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**BRAD PFAFF**  
**STATE SENATOR**

**FOR IMMEDIATE RELEASE**

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Contact: Jake Andrejat, [jake.andrejat@legis.wi.gov](mailto:jake.andrejat@legis.wi.gov), (608) 266-5490

**Sen. Pfaff Column: Getting to Work and Building Back Better**

Growing up on the farm, getting grease on your hands and sweat on your brow was valued and respected. After the cows were milked and the calves were fed, my family and I took pride in our work and looked forward to doing it again tomorrow.

Those who know me, know that I am proud of my rural roots. I was raised on our family dairy farm, in an area where my family has lived since they first came to this country in the 1800s. On that farm, I learned values like dedication, honesty, and how to get through tough times by working together.

It has been a tough year for working families across the country. Unemployment has exceeded recession levels, kids have been home from school, and family and friends have felt more distant than ever. With businesses closing their doors every day through no fault of their own, many folks wonder what their next steps are.

But in the face of adversity, we can't settle for a return to business as usual—we can seize the opportunity to create new, good-paying jobs in Wisconsin and move our communities forward.

We need to get back to building things in our state: roads, bridges, broadband, and manufacturing. We need to recognize that building--and rebuilding--our infrastructure creates jobs and connects communities. It provides opportunities for this generation and the next. We can do this.

To get there, we need to invest in job training opportunities. There's a lot to be learned from our friends in the building trades who invest in excellent technical training, apprenticeship, and journeyman programs. By modernizing job training programs, we can ensure that our workers have the skills they need to meet the needs of today as well as tomorrow.

We also need to connect our high schools with these training programs—recognizing the value of a trade and telling students that a four-year degree is not the only answer to a good job and a fulfilling life.

My philosophy has always been that when you give people the tools they need to succeed, they will take it from there. And although we can't predict what's in store for us after we beat COVID, we can lay the groundwork to build a better Wisconsin for working people, their families and the communities we call home.

***MEDIA NOTE: See email attachment for an official photo of Sen. Pfaff***

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*Senator Brad Pfaff represents the 32nd Senate District, which includes La Crosse, Vernon, Crawford, and southern Monroe County.*