



# RIVERVIEWS

NEWS AND VIEWS OF MILWAUKEE'S RIVERWORKS CENTER

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## New RDC Program Helps Working Families

Riverworks Development Corporation (RDC) has established a Center for Family Prosperity (CFFP). A very brief intro has been provided at [www.riverworksmke.org](http://www.riverworksmke.org), (open *Site Map* and *Programs*). The CFFP is a community-based model to create a career and personal financial services center. About 30 similar centers are located in various cities, including Chicago and Minneapolis. LISC is the driving force to replicate this program here in Milwaukee.

Workforce Development is one of three core services offered through the Center for Family Prosperity. Integration of the Workforce Development Program with the other services offered by the Center creates a very natural fit and complement between the programs. Vanessa White, Workforce Development Manager, oversees the RDC goal to help Milwaukee area residents advance their careers through training and employment opportunities and will also manage the CFFP. She believes that a strong team is coalescing to accomplish the missions and goals of both organizations.

Benefits Coordination is the second core service that the Center

will provide. This service will expand our ability to improve access and knowledge of public benefits and work supports available to both the unemployed and underemployed. Many of these programs are underutilized but can serve as a meaningful way to encourage the continuation of work as folks transition/advance to their next stage of employment.

Financial Coaching is the third core service offered by the Center. We see this piece as an opportunity for our clients to share and learn positive financial behavior. There will be peer group seminars at the CFFP and in the community, lunch and learn meetings with our partner employers, confidential coaching sessions for individuals and families. Some of the measures will be assisting a neighbor to create a written budget, set financial goals, and/or build assets to become financially stronger and more secure.

For employers, financial literacy workshops and coaching could be an added benefit you provide to your employees. Financial direction and advice can assist with stability at home to help create a

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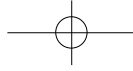
Message  
from the  
Executive  
Director

### *Happy New Year Friends and Supporters!*

We all are facing some challenging times this New Year; tough decisions, slow business growth and fewer resources to do the things needed to be done. As we planned for this year we knew some of our economic initiatives for the area may be stalled because of the economic conditions. However, we are hopeful that many of the vacant spaces in the area will be occupied with sound tenants and retailers and manufactures will weather this storm.

The Riverworks Commerce Center is one of the economic initiatives that have been stalled by the downturn in the economy. The new flex buildings called Frantey Commons at 701 E. Vienna Avenue is seeking to secure additional tenants/owners to continue construction. We are hopeful that both of these major developments and other projects in the area will come to fruition

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## Riverworks Center Featured Business

### CTC Supplies

3845 N Bremen Street

***One-Source Supplier for  
Janitorial, Maintenance and  
Wiping Rag Needs***

CTC Supplies is one of the newest businesses to move into the Riverworks Center. They are scheduled to fully occupy their newly acquired property at 3845 N. Bremen Street by the end of February 2009. However they have already begun making significant renovations. What was once a vacant 20,000 sq. ft. warehouse is being redeveloped into a 28,000 sq. ft. distribution center with a new building addition, attractive fencing and landscaping, in addition to other interior and exterior improvements.

CTC Supplies is a leading national supplier of wiping rags, cotton rags, cloth wipers, paper wipers, absorbents and other janitorial items to manufacturers, contractors and the service industry. Started by Bob and Sandy Woycke in 1980, it remains a family business to this day. Their attention to detail and outstanding reputation is what motivates customers to ask them to supply other items, and CTC Supplies is continuously expanding their array of products as a result. Today they supply rags that are being used in all types of businesses and industries across the United States. Customers include painters, builders, janitorial and industrial companies, car dealerships, camps, athletic facilities, lodges,

*Executive Director, continued*

this year. Riverworks staff is working hard to make sure that resources and assistance are available if needed.

Every two years, the Riverworks Center gathers for its Biennial Meeting. This year's event will be held on Thursday, April 16, 2009 at Lad Lake School located at 225 West Capitol Drive. We will look back over the past two years but more so we will be looking towards the future. Please join us for this exciting and informative event! This year, we have a larger space to accommodate more people. Look for your invitation in the mail shortly.

Don't forget the Riverworks Second Annual Golf Outing is set for Monday, June 1, 2009 at Brynwood Country Club. Visit our website at [www.riverworksmke.org](http://www.riverworksmke.org) for more information and to register.

All of us here are wishing you a Prosperous and Happy New Year!

Darryl Johnson

*New RDC Program, continued*

more focused employee at work. Lynette welcomes calls of inquiry and suggestions as we develop how this program will look in Milwaukee.

construction companies, car washes, furniture manufacturers and salon/spas.

Considering the vast range of products that CTC Supplies offers as well as the diversity of their customer base, there's a good chance they can serve other businesses in the Riverworks Center. For more information please visit their web site at [www.ctcsupplies.com](http://www.ctcsupplies.com).



## Welcome Lynette!

Lynette Jarreau has joined Riverworks Development Corporation to implement the financial coaching of CFFP. She brings over 25 years of working in the financial industry, with over 15 of those years in Community Development. Trained for presentations and workshops, she has regularly provided homebuyer, credit and financial literacy workshops. While working with first-time homebuyers as a community mortgage lender, she provided individual credit and financial counseling.

"I am motivated to continue in this line of work to share the financial knowledge that I gained through school, work and firsthand experience as a single mother of three. I am honored to work in a setting like RDC and look forward to expanding my base of knowledge and sharing it with our community."

