



Milwaukee

ZEPPOS & ASSOCIATES
INCORPORATED

May 14, 1999

Mr. Orson Porter
Deputy Assistant to the President
The White House
1600 Pennsylvania Ave., N.W.
Washington, DC 20500

Dear Orson:

As discussed earlier this week, I think I have an excellent candidate to consider for the President's upcoming tour of American cities with emerging markets.

A Milwaukee Navy defense contractor has teamed up with a neighborhood organization to take people off welfare and into jobs, bring kids off the streets and into the classroom and attract new business to a once deserted neighborhood. This 15-year partnership has been extremely successful and can easily be replicated in other communities nationwide.

Eaton-Navy Controls Division (NCD), a leading supplier of power and controls systems for the U.S. Navy fleet, is located on Milwaukee's northwest side, which once was crime-ridden and run down. The company was having a hard time recruiting engineers and other professionals and could have left the area for a suburban location. Instead Eaton-NCD partnered with the Northwest Side Community Development Corporation (NWSCDC) and made a commitment to the community that has paid off for both sides time and time again.

The partnership between the NWSCDC and Eaton has had many accomplishments, including the following:

- Responding to low graduation rate, the partnership started a neighborhood alternative middle-high school in 1995. Today, that school has graduated 25 students and currently has 100 students enrolled. Nearly half of the first graduating class has gone on to college, and 20 local businesses, including Eaton-NCD, support student internships.
- With the introduction of Wisconsin's W-2 program, the partnership helped design a worker training program to prepare longtime welfare recipients for union jobs. Of the first 21 graduates, 19 remain employees of Eaton with one recently promoted to supervisor. Currently, the fourth such training class is under way to help Eaton and other neighborhood businesses train employees.
- A supplier linkage effort is under way to encourage Eaton-NCD suppliers to establish facilities in the central city neighborhood and for the company to purchase more goods and services from local companies. Already the effort has helped a local minority-owned travel agency stay in business and prosper, and other purchasing arrangements are being secured with local small and minority businesses.

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SPECIALISTS IN PUBLIC RELATIONS AND GOVERNMENT AFFAIRS



Page Two
May 14, 1999
Mr. Orson Porter

The business results of this partnership include a four-year, 170-percent growth in Eaton-NCD's business and a 50-percent increase in the company's workforce since 1994. The neighborhood benefits of this emerging market are even more outstanding with the revitalization of a once-downtrodden neighborhood, stepped up neighborhood security and safety, successful company-sponsored neighborhood watch programs, new housing efforts and more. Enclosed is additional information on the effort.

I urge you to consider Milwaukee's northwest side and this partnership for a stop on the emerging markets tour. We can visit the middle-high school, tour the neighborhood, attend a block watch meeting, meet with the job trainees and more. I will follow up with you, or please feel free to contact me at (414) 276-6237.

Sincerely,

Evan N. Zeppos, APR

Enclosures

EATON / NWSCDC PARTNERSHIP



ITS HISTORY, ACCOMPLISHMENTS AND NATIONAL RECOGNITION

- Milwaukee's Eaton - Navy Controls Division (NCD) teamed up with the Northwest Side Community Development Corporation (NWSCDC) 15 years ago to better its neighborhood while helping the company grow and prosper. Today that experiment has produced and promises big benefits for a once-downtrodden neighborhood. The partnership, which is a national model for public-private partnerships, was recognized with a 1999 Social Compact Award.
- Currently the partnership is focused on attracting new business to the Milwaukee neighborhood and helping stabilize neighborhood businesses through a supplier-linkage program. This twofold effort encourages Eaton suppliers to locate facilities in the central city neighborhood and establishes linkages between Eaton and minority-owned and small businesses already in the neighborhood.
- One success from this supplier-linkage effort has been the Prestige Travel agency, located in the revived Villard Avenue business district. Through the partnership, Eaton - NCD has worked to gradually transfer all of its travel arrangements and purchases to the agency and today, Prestige Travel is the exclusive agency for Eaton's Milwaukee offices. Prior to the joint efforts of Eaton and NWSCDC, Prestige Travel agency was struggling, but today is thriving.
- One of the most successful endeavors of the partnership has been the F-NET (Future-New Employee Trainee) training program that coincided with the introduction of Wisconsin's W-2 program. The Eaton and NWSCDC partnership designed and created a worker training program to prepare neighborhood residents and longtime welfare recipients for union jobs at Eaton. Of the first 21 graduates from the F-NET program, 19 remain employees of Eaton. One of those graduates was promoted to supervisor earlier this year.
- Today, the F-NET program has been replicated numerous times to recruit, train and provide a quality workforce to Eaton as well as other businesses in the neighborhood.

