

SHARP
Literacy, Inc.

Student Historical Art Resource Program

Literacy Through the Power of Art!

Open this book and you'll see that *The American Dream* – a guarantee not that we could all be rich, but that we could all live richly – is alive and well in Milwaukee and Wisconsin. As part of a year-long project, SHARP Literacy, Inc., students from 17 Milwaukee-area schools learned how they might achieve The American Dream in today's economy. Fifth-graders had the opportunity to conduct face-to-face interviews with some of Wisconsin's most influential leaders in business, the arts, education, healthcare, sports and entertainment. Supplementing these interviews with outside research and on-site visits to 17 different venues, SHARP students have penned and illustrated an insightful series of stories reinforcing the notion that even in the 21st century, hard work, perseverance and playing it honest are still the surest steps to The American Dream. Every executive interviewed for this book is aware that our youngest citizens can't achieve The American Dream unless they know what all their options are, and along the way, the student writers learned about occupations and options they never knew existed – they also learned that some of the most spectacular of those options are right here in Milwaukee and Wisconsin. The book these SHARP student minds created is a blueprint or game plan for other young people thinking about the future.

Included within are interactive projects, Spanish translation text, vocabulary words and job information about each of the 17 companies, organizations or institutions visited.

Inside these covers, the concepts and ideals of The American Dream are shared with the next generation of dreamers. But this book is just a beginning. We encourage you to research and read about other achievers and leaders and their paths to success. We urge you to imagine the possibilities that lie ahead of you. We challenge you to fulfill your American Dream!



SHARP Students Read and Write!

SHARP Literacy, Inc. 414-270-3388 www.sharpliteracy.org



AWE LOVE TO LEARN Book

A publication of SHARP Literacy, Inc.,
a program that enhances literacy through
the visual arts and art history.

THE American Dream

El gran sueño americano

Written and Illustrated by the Students of
SHARP Literacy, Inc.

The American Dream

SHARP Literacy, Inc.



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TEN SECRETS OF THE DREAM

Student authors were introduced to a thousand and one things in the process of creating this book, but as you read each essay, you'll notice a few recurring discoveries:

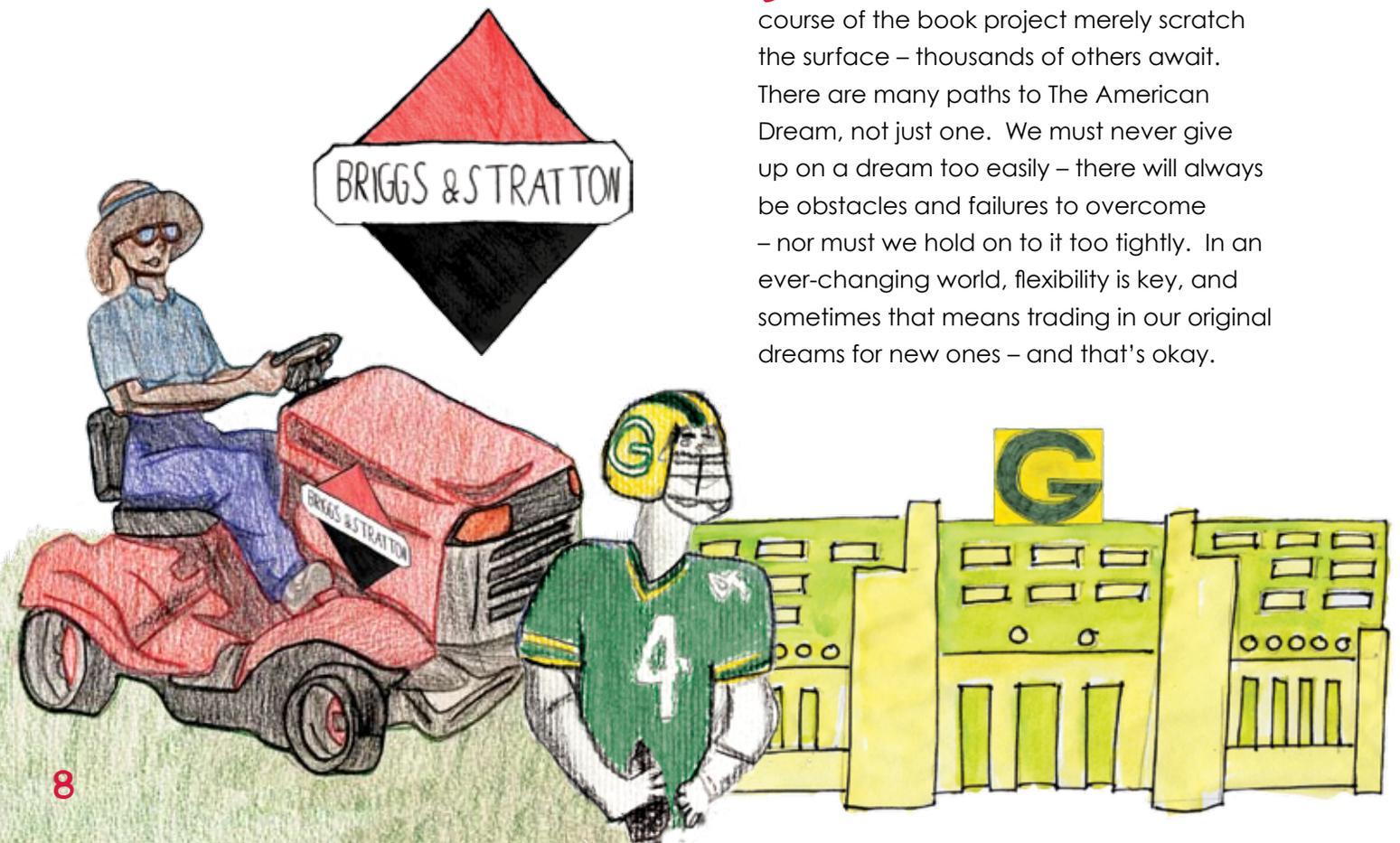
1 To achieve The American Dream, you don't need to go to college, but you do need a high school diploma and some form of schooling or training after high school. You can lose *things*, and people can take away *things*, but once you have an education, it is yours forever.

