

# *Forward Wisconsin*



## *2008 Annual Report*

# 2007-2008 Board of Directors

## Officers and Members

### OFFICERS

#### Chairman

**Governor Jim Doyle**

#### Vice Chair

**Jerry Franke**

President

*WISPARK LLC*

#### Treasurer

**Scott Lockard**

President - Madison Market

*US Bank*

#### Secretary

**Jeff Kapp**

Vice President of Operations

*Wausau Insurance Companies*

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Office of the President

*UW-System*

**Jack Fischer**

Secretary

*Department of Commerce*

**Dan Clancy**

President

*Wis. Technical College System*

**Kristen Cogswell**

Director of External Affairs

*AT&T*

**Rep. David A. Cullen**

13<sup>th</sup> Assembly District

*D-West Milwaukee*

**David Cullen**

President

*J.P. Cullen and Sons, Inc.*

**Carol Chinn**

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*American Transmission Co.*

**Mark Ehrmann**

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*Quarles & Brady*

**Kristen Fish**

Bus. Dvlpt. Director

*City of Wausau*

**Roberta Gassman**

Secretary

*Dept. of Workforce Development*

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**Kevin Heppner**

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Executive VP – External Affairs

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7<sup>th</sup> Senate District

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**Barbara Swan**

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*Xcel Energy*

**Jeffrey Ticknor**

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*M&I Bank*

**Rolf Wegenke**

President

*WAICU*

**Jeff Welch**

President – Madison Market

*Chase*

**Phyllis Wilhelm**

Dir. of Economic Dvlpt.

*Madison Gas & Electric*

# Featured Success Stories

## *Affiliated Foods*

**A**ffiliated Foods Midwest Cooperative, Inc., based in Norfolk, Nebraska, broke ground for a 731,000-square-foot distribution center on a 100-acre site in Kenosha in May, 2008. Affiliated Foods Midwest is the ninth-largest grocery cooperative in the nation, distributing groceries to stores across the Midwest, including 25 in Wisconsin. The Kenosha facility will serve stores in Wisconsin, Illinois, Indiana, Minnesota, Michigan and Ohio. This \$99 million project expects to create 450 jobs. Forward began working with the company in November, 2006.



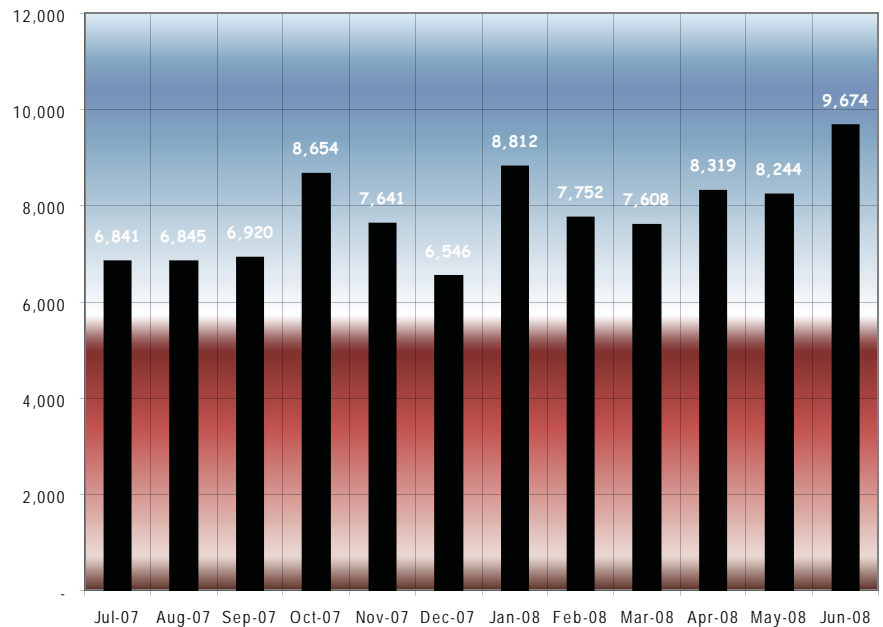
## *Nature's Path*

**N**ature's Path Foods, USA II LLC, headquartered in Richmond, British Columbia is a privately held, family-owned company producing organic breakfast foods, toaster pastries, granola bars and frozen waffles sold in club, grocery, natural food and cooperative stores in 40 countries around the world. Nature's Path has acquired the former Kraft Tombstone Pizza facility in Sussex and is converting it into an organic cereal manufacturing facility. The facility includes a 141,500-square-foot manufacturing plant and a 50,000-square-foot warehouse. Over the next year and a half, Nature's Path will invest approximately \$25 million into the facility and will create 159 jobs. Forward Wisconsin and Commerce began working on the project in November, 2007.



