sabljak**, Publisher, The Business Journal

- There needs to be continuous research into needs of employers; need to supply educators with future needs of employers.
- Small **and medium** businesses need to step up and take leadership.
- Everyone needs to work harder to keep youth in school and excited about learning  
Inner city youth aren't able to get through high school to go onto higher education learning.
  - Consider diversity; a common sense approach.  
Greater resources – regional.
  - Realize business and educators speak different languages.
- Get "baby boomers" back in schools, in the classroom to share life experiences.
- We need those who are passionate and committed; not involved just because they are representing a well-known name. Businesses must partner to provide resources and leadership.  
CELEBRATE SUCCESSES so others know and can join in.

**David Tomczek**, Partner, Federal Tool & Engineering, LLC, Cedarburg

- Dave shared a Co-Op Workforce Development Model he has devised
  - Co-Op of Companies: a family of companies working together, commitment of human resources, going into schools.
  - Candidate Pool made up of high school grads, G.E.D. Candidates, Unemployed/Displaced Workers, New Americans and Mature Permanent Part-Time attaining some basic skills ascertained through testing and possibly getting some remedial training.  
A basic agreement between the two reflecting an agreement for employment upon certification of a skills level determined by the Co-Op.

**Timothy C. Gavigan**, Executive Director of CESA #1

- ALIGN our educational and economic development objectives. We do not lack will or resources; we lack alignment back to kindergarten. Align K-12 more closely with workforce development boards.
- Every student needs to be:
  - A critical thinker
  - A problem solver
  - An innovator
  - An effective communicator
  - An effective collaborator
  - A self-directed learner
  - Information and media literate
  - Globally aware
  - Civically engaged
  - Financially and economically literate

**Julia Taylor**, President, Greater Milwaukee Committee

- Presented on the Regional Workforce Alliance of Southeastern Wisconsin
  - Addressing the issue of worker skills
  - Helping skill sets fit future needs of the economy  
Aligning with our Regional Economic Positioning Framework
    - Mid-size manufacturing companies are growing; second highest in US; behind Indiana
    - Workforce is our greatest asset
    - Concern is retiring workforce

**To be continued.....**

Notes from the breakout session on Manufacturing/Skilled Trades will be printed in the next newsletter.