2 You can maintain The American Dream only if you remain a lifelong learner. Whether you are 8 or 88, there will always be new worlds, horizons and opportunities to which you should introduce yourself. We are all capable of more than we know, and there is never a time in your life when you can't improve or get better.

3 Technologies and the times will always change – some jobs that exist now won't exist 20 years from now, and jobs that don't exist today will be quite commonplace in another two decades. But against the backdrop of such inevitable change, certain skills are enduring constants that will be part of any avenue to the American Dream in any occupation for all time: vocabulary, reading, writing, communicating and math.

4 Having these skills is no guarantee of great success, but not having them is a guarantee of failure.

5 The occupations discovered in the course of the book project merely scratch the surface – thousands of others await. There are many paths to The American Dream, not just one. We must never give up on a dream too easily – there will always be obstacles and failures to overcome – nor must we hold on to it too tightly. In an ever-changing world, flexibility is key, and sometimes that means trading in our original dreams for new ones – and that's okay.



6 In life, most of us will never be CEOs, but we can all be CEOs of our life. There is dignity and nobility in any job done well, along with the quiet, awesome power that comes with self-respect. In the economy – and in life – all occupations are utterly **reliant** on one another. We are all **white-collar**. We are all **blue-collar**.

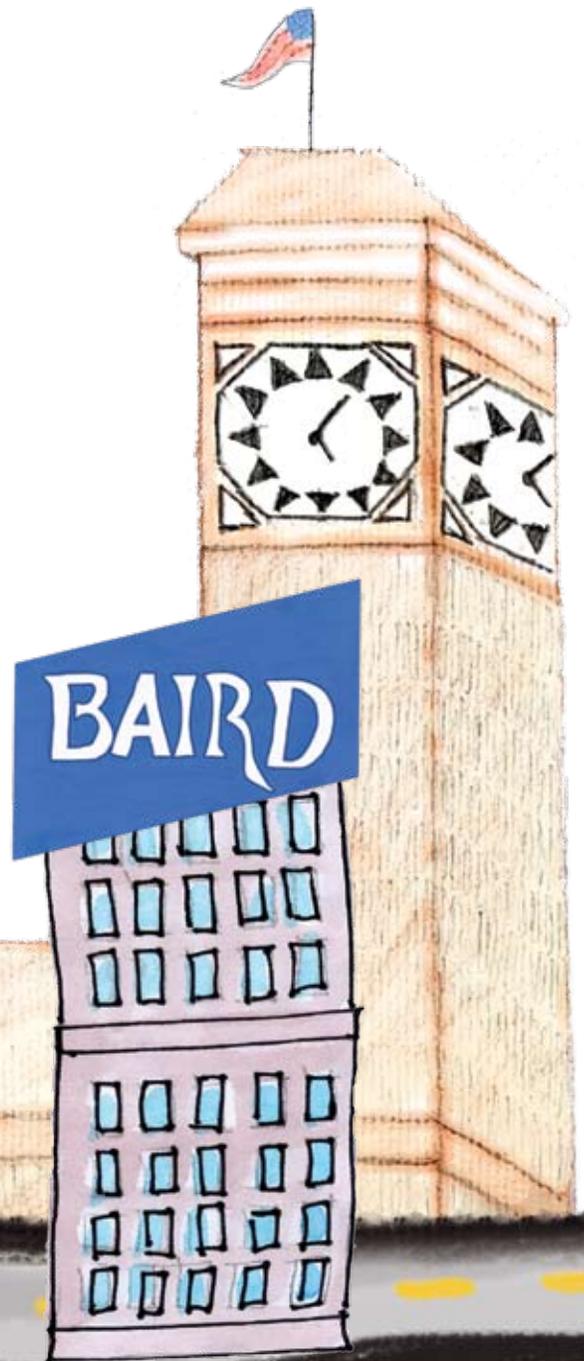
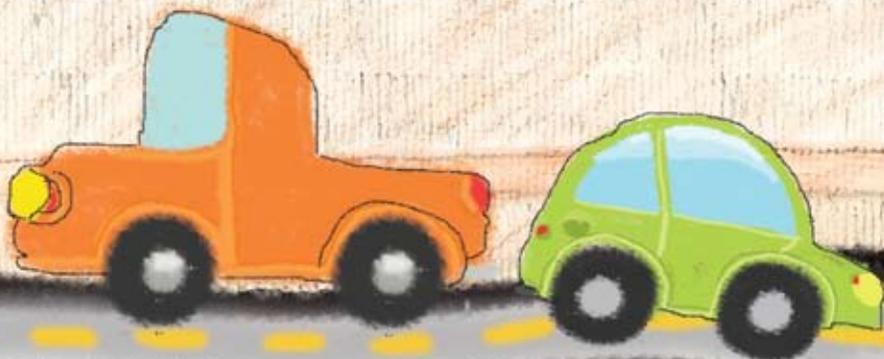