# Internet Marketing

Forward Wisconsin's website generated high numbers in terms of unique visitors. In fact, at the beginning of this year, an all-time high was recorded with 8,812 visitors. Then an astounding 9,674 visitors were recorded in June. These numbers were likely a reflection of the increase in the number of e-mail marketing campaigns that were being sent out during the early part of 2008.



We hope to see these numbers increase as we implement new marketing strategies in the future.

*Forward Website*

Forward Wisconsin continues to provide support and training for the LocationOne Information System (LOIS), which provides community profile information, available buildings and sites. Over 1,200 communities in 56 counties have populated LOIS with demographics and information. Currently, there are 214 administrators who enter and maintain information. In October of 2007, there were approximately 2,800 buildings and nearly 1,300 sites listed in LOIS. Today there are about 3,500 buildings and 1,368 sites. LOIS is now part of a 17-state system which continues to reach out to economic developers in the U.S. In 2007, LOIS implemented many new features including the Google Earth feature, the Modify Date Filter, the PDF Document Gallery and the Pin-Point feature. LOIS also announced plans to create a new look and feel of the presentation site. Implementation of this feature is set for this year. In January, Forward Wisconsin made a decision to purchase data for the States, Counties and Metros/Regions tab from a new provider which saved the organization \$6,000 over a 2-year period.

*LocationOne Information System*

# Industry Cluster Marketing

## Woodworking Fair

The Association of Woodworking & Furnishings Suppliers (AWFS) Fair combines the largest exhibition of woodworking hardware and machinery, board and panel products, upholstery material, wood components, services and new technologies in North America. This event provides excellent networking opportunities and the finest professional educational conference in the industry.

On July 18-21, 2007, Forward Wisconsin hosted a booth at the Association of Woodworking & Furnishings Suppliers (AWFS) Fair in Las Vegas. Forward Wisconsin partnered with DNR Forest Products Unit and fifteen Wisconsin companies also exhibited at AWFS.

The wood and paper industry is important to the Wisconsin economy. Wisconsin's forest product industry employs more than 72,000 people accounting for 14.4% of manufacturing jobs and is the number 1 employer in 23 of our 72 counties. Wisconsin is second in the nation in employment compensation at 3.1 billion dollars.



## July 18-21, 2007

### Marketing Materials at AWFS:

- Wisconsin Forest Products brochure
- Forest Products Booth Postcard
- Wisconsin DNR Primary Wood Using Industry Directory
- Wisconsin DNR Secondary Wood Using Industry Directory



# Industry Cluster Marketing

## *Industrial Bio*

On April 27, 2008, Forward participated in its first-World Congress on Industrial Biotechnology, which was held in Chicago. This year was the fifth year for this annual event.

The World Congress on Industrial Biotechnology & Bioprocessing is the premiere gathering of thought leaders, investors, researchers and business executives from around the globe. The 2008 conference presented the latest issues involving scientific innovation, market growth, policy developments and future trends in the industrial and environmental applications of biotechnology. This was a great opportunity for Wisconsin to position itself as a leader in this emerging industry sector.

The Biotechnology Industry Organization's Sixth Annual World Congress on Industrial Biotechnology & Bioprocessing will be held July 19-22, 2009 in Montreal, Quebec.



April 28-29, 2008

### **Marketing Materials at Industrial Bio:**

- Wisconsin Biotechnology brochure
- 2007 Wisc. Biotechnology and Medical Device Business Directory
- Biotechnology in Wisconsin DVD



# Industry Cluster Marketing

## Bio 2008

Forward Wisconsin's BIO Advisory Group met regularly during 2007-08 to oversee Wisconsin's annual presence at the BIO conference – the world's largest biotechnology convention. The Group, a coalition of business, government and educational leaders, partnered to organize a 1600-square-foot Wisconsin tradeshow pavilion and evening reception at BIO 2008 in San Diego from June 17-20, 2008.