The partnership also aimed to address the neighborhood's low student graduation rate. In an effort to encourage kids to stay in school, get a good education and graduate, the partnership helped start a neighborhood alternative middle and high school in 1995. Today, that school has 100 students enrolled. Nearly half of the students who have graduated have gone on to college and 20 local businesses, including Eaton-NCD, support student internships.

- Other accomplishments of the partnership include the redevelopment of Villard Avenue, the Metro Works small business incubator and the organization of the Northwest Business Council.
- Neighborhood commitment and investment are important for business, but such timely and costly endeavors must make business sense as well. For Eaton - NCD, the results of this partnership include a four-year, 170-percent growth in its business and a 50-percent increase in the company's workforce since 1994. For the neighborhood, this partnership has resulted in the revitalization of Milwaukee's northwest side, increased security and safety, more jobs, economic development and much more.
- Eaton - NCD is a national defense contractor that produces sophisticated electric motor controls, instruments, power control systems and power conversion equipment for Navy ships, submarines, commercial power plants and more. The company opened its Milwaukee facility in 1903. Eaton - NCD can be reached on the Web at www.ncd.eaton.com.
- Milwaukee's NWSCDC was founded in 1983. The agency is funded through state and federal grants, as well as private support to enhance the quality of life for neighborhood residents and stir economic development.
- Eaton - NCD is the first manufacturer ever to win the national Social Compact Award. In the award's nine-year history, Social Compact Awards had previously been given only to financial institutions.
- The Social Compact Award events took place May 4-5 in Washington, D.C. Social Compact is a Washington-based coalition that encourages business investment in America's underserved communities. Social Compact can be found on the Web at www.socialcompact.org.



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FOR IMMEDIATE RELEASE
DATE: April 26, 1999

FOR MORE INFORMATION:
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EATON NAVY CONTROLS DIVISION AND NWSCDC TAKE TOP WASHINGTON HONOR

MILWAUKEE SUCCESS RECOGNIZED AS NATIONAL MODEL

**LOCAL NAVY DEFENSE CONTRACTOR HELPS TRAIN WORKERS, EDUCATE STUDENTS
AND ATTRACT AND MAINTAIN BUSINESS**

MILWAUKEE -- Eaton Navy Controls Division (NCD) today announced that its partnership with the Northwest Side Community Development Corporation (NWSCDC) was recognized with a 1999 Social Compact Award. The partnership has trained longtime welfare recipients, started an alternative school and sustained and strengthened the local economy. The national Social Compact Awards recognize businesses that invest in America's underdeveloped communities.

"Eaton Navy Controls has invested in Milwaukee's central city because we want to better the community in which we do our business," said Edward Bartlett, Jr., general manager of Eaton - NCD. "The resulting trained workers, more and stronger local businesses, educated students and a strong neighborhood have helped our company grow and thrive in Milwaukee."

Accomplishments of the public-private partnership include:

- * starting security and block watch programs in the once crime-ridden neighborhood;
- * initiating a unique supplier linkage program that encourages Eaton-NCD suppliers to establish facilities in the central city neighborhood and that allows for the company to streamline their production cycles by purchasing more goods and services from local companies;
- * starting a neighborhood alternative middle and high school that currently has more than 100 students enrolled; and,
- * designing and creating a worker training program that prepares neighborhood resident and long-time welfare recipients for union jobs. Nineteen of the 21 graduates from the first training class remain employed in union jobs at Eaton.

According to Bartlett, the partnership has also played a major role in recent success for Eaton. Over the past four years, Eaton-NCD has seen a 170-percent growth in its business and a 50-percent increase in the company's workforce since 1994.

-MORE-

ADD ONE/EATON IS NATIONAL MODEL

"This partnership has been good for Eaton's business, and it demonstrates to other businesses in Milwaukee and across the nation that it makes business sense to invest and commit to your neighborhood. Models such as Supplier Linkage have prompted other Fortune 500 companies in the area to work with the NWSCDC to strengthen their businesses and the neighborhood," said Howard Snyder, executive director of the NWSCDC. "Because of Eaton Navy Controls Division, our neighborhood made dramatic improvements, and it's because of this revitalized neighborhood, with its supporting workforce, local businesses, neighbors and more, that Eaton has had such success."

According to Bartlett, the partnership dates back to 1983 when the NWSCDC began its business and economic development programs. Since then, Eaton management has continued the commitment by serving on the NWSCDC board and various committees and supporting these innovative efforts. Eaton-NCD manufactures specialized electrical motor controls, power control systems, power conversion equipment and more for army vehicles, navy ships, submarines and commercial power plants.