7 The American Dream is possible only with a commitment to customer service and going the extra mile. Not only is it simply the right and courteous thing to do, but going the extra mile is the surest path to promotion and higher pay. Higher pay, in turn, almost always means more responsibility and the high likelihood that you'll work at your job more than 40 hours a week.

8 The American Dream is impossible unless negative influences are resisted. The best way to resist is also the quickest path to The American Dream: find a **mentor** – and then make sure you become one.

9 There can be no American Dream unless you pay attention to health and wellness.

10 A dream for a better life cannot be separated from a dream to become better people. The truly *American* Dream is a dream for yourself and others. A dream that does not include a lot of looking out for the other person may bring you status and a larger bank account, but it will not bring you contentment. The truly American Dream is married for all time to the Golden Rule.

**Rockwell
Automation**



Rockwell Automation



*Keith Nosbusch, Chairman and CEO of Rockwell Automation,
with students from Rogers Street Academy*

In the year 1903, the Compression **Rheostat** Company was founded by Lynde Bradley and Dr. Stanton Allen with an initial investment of \$1,000. In 1909, the Compression Rheostat Company was renamed, becoming Milwaukee's Allen-Bradley Company. In the fall of 1962, a Milwaukee landmark, the largest four-sided clock in the world, was installed at the Allen-Bradley headquarters on Milwaukee's South Side and then lit. In 1985, Allen-Bradley was acquired by Rockwell International. In 2001, Allen-Bradley became Rockwell Automation, a