For the ninth straight year, Forward Wisconsin played a key role in organizing and coordinating the Wisconsin exhibit area and networking event at the BIO conference. The state's involvement at BIO 2008 managed a budget of approximately \$250,000, with over 125 Wisconsin representatives and 56 sponsoring and participating organizations. The Discovery Theater returned for its third year within the Wisconsin pavilion and featured 16 presentations. The Governor's reception, with 250 invited guests, took place on June 18 at the Manchester Grand Hyatt. BIO 2008 maintained a high number in the attendance (20,108) with representatives from 48 states and 70 countries.



June 17 - 20, 2008

## Marketing Materials Created for Bio 2008:

- **Wisconsin: Collaborate, Commercialize and Connect brochure**
- **Wisconsin Biotechnology and Medical Device Business Directory 2008**
- **Wisconsin BIO 2008 Pavilion Directory**
- **Print advertising in the European BioPharmaceutical Review, Trade & Industry magazine and the full conference Bio '08 brochure**
- **Bio 2008 "e-mail" advertising campaign**
- **Wisconsin postcard mailer to all BIO 2008 registered attendees**
- **Wisconsin mailer listing Discovery Theater presentation schedule**

# Marketing & Event Highlights

## **INDUSTRIAL ASSET MANAGEMENT COUNCIL CONFERENCE**

**OCTOBER 6-9, 2007 (ST. LOUIS, MO)**

Forward Wisconsin and Wisconsin Public Service staff, Ted Penn participated in this international conference for site selection consultants and corporate real estate executives. In addition to networking activities, individual meetings with targeted consultants were scheduled.



## **TWIN CITIES MARKETING MISSION**

**OCTOBER 16-18, 2007 (MINNEAPOLIS/ST. PAUL, MN)**

Forward Wisconsin partnered with several Wisconsin economic development professionals to conduct appointments with CEOs in the Twin Cities area. Participants included: Rusk County Development, City of Eau Claire, Eau Claire Area EDC, Sauk County Development Corporation, WOW Logistics, La Crosse Area Development Corporation, Chippewa County EDC and Pierce County EDC.

## **CORPORATE REAL ESTATE NETWORK GLOBAL SUMMIT**

**OCTOBER 28-31, 2007 (ATLANTA, GA)**

CoreNet Global Summit Atlanta offered four days of networking opportunities to create and to strengthen relationships that are crucial to business. In addition to corporate real estate executives, business leaders and industry professionals, we saw – and heard from – industry experts on a variety of topics relevant to the critical issue of finding, getting and keeping TALENT. Nine innovative educational tracks were presented by industry pioneers and subject matter experts introduced us to best practices of globally networked corporate enterprises.



## **GLOBAL RETAIL REAL ESTATE CONVENTION**

**MAY 18, 2008 - MAY 21, 2008 (LAS VEGAS, NV)**

The Annual Global Retail Real Estate Convention (RECon) & Exhibition gave an opportunity to showcase Wisconsin to a broad audience of more than 50,000 real estate professionals. ICSC, the global trade association of the shopping center industry, has over 70,000 members including developers, investors, lenders, and other professionals as well as academics and public officials. By exhibiting at this conference, Forward Wisconsin created a greater awareness of investing in Wisconsin. It created visibility, recognition and it was a great opportunity to make connections with site selectors. While staffing the booth, one Florida real estate person stop to say that he appreciated receiving our Weekly News Briefs e-mails about expansions and activities going on in the state and says that he wanted us to “keep ‘em coming”. This year’s six collaborative partners included Manitowoc County Economic Dev Corp, the Fox Cities Chamber, the Oshkosh Chamber, Fond du Lac County Economic Dev Corp, the Highway 41 Corridor and Equity Commercial Real Estate Company.