"Milwaukee is proud to call this award-winning, public-private partnership one of its own and especially pleased that it will be held up as a model for other communities across the nation to replicate," said City of Milwaukee Mayor John O. Norquist. "Both Eaton and NWSCDC have made a strong commitment to making a difference on Milwaukee's northwest side and the City looks forward to seeing even more positive advancements and economic development in that area."

The partnership between Eaton and NWSCDC was one of 140 such partnerships nationwide nominated for the 1999 Social Compact Awards. One winner in each of 11 categories was recognized, and Eaton is the first-ever manufacturing company to receive the award. Other 1999 winners include Northern State Bank/Impact Seven of Ashland, Wis.; Roosevelt Savings Bank/Neighborhood Housing Services of Brooklyn, N.Y.; Chase Manhattan/Abyssinian Development Corporation of New York; JP Morgan/Primary Care Development Corporation of New York; Bank of America- NationsBank/Marshall Heights Community Development Organization of Washington, D.C., and others. Past speakers at the Social Compact Awards events include Steve Forbes, former U.S. Sen. Bill Bradley, Chairman of the Federal Reserve Alan Greenspan, and Freddie Mac's Leland Brendselis.

Bartlett and Snyder will be presented the award by Congressman Thomas M. Barrett (D-Milwaukee) at a May 5, 1999, ceremony in Washington, D.C.

"I am proud of our accomplishments in Milwaukee and especially pleased that other corporations can see the success we've had and be encouraged to help revitalize and breath life into struggling neighborhoods," said Bartlett.

04/10/00 10:11:00 AM

Round II Urban Empowerment Zone

Cumberland County, New Jersey

(Bridgeton/Vineland)

A. Zone Vital Statistics:

1. **Population of the Most Populous City:** Vineland - 54,780
2. **Zone Population:** 16,514
3. **Approximate Zone Size:** 4 square miles
4. **Poverty Rate:** Approximately 27.5%
5. **Unemployment Rate:** 9.3% - which is the highest rate in New Jersey
6. **Education:** 37% of adult residents lack a high school diploma

B. Estimated Number of Jobs Created or Retained:

200 jobs within 2 years and 1,000 new manufacturing sector jobs

C. Proposed Leveraged Commitments: \$320 million

1. **Public Sector:** \$300 million
2. **Private Sector:** \$20 million

D. Key Business Partnerships: Over 20 businesses made commitments in the Strategic Plan. Some of the key business partners are:

- | | |
|-------------------------------|-----------------------------------|
| -Airwork Corporation | -Minotola National Bank |
| -Andrews Glass Corporation | -Precision Electronic Glass, Inc. |
| -Caesars Atlantic City | -Summit Bank |
| -CEO Group | -Sun National Bank |
| -Claridge Casino Hotel | -Trump Casino Services, L.L.C. |
| -Computer Learning Associates | |

E. List of Other Key Partners:

- National Political Congress of Black Women
- United Auto Workers
- Tri-County Community Action Agency
- Faith-Based Organizations

F. List of Developable Sites:

- Millville Municipal Airport
- Vineland Industrial Park
- Port Norris

Round II Urban Empowerment Zone
New Haven, Connecticut

A. Zone Vital Statistics

1. **Population of the Most Populous City:** New Haven - 124,000
2. **Zone Population:** 49,913
3. **Approximate Zone Size:** 5 square miles
4. **Poverty Rate:** 33.7%
5. **Unemployment Rate:** 12.9%
6. **Education:** 38% of Zone residents, over age 25, lack a high school diploma

B. Estimated Number of Jobs Created or Retained: 9,000

C. Proposed Leveraged Commitments: \$700 million

1. **Public Sector:** \$300 million
2. **Private Sector:** \$400 million

D. Key Business Partnerships: Over 10 businesses made commitments in the Strategic Plan. Some of the key business partners are:

- | | |
|---------------------------------|---------------------------------------|
| -New Haven Savings Bank | -Olin |
| -Arts Industry Coalition | -New Haven Chamber of Commerce |
| -International Festival of Arts | -Long Wharf Galleria, Inc. |
| -Matthews Ventures | -Regional Cultural Plan for New Haven |
| -Science Park Development Corp. | |

E. List of Other Key Partners:

- Yale University
- New Haven Board of Education
- Community Foundation

F. List of Developable Sites:

- New Haven Downtown, Harbor, Industrial Zone
- West Haven - West River Crossing