En el año 1903, Lynde Bradley y el Dr. Stanton Allen fundaron la Compression Rheostat Company, con una inversión inicial de mil dólares. En 1909, el nombre de la empresa fue cambiado por Allen-Bradley Company de Milwaukee. En otoño de 1962, en la sede de la "Allen-Bradley", en el South Side de Milwaukee, se instaló el reloj de cuatro caras con iluminación más grande del mundo. Esto constituyó un acontecimiento histórico en Milwaukee. En 1985, la Allen-Bradley fue adquirida por Rockwell International, y en 2001 se convirtió en Rockwell

stand-alone company different than Rockwell International. In 2003, Rockwell Automation celebrated the 100th anniversary of the original company. At the present time, this Milwaukee-based company is 105 years old and they employ 20,000-plus people worldwide.



Rockwell Automation supplies automation for machines and processes on the factory floor. This technology allows companies to be more productive and more competitive against **global** competition. Rockwell Automation designs and manufactures products, writes software and offers services and solutions which help companies become more successful. The assembly lines in the automobile industry are a good example of automation. As the shell of a car moves down the assembly line, different machines add the different parts to it. Automation is what allows the machines to move and put together the car.

Mr. Keith Nosbusch, Rockwell Automation Chairman and CEO, grew up in Milwaukee. He got his bachelor's degree in electrical and computer engineering from the University of Wisconsin-Madison. He then joined the Allen-Bradley Company as an applications engineer and received further training in that field. While working there, Mr. Nosbusch went to night school at the University of Wisconsin-Milwaukee. He received a master's degree in business administration (MBA). He then went into the company's Marketing and Business Development Function and continued to work with company engineers. He later moved to the East Coast as part of the sensor business, and from there he moved to Cleveland, Ohio, as part of the company's controller business. In 2000, he moved back to Milwaukee and was named the CEO of Rockwell Automation in 2004.

Automation, una empresa filial de Rockwell International. En el año 2003, Rockwell Automation celebró el centenario de la compañía original. Actualmente, esta compañía con base en Milwaukee tiene 105 años de fundada, y cuenta con más de 20 mil empleados en todo el mundo.

Rockwell Automation proporciona automatización para maquinarias y procesos en fábricas. Esta tecnología permite a las industrias ser más productivas y competitivas en el mercado global. Rockwell Automation diseña y fabrica productos, crea programas de computación, y ofrece servicios y soluciones que ayudan a las industrias a ser más exitosas.

Las líneas de ensamblaje de la industria automotriz son un buen ejemplo de automatización. Mientras la carrocería de un vehículo se desplaza por la línea ensambladora, diferentes máquinas le acoplan las otras partes. La automatización es lo que permite a las máquinas moverse y ensamblar el carro.

Keith Nosbusch, presidente y director ejecutivo de Rockwell Automation, creció en Milwaukee, y obtuvo su título de ingeniero electricista y de computación en la Universidad de Wisconsin-Madison. Posteriormente, entró a la Allen-Bradley Company como ingeniero de aplicaciones, y recibió capacitación avanzada en ese campo. Mientras trabajaba en la empresa, el Sr. Nosbusch asistió a clases nocturnas en la Universidad de Wisconsin-Milwaukee, donde obtuvo una maestría en gerencia empresarial. Luego, ingresó a la Sección para el Desarrollo de Mercadeo y Negocios de la compañía, y, simultáneamente, continuó trabajando con sus colegas ingenieros. Más adelante, el Sr. Nosbusch fue trasladado a la división de equipos sensores en la Costa Este, y de allí pasó

UNDERSTAND DIFFERENT CULTURES AROUND THE WORLD.

Mr. Nosbusch has faced many challenges on the path to where he is now. His first challenge was to finish high school with a good education. The second challenge was that he was the first person in his family to get a college degree. He faced many other challenges, but his first priority was always to be a good person in society while contributing to the success of his family, his community and his company.

When he started working for this company, he never imagined himself as the CEO of Rockwell Automation. His first goal was to get a good-paying job. He wanted to improve himself and get a more challenging position. His main goal was to do the best that he could and take advantage of many different opportunities in his field.

