

# THE FLASH

May 2005

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

## IT'S SPRING AND THAT MEANS ONLY ONE THING: THE WISCONSIN TEAM IS HEADING TO CHICAGO

In an annual spring tradition that is now in its 20th year, Forward Wisconsin will lead a delegation to Chicago next week in search of future Wisconsin investment, jobs and businesses. This year's Chicago area marketing mission, scheduled for May 11-12, will again include face-to-face, scheduled appointments with CEOs interested in expanding their firms to the state.



The meetings are the result of a three-month effort that includes obtaining a qualified mailing list of CEOs in targeted industries and mailing 3500 personal invitation letters from Governor Doyle. The letters were followed by an extensive phone initiative that secured appointments during the two-day trip. Thirteen groups from the state will be represented on the marketing mission and will help pitch-in to make the appointments. The Wisconsin team members are primarily economic development professionals interested in both promoting Wisconsin and their area.



After two decades of making these trips to Chicago, Wisconsin's pro-business message continues to resonate with Illinois CEOs – many of which have Wisconsin vacation homes and spend significant amounts of time in the state. Since 1987, Forward has worked with about 80 Illinois firms that have expanded or relocated to Wisconsin.

## BUSINESS SITE SELECTORS WENT TO TORONTO WITH FORWARD WISCONSIN IN HOT PURSUIT

The spring CoreNet Global Summit took place on April 17-20 in Toronto and Forward's Pepi Randolph and Jan Alf organized a marketing effort during the event. CoreNet Global is the world's largest group of corporate real estate execs and business site selection consultants – key decision-makers in deciding where businesses will locate, expand and invest. The Summits are held on a biannual basis and serve as the educational conferences for the group's membership. Forward Wisconsin had an exhibit and hosted one-on-one meetings with several site selection consultants and real estate executives – targeting ones that work in locating companies in the Midwest.



## NATIONAL ED MAGAZINE NAMES EIGHT WISCONSIN CITIES AS "5-STAR QUALITY OF LIFE METROS"



Wisconsinites all know that the Badger State is a great place to live, but now we have more evidence to prove it. The proof comes in the form of the seventh annual "2005 Quality of Life Quotient" compiled by *Expansion Management* magazine, a leading national economic development publication. The results of the 2005 Quality of Life Quotient listed eight Wisconsin metro areas as having the highest quality-of-life rating possible: "5-Star Quality of Life Metro."

The 5-Star Quality of Life Metros in Wisconsin include: Appleton, Eau Claire, Fond du Lac, Green Bay, La Crosse, Madison, Wausau and the Duluth, Minnesota-Wisconsin metro area that includes within it the City of Superior. The "5-Star" designation means that a metro area finished in the top 20 percent of all metro areas considered.

Wisconsin metro areas also scored impressively in three of the separate nine categories examined for the Quality of Life Quotient. Out of the 362 metro areas examined, four Wisconsin metro areas were in the top ten for lowest crime: Appleton (2<sup>nd</sup>), Fond du Lac (4<sup>th</sup>), La Crosse (9<sup>th</sup>) and Wausau (10<sup>th</sup>). In the category of best public schools, Sheboygan was ranked 2<sup>nd</sup>, followed by Madison at 3<sup>rd</sup>, Oshkosh-Neenah at 6<sup>th</sup>, Appleton at 7<sup>th</sup> and Eau Claire in the 10<sup>th</sup> spot. Madison was also listed as fifth best metro area in the "adult education level" category.



The importance of the quality-of-life factor in expanding a business is critical and rankings such as these bolster Wisconsin's efforts to attract and retain business investment and worker talent. *Expansion Management* is mailed monthly to more than 45,000 CEOs, vice presidents, directors and other executives of companies that have indicated they are considering expanding into new geographic areas.



## COMING SOON! BIO 2005

Final preparations are being made for Wisconsin's presence at BIO 2005 – the world's largest biotechnology conference. For more details, contact Forward Wisconsin's Jan Alf at 262.691.7873.