## *Memo of Understanding*

*In late 2007, the Wisconsin Department of Commerce and Forward Wisconsin Board of Directors adopted a Memorandum of Understanding (MOU) to better coordinate Wisconsin's business attraction efforts, improve strategic marketing efforts and make more effective use of existing resources. Under the MOU, Forward Wisconsin keeps its status as a public-private, non-profit corporation but would no longer have a president, freeing up more funding for marketing.*

*On September 28, 2007, Wisconsin Department of Commerce Secretary and Forward Wisconsin Board Member Mary Burke announced that Mickey Judkins would be named Administrator of Commerce's new Division of Investment and Export. Her responsibilities are to increase Wisconsin exports and recruit investment into Wisconsin from domestic and international companies. Judkins will also serve as the Commerce liaison to Forward Wisconsin.*

*Judkins is a successful small business owner and entrepreneur with 32 years of experience. She has served on the Wisconsin Development Finance Board and the Healthcare Task Force. Judkins is also a past president of the Eau Claire Economic Development Corporation (ECDC) and served four years on the ECDC board of directors. She is a graduate of the University of Wisconsin-Eau Claire.*

## *Strategic Marketing Plan*

*In late June of 2008, the Legislature's Joint Finance Committee approved on a 15 to 1 vote the \$50,000 needed to develop a detailed strategic plan for Forward Wisconsin and the Department of Commerce. These funds would support the continuation of the economic development strategy plan being developed between Commerce and Forward Wisconsin. This fall the report detailing a marketing strategy will be presented to the Joint Finance Committee. Joint Finance may approve \$700,000 in additional marketing dollars. Wisconsin has a comparatively small marketing budget when compared to other states. It is important that we increase our marketing financial commitment to remain competitive. This \$700,000 dollars would be in addition to the \$320,000 dollars Forward Wisconsin receives in each year of the 2007 - 2009 biennium. However, the key to this funding will be support from the private sector.*

# Statements of Financial Position

*As of June 30, 2008 and 2007*

*Assets*

<b>Assets</b>	<b>2008</b>	<b>2007</b>
<b>Current assets:</b>		
Cash and cash equivalents	\$184,230	\$ 174,626
Certificates of deposit	121,277	116,707
Grants receivable	85,000	65,466
Contributions receivable	26,474	20,100
Other assets	9,605	9,338
<b>Total current assets</b>	<b>426,586</b>	<b>386,237</b>
<b>Property and equipment, net</b>	<b>16,858</b>	<b>29,640</b>
<b>TOTAL ASSETS</b>	<b>\$ 443,444</b>	<b>\$ 415,877</b>

*Liabilities*

<b>Liabilities &amp; Net Assets</b>	<b>2008</b>	<b>2007</b>
<b>Current liabilities:</b>		
Accounts payable	\$ 43,380	\$ 95,053
Accrued payroll and related expenses	32,292	45,169
<b>Total current liabilities</b>	<b>75,672</b>	<b>140,222</b>
<b>Unrestricted net assets</b>	<b>367,772</b>	<b>275,655</b>
<b>TOTAL LIABILITIES &amp; ASSETS</b>	<b>\$ 443,444</b>	<b>\$ 415,877</b>

# Your Support in Forward Wisconsin

## Our Investors

### Chairman's Level (\$50,000 and over)

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State of Wisconsin                      We Energies

### President's Level (\$20,000 to \$49,999)

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Alliant Energy                      Marshfield Clinic                      Xcel Energy  
Madison Gas & Electric                      Wisconsin Public Service Corp.

### Leadership Level (\$10,000 to \$19,999)

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AT&T                      Quarles & Brady  
American Family Insurance                      Verizon  
Chase

### Investor Level (\$5,000 to \$9,999)

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Virchow, Krause & Company, LLP

### Partner Level (\$1,000 to \$4,999)

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Georgia-Pacific Corporation                      NAI MLG Commercial  
J. J. Keller & Associates                      Rock Road Companies  
John Deere Horicon Works                      Wisconsin Physicians Service  
Kikkoman Foods                      Wisconsin Public Power Inc.  
Kwik Trip, Inc.

### Associate Level (up to \$999)

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C.G. Bretting Manufacturing                      Midwest Airlines  
Kenosha News                      The Edgewater

*Forward Wisconsin wishes to sincerely thank all our partners that provided financial resources, in-kind services, time, energy and marketing event support throughout the year. We appreciate everything you do for us and value your contributions.*

# *Office Locations and Staff*

## *Locations*

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Phone: 262.691.7873  
Fax: 262.691.7876**

## *Staff*

- » **Jan Alf  
Director**
- » **Sharon Seffrood  
Web Marketing Specialist**