Mr. Nosbusch feels that his greatest contribution to the company is to set the appropriate tone for this organization at a high ethical level. Taking proper care of customers, being honest and taking care of the employees are of great importance to him. Mr. Nosbusch feels that it is very important to help create an environment where the employees can become the best they can be.

Mr. Nosbusch would not change much about the path that has led him to where he is today. The only thing he would change would be to gain more global

experience. By this, he means that he would have wanted to have the chance to live and work outside of the United States. He feels that we need to interact with and understand different cultures around the world.

The educational requirements for getting a job with Rockwell Automation are a high school diploma, a college degree and/or an advanced college degree. You need a solid background in science and math and a good understanding of technology. Once you are hired, you need to continue your education while on the job. If you are looking for a job opening with Rockwell Automation, you can visit the website www.rockwellautomation.com/careers. You will be able to see the different opportunities that are available within this company. The salary range for the different levels of careers goes from \$20,000 a year for a manufacturing position all the way up to a couple of hundred thousand dollars a year for a senior management position. This company offers apprenticeships and internships through their student associate program. They also offer co-ops and other programs for students. Rockwell Automation does not require a strict dress code; however, you must dress in a professional manner that is appropriate for a business environment.

This company demonstrates great sup-

a Cleveland, Ohio, a la división de equipos controladores. En el año 2000, regresó a Milwaukee, y, en 2004, fue nombrado director ejecutivo de Rockwell Automation.

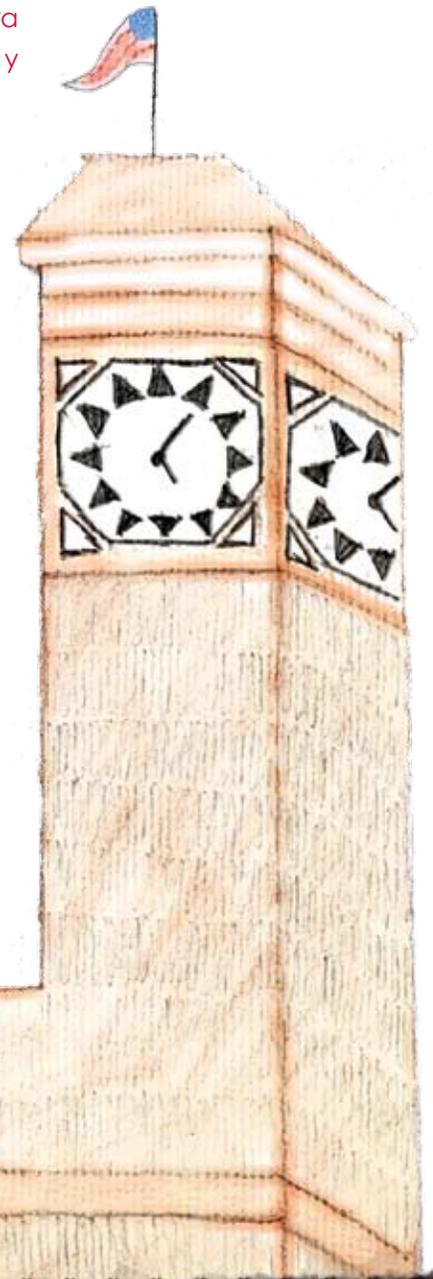
El Sr. Nosbusch ha enfrentado muchos retos en su recorrido hasta la posición donde se encuentra ahora. El primero de ellos fue culminar la secundaria con un buen rendimiento. El segundo, ser el primero en la familia en obtener un título universitario. Él enfrentó muchos otros retos, pero su prioridad siempre fue contribuir con el bien de la sociedad, al tiempo que contribuía con el éxito de su familia, de su comunidad y de su empresa.

Cuando comenzó a trabajar para Rockwell Automation, el Sr. Nosbusch nunca se imaginó a sí mismo como director ejecutivo de la compañía. Su objetivo principal era obtener un trabajo bien remunerado, y mejorar sus capacidades para así obtener un cargo más elevado. Se concentró en dar lo mejor de sí, y aprovechar las muy variadas oportunidades que ofrecía su campo.

