



THE FLASH

March 2005

201 W. Washington Ave., Suite 500 – Madison, WI 53703
608.261.2500 or <http://www.forwardwi.com>

PROGRESSIVE RAIL, AURORA HEALTH CARE AND THE MILWAUKEE BREWERS JOIN FORWARD TEAM

What does a Minnesota-based railroad / freight forwarder, the largest private sector employer in Wisconsin and a professional baseball club have in common? You guessed it – they all recently became investors in Forward Wisconsin and we welcome them all as new supporters of our marketing efforts.

Progressive Rail specializes in rail transportation by coordinating everything from start to finish with transport anywhere in North America. Unlike a typical freight forwarder, the firm owns and operates a railroad in the Twin Cities area and operates two rail-served industrial parks. The company also has several projects in the works in Wisconsin that will benefit the state's businesses and provide more transportation options.



Aurora Health Care, a Wisconsin not-for-profit health care provider, employs over 24,000 people throughout eastern Wisconsin. The organization provides care at more than

250 locations in 75 communities. Aurora has several hospitals in the state, including St. Luke's Medical Center in Milwaukee, Wisconsin's largest private hospital. St. Luke's is internationally known for expertise in heart care and also offers exceptional care for cancer,



digestive diseases and hyperbaric medicine, and houses the Vince Lombardi Cancer Clinic.

The Milwaukee Brewers first spring training game is just a few days away – March 4 – and their home opener is April 11 so it will be warm before we know it! The Milwaukee Brewers, through their Brewers Charities and other community programs, support many worthy events and activities throughout Wisconsin. They assist many charities, educational groups, youth groups and non-profit organizations.



A big "THANK YOU" to Progressive Rail, Aurora Health Care and the Milwaukee Brewers for their commitment to Forward Wisconsin.

FORWARD PRESIDENT HEADING SOUTH OF THE BORDER TO SEEK INVESTMENT IN WISCONSIN

Forward Wisconsin President Pepi Randolph will join Governor Jim Doyle on his trade mission to Mexico on



March 6-11. Commerce has organized the trip with assistance from the Department of Agriculture, Trade & Consumer Protection (DATCP).

Commerce Secretary Burke, DATCP Secretary Nilsestuen and dozens of state business executives will be

traveling to Mexico City and Guadalajara.

While the majority of the mission participants are meeting with agents, distributors, potential customers and government officials to promote Wisconsin exports to Mexico, Forward Wisconsin will have another goal for the trip: inviting Mexican business to invest in Wisconsin.

Commerce's International Division and their Mexico City office have scheduled meetings for Randolph during the trip. He will meet with business development officials, as well as corporate executives and provide an overview of Wisconsin's



location, economic strengths and what it can offer growing businesses. The "Wisconsin: Your Business Destination" DVD has been translated into Spanish for use during presentations and visits.

Mexico is Wisconsin's second most important export destination. The mission has been scheduled to coincide with two major trade shows - TECMA, the 11th International Machine Tool Show in Mexico City and ANTAD, the annual convention of the National Retail Association of Mexico in Guadalajara. Commerce is organizing a Wisconsin pavilion at each show.

UPCOMING EVENTS

- Governor Jim Doyle's Trade Mission to Mexico
March 6-11 in Mexico City and Guadalajara
- CoreNet Global Summit
April 17-20 in Toronto
- Chicago Area Marketing Mission
May 10-12 in Chicago metro area
- BIO 2005
June 19-22 in Philadelphia