

# Press Release

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**FOR IMMEDIATE RELEASE**

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## **Up to 3,000 Students to Participate in Interactive Trades Event**

Up to 3,000 students from Kenosha, Racine and Walworth County middle and high schools will participate in Build My Future SE WI at the Racine County Fairgrounds October 9 and 10, 2024.

The event is an interactive day in the trades created by both Lakeland Builders Association (LBA) and Racine Kenosha Builders Association (RKBA). Industry sponsors have made the event possible along with a variety of exhibitors who will have hands-on activities for students to experience a wide range of trades. Some of those interactive activities include carpentry, landscaping, plumbing, masonry, concrete, roofing, electrical lineman demonstrations, virtual welder, working with a variety of pipe, power tool demonstrations, heavy equipment operations and more. One exhibitor is building sawhorses to donate to non-profit organizations. Another is creating a shed. Employment organizations will also be on hand with activities and addressing apprenticeship and other educational opportunities. Middle school students will attend Wednesday and high school students will attend Thursday.

Three, one and a half hour time slots will be offered for middle school students on Wednesday. Two, two and a half hour time slots are available for high school students. All students receive a safety briefing prior to entering the event area. T-shirts and safety glasses are provided along with a drawstring bag to carry materials.

“The response has been absolutely incredible,” said RKBA executive officer Michelle Dawson. “Industry partners really stepped up again and schools are very willing to participate. They are looking for events like this.”

Major sponsors for the southeast Wisconsin event include ABC Supply, Burlington, Ozinga, Kenosha, Realistic Builders Design Build, Racine, Lincoln Contractors Supply, Racine, Stebnitz Builders, Inc., Elkhorn, Perma Structo, Sturtevant, Putzmeister, Mount Pleasant and MasterCraft Builders, Kenosha plus several other sponsors and exhibitors for the events second year.

Build My Future is an event that began in the Springfield, Missouri area. Program materials and information were intentionally shared for others to create similar events. There are now events held all over the United States throughout the year including several in Wisconsin.

LBA created a similar, smaller event in 2022 in Walworth County. It was a trial run and a complete success. Wanting to establish a larger event, LBA reached out to RKBA in early 2023 and plans were made and continue in 2024.

First introducing the concept of Build My Future to LBA in 2019, LBA executive officer Patricia Bladow, is thrilled to see the event continue. "Working with LBA and RKBA has been incredible. It's a dream to have this event come together and continue from one year to the next."

Two of three Middle school time slots are full with room for 300 students in the third time slot as of mid-August. Registration is limited so students have the best interactive experience possible. Nearly 1,000 high school students are registered. One of the two time slots is nearly full with space available for an additional 500 students.

Both LBA and RKBA are not-for-profit trade organizations serving home builders and the building industry. LBA has a remote office and covers Walworth County. RKBA has an office in Sturtevant and covers Racine and Kenosha County. Both are also part of the Wisconsin Builders Association and the National Association of Home Builders.

To learn more about the event, visit the website: [www.buildmyfuturesewi.com](http://www.buildmyfuturesewi.com). More information about LBA and RKBA, including membership, can be found on their websites: [www.lakelandba.com](http://www.lakelandba.com) or [www.rkbabuilders.com](http://www.rkbabuilders.com).