El Sr. Nosbusch considera que su mayor contribución a la empresa ha sido establecer los estándares éticos apropiados para la organización. Para él es de gran importancia atender debidamente a los clientes, ser honesto, y velar por los empleados, creando para éstos últimos un entorno laboral donde puedan ser cada vez mejores.

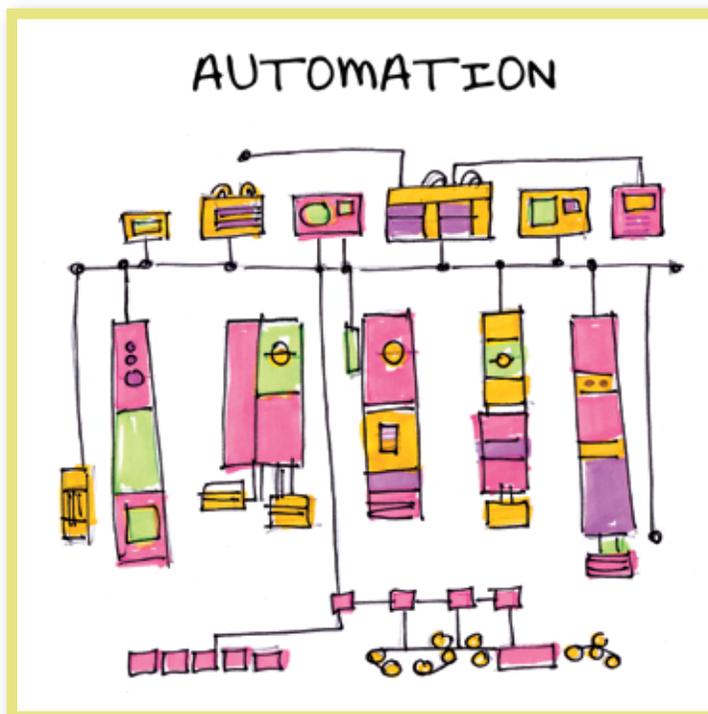
El presidente de Rockwell Automation dice que no cambiaría mucho del camino que lo condujo adonde está ahora. Sólo le hubiera gustado tener más experiencia a nivel internacional. Es decir, él hubiera querido tener la oportunidad de vivir y trabajar fuera de los Estados Unidos, ya que, en su opinión, todos debemos entender a las diferentes culturas del planeta para interactuar con ellas.

Los requisitos académicos para obtener un puesto en Rockwell Automation son un título de secundaria, una licenciatura y/o un posgrado. Se necesita una sólida formación en ciencias y en matemáticas, así como buenos conocimientos en materia de tecnología. Al ser contratado, se debe seguir estudiando a la par del trabajo. Si usted



port for its employees through opportunities within the company. They have a savings plan, a retirement plan and tuition **reimbursement**. If an employee makes a donation to a charitable organization, the company will match the donation. Their employees are able to purchase certain products at a discount due to their relationship with customers and other companies.

The company offers a great benefits package, a dental program and an employee assistance program in case a person is faced with a crisis in his/her personal life. The wellness of their employees is critical. Since health care is expensive, the company works to reduce their health care costs. In order to achieve this, Rockwell Automation offers counseling programs that help their employees take better care of themselves. They also have a health clinic, a fitness center and a basketball court in their building. They also offer intramural sports which their employees are able to join.



The most important characteristics for success in this company are integrity, high ethics and a willingness to work hard and be part of a team with your peers and supervisors.

If a person wanted a job with Rockwell Automation, it would be impossible to get a job in this company without a high school diploma or a GED. If a person would desire a higher position within this company, a college degree or an advanced degree would be necessary.

| POSITION | EDUCATION | SALARY RANGE |
|--|---|---------------------------------------|
| Entry Level –Production/ Assembly Line | High School Degree or GED | \$25,000, plus benefits |
| Support Manufacturing, Production Scheduler | Two-Year Technical Degree | \$30,000 to \$45,000 plus benefits |
| Technical Contributor- Manufacturing Engineer or Design Engineer | Four-Year College Degree | \$55,000 to \$80,000 |
| Research Assistants or Deep Technology Domain Expertise | Master's or Doctorate | \$100,000 to \$150,000 |
| Executive/Senior Management Positions | Four-Year College Degree Supplemented by Either Advanced Degrees or Considerable Business/Technical Experience | Over \$200,000, plus Benefits |

