



Attracting Business to Wisconsin

# NEWS

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## ***INC. MAGAZINE APPLAUDS WISCONSIN'S ENTREPRENEURIAL ECONOMY***

*Green Bay, La Crosse, Madison & Milwaukee Rank High on Annual "Best Places for Doing Business in America" List*

**MADISON** - - *Inc. Magazine's* May 2005 issue contains high praise for the State of Wisconsin's entrepreneurial climate and for four cities that it mentions in an article detailing the publication's annual "Best Places for Doing Business in America 2005" list. *Inc. Magazine* states that "for some time Wisconsin has had the premier entrepreneurial economy in the Midwest." The article includes a sidebar column with a "Report from Green Bay: Everyone's a Knowledge Worker" - Green Bay is listed as the number four best place for doing business in America.

*Inc. Magazine's* "Report from Green Bay" profiles one of the city's top manufacturers - Enzymatic Therapy - and lauds Green Bay's strong work ethic. It also cites that Wisconsin has three other cities that rank high on the "Best Places for Doing Business in America 2005" list: La Crosse (No. 15), Madison (No. 38) and Milwaukee (No.66). *Inc. Magazine* examined 274 population centers and looked at job creation and other factors that indicated a thriving business climate in putting together its list.

"*Inc. Magazine* is one of the top business publications in the country and to have this recognition in a publication read by so many business people that make investment decisions is very valuable," said Pepi Randolph, Forward Wisconsin President. "I am pleased that the word is getting out about Wisconsin's strong business climate, especially the technology and entrepreneurial activity taking place here."

Inc. Magazine attributes Wisconsin's success to many factors, including:

- The quality of the state's public education system;
- The level and commitment of Wisconsin workers;
- An economy that is diversified and does not rely on one industry;
- Highly specialized, smaller firms that are competitive worldwide;
- The state's strong export market; and,
- A low cost of living and exceptional recreational opportunities.

Forward Wisconsin (ForwardWI.com) is the state's public-private marketing organization. Its job is to recruit new businesses to the state by marketing Wisconsin's business advantages outside the state. Gov. Jim Doyle is Chairman of the Forward Wisconsin Board. The *Inc. Magazine* "Best Places for Doing Business in America 2005" article can be viewed at <http://www.inc.com>.