



**Tom Barrett**  
Mayor, City of Milwaukee

---

April 1, 2010

Dear Business Owner/Manager:

Employers throughout the Milwaukee region rely upon a strong workforce to grow their businesses and our overall economy. A strong workforce is one of the key drivers of our present and future prosperity. Preparing young people today to be life-long learners, productive workers and self-sufficient citizens tomorrow is something our entire community must support.

That's why we're so excited about the Earn & Learn program.

Earn & Learn is a collaborative partnership of the Milwaukee Area Workforce Investment Board, businesses, community- and faith-based organizations and the City of Milwaukee. The mission of Earn & Learn is to assist young people from Milwaukee make a successful transition from adolescence to productive adulthood by increasing work-readiness skills and providing work experience opportunities.

Earn & Learn has placed thousands of Milwaukee youth in jobs over the past four years. The retention rate for student workers in 2009 was over 92%. In 2009, nearly 600 youth were employed in private sector jobs.

This year, Earn & Learn needs even more employers to provide opportunities for work-ready youth. Consider hiring one or more qualified students for jobs that benefit your company, the students, their families and our community.

You can get started by completing a job order at: <https://www.mkedcd.org/EarnLearn/JobOrder.asp>.

Earn & Learn also offers a full range of other participation options for businesses.

For additional details about Earn & Learn visit the website at [www.earnandlearnmke.com](http://www.earnandlearnmke.com) or contact William J. Malone at 286-5894 or [wmalon@milwaukee.gov](mailto:wmalon@milwaukee.gov)

Sincerely,

TOM BARRETT  
Mayor

GIACOMO FALLUCCA  
President/CEO  
Palermo Villa  
414-455-0400

JOHN H. KISSINGER  
COO – GRAEF-USA  
Chair – MAWIB  
414-259-1500

TB:wm:mb