GLOSSARY

Let's "stretch" what we know!

apprenticeship: An opportunity to work under the guidance of skilled, master workers and to learn – by hands-on, practical experience – a trade or art.

assets: In the accounting and financial world, the value of: all cash on hand and in the bank, all other income sources and all properties and inventory owned.

blue-collar: Of or pertaining to professionals or wage earners in jobs usually involving manual labor and the wearing of sturdy, utilitarian work clothes. Origin: a reference to blue-colored work shirts made of denim or other coarse fabric.

capital management: **Capital** refers to wealth in the form of money or property used in the production of more wealth. A **capital management** company is one that manages people's investments in the stock market, helping people to both save and make money.

chief executive officer (CEO): The executive with the chief decision-making authority in an organization or business.

chief financial officer (CFO): The executive responsible for overseeing all income and expenditures in an organization or business.

client: A person who engages or hires the professional services of another.

co-op: Short for "cooperative education" – a structured method of combining classroom education with practical on-the-job work experience, allowing students to receive academic credit for hours spent outside of school at a job.

correspondence school: A school that teaches non-resident students by mailing them lessons, curriculum and homework assignments. Students mail back their work to qualified teachers, and diplomas are awarded upon satisfactory completion of the full academic program.

deposit: Verb: To place, especially for safekeeping. Noun: Something entrusted for safekeeping, such as money in a bank.

diversity: This word literally means **variety**. In the workplace, diversity means a commitment to recognizing and appreciating the variety of characteristics that make individuals unique, characteristics including – but not limited to – age, ethnic/cultural background, disability, gender and economic status.

dredging: Cleaning, deepening or widening a harbor or waterway with a dragline or other specially designed equipment.

equity: Another name for stocks – ownership shares of a particular company or corporation.

ethics: The study or standards of moral duty, moral obligation, fairness and what is right and wrong. Also, the standards governing the conduct of members of a profession.

global: Of, relating to or involving the entire earth.

inquisitive: Unusually curious, eager to learn.

internship: An opportunity, paid or unpaid, to be an advanced student gaining supervised practical experience in a professional field.

mentor: A wise and trusted counselor or teacher.

movers and shakers: Influential people with a long record of getting new and important things done in a particular community or profession.

mutual funds: A mutual fund is a company that brings together money from many people and invests it in multiple stocks or other assets. By investing in a variety of areas instead of just one, a mutual fund reduces financial risks for its clients because – as the old saying goes – "it's best not to put all your eggs in one basket."

negotiate: To participate in a discussion or interact with another so as to peacefully arrive at the settlement of some matter, issue or disagreement.

perseverance: Holding to a purpose, belief or course of action without giving way. Continuing strength, patience or endurance in dealing with something challenging and difficult.

persistence: The quality of being resolute, stubborn, insistent, tenacious, steadfast and untiring in achieving a goal despite obstacles, warnings and setbacks.

real estate: Property in buildings and land.

reimbursement: A payment owed to someone.

reliant: Dependent upon.

renovate: To restore something to an earlier or better state or condition by cleaning, repairing or rebuilding.

rheostat: A device, built into an electrical circuit design, that regulates the flow of electricity by means of adjustable settings.

salary: A fixed amount of money paid regularly by an employer to an employee.

strategic planning: The act of developing a statement of future goals that also lists: the steps and time required to reach those goals, the likely problems that will be encountered in trying to reach those goals and the methods best suited to address those anticipated problems.

technology: The use of science, especially for industrial or commercial purposes.

VIP: Abbreviation for Very Important Person, an informal title often given to a person of great influence, visiting dignitaries or special guests who, because of their importance, receive first-class treatment.

white-collar: Of or pertaining to professionals whose work does not involve manual labor and who are expected to dress with some degree of formality. Origin: a reference, popularized in the 20th century, to the white dress shirts usually paired with a business executive's suit and tie.

Definitions based on entries in The American Heritage Dictionary, Merriam-Webster Dictionary and Roget's International Thesaurus.