

# THE FLASH

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## NEW BUSINESS PROMOTIONAL DVD NOW AVAILABLE TO BOOST STATE MARKETING EFFORTS

On January 19, Governor Jim Doyle announced the availability of a new marketing tool developed by Forward Wisconsin to help promote the state for business expansion, economic growth and investment. A DVD titled, "Wisconsin: Your Business Destination" is now available for use by economic development officials to tout the positive benefits of doing business in the state.



To view or order a copy of the "Wisconsin: Your Business Destination" DVD, visit the Forward Wisconsin web site – [forwardwi.com](http://forwardwi.com).

Governor Doyle used the DVD last fall when he led a business delegation to Japan and debuted it to a Wisconsin audience during Forward Wisconsin's 20<sup>th</sup> Anniversary Luncheon and Celebration this past September. He plans to make it part of his marketing effort during his Trade Mission to Mexico in March 2005.

Forward Wisconsin and Commerce teamed up to coordinate the overall DVD project and partnered on gathering business-related footage through local organizations. The Department of Tourism helped out by submitting film that focused on the state's quality of life. Forward Wisconsin provided funding for the DVD production and is distributing the DVD.



The largely pictorial DVD includes an introduction and closing by Governor Doyle as well as sections highlighting manufacturing, technology, agri-business, and quality of life. The DVD run time is about five and a half minutes.

"We must continue to tell the nation and the world about the positive business climate and successful businesses we have here in Wisconsin - and we all can play a role in telling the story," said Governor Doyle, Forward Wisconsin Chairman. "This new DVD illustrates the strength we have across all sectors of our economy, as well as the great quality of life we have

in Wisconsin. I want to encourage economic development professionals and business executives to use this DVD during presentations to potential business prospects and investors."

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YOUR BUSINESS DESTINATION

## FORWARD GAINS PLACEMENT OF INC. MAGAZINE ARTICLE TOUTING STATE JOB GROWTH

*Inc. Magazine*, one of the nation's most influential business magazines, has published an article in its February issue that reports a "remarkable turnaround" in manufacturing job creation in Wisconsin and calls the state a "blue-collar heaven." The article, titled "... And the State of Manufacturing: Wisconsin leads the nation in new blue-collar jobs", specifically details how Wisconsin has added over 16,000 new blue-collar jobs through October 2004.



Forward Wisconsin initiated a national media relations campaign in partnership with Development Counsellors International (DCI) - the world's leader in marketing places - in May 2004. The program goal is to increase national awareness of Wisconsin's pro-business climate and business resources. A recent campaign objective is to inform business publications of our state's national manufacturing job creation leadership. The *Inc. Magazine* article was a direct result of those outreach efforts.

The article goes on to say that "by comparison, that's 7,000 more (jobs) than runner-up Minnesota and 12,000 more than third-place Oregon." It also cites that in 2004, Ohio, Michigan, and Illinois "combined lost about 19,000 jobs."

The article credits Governor Doyle's policies as a critical reason for the



manufacturing turnaround. Specifically mentioned are his focus on specialized small manufacturers and many positive initiatives he has undertaken like lowering taxes, stripping away outdated regulations and arranging for funding through the Manufacturing Extension Partnership.

Governor Doyle spoke of the February 2005 *Inc. Magazine* article in his January 12<sup>th</sup> State of the State address as a positive sign of Wisconsin's economic growth.

A copy of the *Inc. Magazine* article is available on Forward Wisconsin's web site at [forwardwi.com](http://forwardwi.com).



**HAPPY VALENTINE'S DAY FROM  
EVERYONE AT FORWARD!**