



Southwest Wisconsin Workforce Development Board
1370 N. Water Street, Platteville, WI 53818 • (608) 342-4220

SWWDB Member Applicant Form

In accordance with the Workforce Innovation and Opportunity Act (WIOA), signed into law on July 22, 2014, the Southwest Wisconsin Workforce Development Area (Grant, Green, Iowa, Lafayette, Richland and Rock Counties) has established a Workforce Development Board (WDB) which assists in strategic planning, oversight, and evaluation of the local workforce development area. This includes promoting effective outcomes consistent with statewide goals, objectives, and negotiated local performance. WDB members are appointed by the Southwest Wisconsin Counties Consortium (SWCC) to represent specified categories of the community as listed below. Applicants may select more than one category.

Individuals interested in serving on the SWWDB must complete and submit this **Application** along with a copy of their **current resume** to the SWWDB Chief Executive Officer (Rhonda Suda, r.suda@swwdb.org, Contact Number: 608-314-3300, Ext. 305). In addition, this Application and the related Nomination Form(s), if any, may be subject to public disclosure.

Personal Information

Name:	Keith	County of Residence:	<i>Rock</i>
Address:	2031 E. Waterford Dr. Beloit, WI. 53511		
Telephone:	608-751-7503	Email:	Kkruse@tricorinsurance.com

Occupational Information:

Industry Sector:	Insurance		
Employer:	Tricor Insurance	Title:	Partner/Vice President of Business Accounts
Address:	2600 N. Pontiac Dr. Janesville WI 53545		
Telephone:	608-751-7503	Email:	kkruse@tricorinsurance.com

Why are you interested in volunteering on the Southwest Wisconsin Workforce Development Board?

To be able to help understand and work together to keep strong the workforce in southwest Wisconsin.

List any other local/national boards, committees or commissions you presently serve on.

Currently I work on the YMCA advisory committee, the CRMF foundation board, and the Beloit Health System foundation board.

Eligibility Certification (Indicate below each membership category for which you are applying. You may mark more than one category, however you must certify your qualifications for each category for which you are applying. Applications for Business Member, Labor Organization, Adult Education and Literacy and/or Higher Education must be accompanied by a completed Nomination form from an appropriate nomination organization.)

Business Member: I hereby certify, by my initials here: KK, that I am: (i) The owner, chief executive, operating officer or other leader with optimum policy-making or hiring authority for the business (listed below); (ii) From a business that provides employment opportunities in the region (employees other than the owner) that include, at a minimum, high-quality, work-relevant training and development; (iii) From a business that represents an in-demand industry sector or occupation in the local area (to be verified by staff using labor market information); and (iv) Being nominated by a local business organization or business trade association.

Name of Business: Tricor Insurance _____

Do you represent a "small business": Yes No

SWWDB is an equal opportunity employer/service provider. Auxiliary aids and services are available upon request to individuals with disabilities.

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Board Applicant Form, updated 08.20.18

ENCLOSURE 5

Labor Organization: I hereby certify, by my initials here: _____, that I am: (i) A member or training director of the labor organization listed below; and (ii) Being nominated by a local labor federation. (Nomination Form from must be attached to this Application.)

Name of Organization: _____

Joint Labor-Management Apprenticeship Program: I hereby certify, by my initials here: _____, that I am a representative from the joint labor-management apprenticeship or a representative of an apprenticeship program in the local area.

Name of Organization/Program: _____

Community-based Organization: I hereby certify, by my initials here: _____, that I am a representative of a community-based organization (listed below) with demonstrated experience and expertise in addressing the employment needs of (i) Individuals with barriers to employment, including an organization that serves veterans or provides or supports competitive integrated employment for individuals with disabilities; and/or (ii) Eligible youth, including representatives of organizations that serve out-of-school youth.

Name of Organization: _____

Adult Education and Literacy: I hereby certify, by my initials here: _____, that I am: (i) A representative of an eligible provider (listed below) administering adult education and literacy activities under Title II of WIOA; and (ii) Being nominated by a provider of adult education and literacy activities under Title II of WIOA. (Nomination Form from must be attached to this Application)

Name of Institution: _____

Higher Education: I hereby certify, by my initials here: _____, that I am (i) a representative of an institution of higher education (listed below) providing workforce investment activities (including community colleges) ; and (ii) Being nominated by an institution of higher education providing workforce investment activities (including community colleges). (Nomination Form from must be attached to this Application)

Name of Institution: _____

Economic and Community Development: I hereby certify, by my initials here: _____, that I am a representative of an economic and community development entity.

Name of Entity: _____

Other Required Board Membership by (state, federal or local) statute and/or as required and appointed by the SWCC:

State Employment Office / Job Service (appointed by Governor)

Vocational Rehabilitation (appointed by Governor)

Unemployment (appointed by Governor)

SWWC Chief Local Elected Official (SWCC By-Laws)

I hereby certify that all statements in this application are true and complete to the best of my knowledge. I further certify that if I am appointed, I will serve fairly, impartially and to the best of my ability.

Keith Kruse

Signature of Applicant

01/21/2022

Date

Southwest Wisconsin Counties Consortium

The members of the Southwest Wisconsin Counties Consortium (SWCC) has reviewed this nomination at the _____ (enter date) meeting of Consortium members.

The SWCC authorizes appointment: Yes No



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SWWDB Nomination Form

As mandated by the Workforce Innovation and Opportunity Act (WIOA) of 2014 (H.R. 803 Sec 107), individuals representing Business, Workforce, Adult Education and Literacy or Higher Education sectors on the Southwest Wisconsin Workforce Development Board (SWWDB) must be nominated by qualified organizations, as detailed below. To be considered for appointment to the SWWDB in the above mentioned categories, applicants provide a completed **Nomination Form**, along with a **resume** and completed **Application** to the SWWDB Chief Executive Officer (Rhonda Suda, r.suda@swwdb.org, Contact Number: 608-314-3300, Ext. 305). All appointments to the SWWDB are made by the Southwest Wisconsin Counties Consortium (SWCC). Organizations may nominate more than one candidate for SWCC consideration.

Nominee (Applicant) Information

Name:	Keith Kruse		
Telephone:	608-751-7503		
WDB Membership Category:	<input checked="" type="checkbox"/> Business	<input type="checkbox"/> Higher Education	
	<input type="checkbox"/> Workforce / Labor	<input type="checkbox"/> Other	
	<input type="checkbox"/> Adult Education Literacy		

Nominating Organization: Please complete this section and return this form to the nominee/applicant for submission to the SWCC.

Organization:	Greater Beloit Chamber of Commerce		
Contact Name:	Aimee Thurner	Title:	Executive Director
Telephone:	608-365-8835	Email:	aimeet@greaterbeloit-chamber.org
Address:	635 Third St., Beloit, WI 53511		

We hereby nominate the above named nominee in the membership category indicated and certify the following (*one or more categories may be selected as appropriate*):

Business:

- We are a local business organization and/or business trade association.
- The Nominee is (i) the owner, chief executive, or operating officer with optimum policy-making or hiring authority; (ii) from a business that provides employment opportunities in the region that include, at a minimum, high-quality, work-relevant training and development; and (iii) from a business that represents in-demand industry sector(s) or occupation(s) in the local area.
- Nominee (*circle one*) DOES – or – DOES NOT represent a small business.

Workforce / Labor:

- We are a local labor federation.
- The Nominee is a representative of a labor organization.

Adult Education / Literacy:

- We are an eligible provider administering adult education and literacy activities under Title II of WIOA.
- The Nominee is a representative of an eligible provider administering adult education and literacy activities under Title II of WIOA.

Higher Education:

- We are an institution of higher education providing workforce investment activities (including community colleges).
- The Nominee is a representative of an institution of higher education providing workforce investment activities (including community colleges).

Government **Economic Development** **Community Development** **Community Based Organization**

I certify that all of the information above true and that I have the authority to make this nomination on behalf of the organization named above.

Aimee Thurner
Authorized Signature of Nominating Organization

1/25/2022
Date

SWWDB is an equal opportunity employer/service provider. Auxiliary aids and services are available upon request to individuals with disabilities.

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Board Nomination Form, updated 8.20.2018

Keith Kruse

Tricor Insurance

2600 Pontiac Dr. Janesville WI 53545

I have a lot of history in Janesville, a 1975 graduate of Parker High School. I worked through high school at ELRA Bowl and did that until I stated in the insurance business in 1978. I have been in this industry ever since.

Professional History

Mansur Chapin Insurance (Early years) Sales

Hart, Kruse, & Boutelle (1981 – 1995) Operations Director

Kruse Company (Madison) (1995-1999) I started a new agency from scratch

Tricor Insurance (1999-present) I merged my company into Tricor. I worked in operations for first several years, since 2002 have been in commercial insurance sales.

Community Activity

Over the years I have completed many insurance related continuing education programs. I currently hold designations for CPCU, CIC, and CRM, all of which are specialized training for my field.

I have served on many boards over those years, YMCA's, Economic development boards, not-for profit boards, Insurance carrier advisory councils. I currently serve on two foundation boards, Colonel Robert H. Morse Foundation, and Beloit Health System Foundation.

I continue to active in as many community functions as I can in Janesville, Milton, Beloit, and Rock County in general.

Thank you for your consideration.